

HIPS/25/18 - Understanding contemporary adult vaping pathways for policy, practice and public stakeholders: a qualitative study

Smoking remains the main cause of cancer and preventable death in the UK. Vaping can help people stop smoking but is not risk-free and products and laws are changing quickly. Around 12% of adults in Scotland vape. We need to know more about how habits change over time, and whether and how people switch between vaping, smoking and other nicotine products (like pouches). Currently, it is difficult to know what is needed to support people to permanently stop smoking and limit harms from vapes.

We will interview adults who vape or have vaped. We will interview them again about a year later to see if anything has changed with their vaping. We will interview different types of people who have vaped, including adults who:

- have stopped smoking by switching to vaping;
- vape and smoke but want to stop smoking;
- have tried to stop or have stopped vaping; and
- vape but have never smoked.

We will share our findings with decision-makers to shape health policies and services and produce a new, free online resource on vaping where people can read summaries of others' experience of vaping. They will be able to listen to and watch clips from interviews to bring people's experiences to life and enhance knowledge, support and decision-making about vaping.

We will work with people who vape to make sure the research covers the issues they think are important and to make the findings available to a range of audiences.