

Swap to Stop

Helping people quit smoking
with free vapes and support

Information pack

What is Swap to Stop (S2S)?

Swap to Stop is a national initiative that helps people quit smoking by offering free vape kits alongside specialist behavioural support. While vaping isn't risk-free, it's less harmful than smoking tobacco. That's why it's recommended only for people who currently smoke as a quit aid.

Locally, **Smokefree Island** works with various partner organisations to deliver the Swap to Stop programme. Swap to Stop is part of a wider offer to support individuals to quit smoking that includes:

- Free vapes/ e-cigarettes (up to 12 weeks of vape supplies)
- Tailored support to help individuals quit for good
- Access to Nicotine Replacement Therapies (NRT), medications, and personalised guidance

The S2S offer of vapes/e-cigarettes adds to existing quit options, giving people more choice based on their needs and preferences. This is a valuable opportunity to help residents quit smoking, especially those facing greater health inequalities.

Why supporting quit attempts matters

- Smoking remains the leading cause of preventable death and illness.
- Quitting smoking leads to immediate and long-term health improvements, which can enhance overall wellbeing of patients/service users or clients and quality of life
- Smoking rates are highest among people facing social or economic disadvantages such as those unemployed, living in social housing, living in poverty or low income, experiencing mental health conditions.
- These groups also tend to have more health problems, use NHS and social care services more, and often have worse health outcomes.
- Most people in these groups want to quit just as much as anyone else, but they face bigger barriers like stress, lack of support, and difficult life circumstances.
- Support increases success: people are 3x more likely to quit with help, and 5x more likely to quit for good after 28 smoke-free days.

How organisations and partners can get involved

Organisations across the Island working with residents who currently smoke, are encouraged to sign up to deliver the programme in partnership with Smokefree Island to offer S2S particularly:

- People in social housing or areas of deprivation
- Individuals with long-term health conditions
- People with complex issues such as severe mental health conditions, homelessness, and substance misuse
- Pregnant women and their families
- Gypsy/Romany traveller communities
- Low-income households
- Carers
- People who are unemployed

If you would like to register your interest in becoming a Swap to Stop partner, please email Elizabeth West elizabeth.west@smokefreehamshire.org.uk

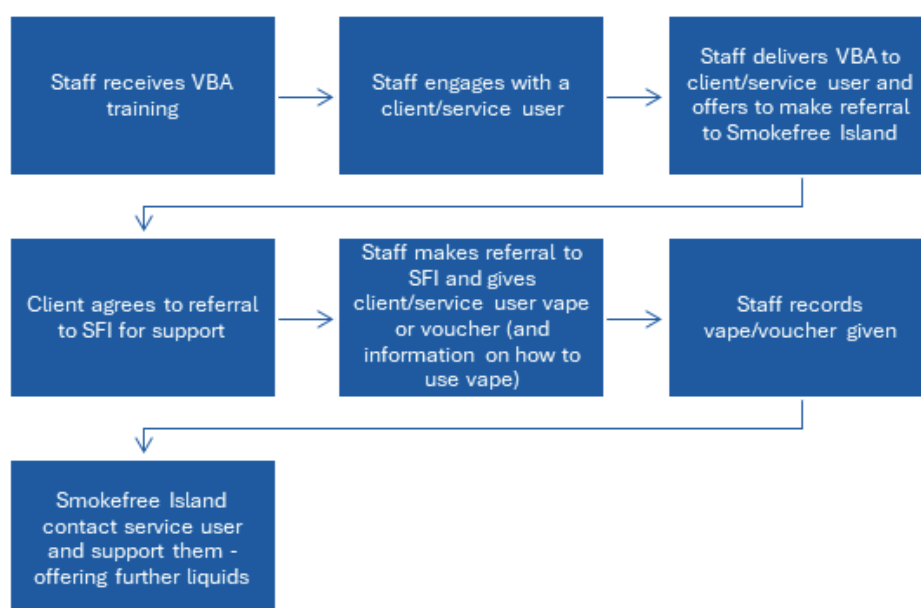
Who can sign up for Swap to Stop as a quit aid?

- Adults (18+) who live or work on the Isle of Wight and currently smoke.
- Under 18s are **not** eligible for Swap to Stop. Vapes are not provided as a quit aid to under-18s, however, Smokefree Island can support them with alternative nicotine replacement therapies.

How it works on the Isle of Wight

- Individuals can access the service if they agree to be referred to Smokefree Island for further behavioral support and liquids
- They will receive either a free vape starter kit or a voucher to redeem online via **Evapo website** or by phone for home delivery.
- They are supported by Smokefree Island with specialist behavioral support and NRT as required, depending on individual needs
- The individual receives an initial supply, including 4 weeks of vape liquids, with continued support and supplies for up to 12 weeks.
- Some individuals may receive support for up to 26 weeks, especially high-risk groups such as those with severe mental health conditions or substance misuse.

The S2S pathway



How staff and services can support

Staff working with people/clients/service users who smoke can:

- Complete VBA training
- Deliver Very Brief Advice (VBA) to encourage a quit attempt during their engagement with the client/individual.
- Refer individuals to Smokefree Island using a short [online referral form](#)
- Provide a vape starter kit or voucher (if trained and equipped to do so).

Smokefree Island will then follow up with the individual to begin their quit journey.

To enable staff to effectively support and deliver Swap to Stop (S2S), they will:

- Receive training on VBA and Swap to stop
- Receive vape kits or voucher codes from Smokefree Island.
- Dispense these to eligible individuals, ensuring proper storage and recording
- Monitor usage and maintain records of vapes or vouchers dispensed as agreed with Smokefree Island.

Training and support for staff

- **Smokefree Island** offers a short, tailored training session on delivering S2S and understanding vaping as a quit aid.
- Very Brief Advice (VBA) training is available for any staff working on the Isle of Wight.
- Ongoing support and guidance are provided by Smokefree Island.
- Staff interested in delivering S2S can contact Smokefree Island to arrange this.

Beyond quitting smoking

Once individuals have successfully quit smoking using S2S, [Smokefree Island](#) can also support them to quit vaping, if and when they are ready.

Benefits of helping people quit

- Improve client/service user wellbeing
- Helps create a smoke-free environment that protects people from secondhand smoke
- Staff receive training and build confidence in supporting behaviour change
- Contributes to reducing financial burdens for clients/service users
- Creates and normalises smokefree environments, protecting people from secondhand smoke

Further information and resources

- Smokefree Island: [Smokefree Island | Quit Smoking Support](#)
- NCSCT Swap to Stop Overview: <https://www.ncsct.co.uk/publications/swap-to-stop>
- NCSCT Vaping Briefing Document: <https://www.ncsct.co.uk/library/view/pdf/NCST-vaping-briefing-v8.pdf>
- **The NHS Better Health** website contains information around vaping to quit smoking, including facts based on scientific evidence and research.

