SURVEY REVEALS PEOPLE ARE SMOKING MORE DURING COVID-19 LOCK DOWN.

Thursday 23 April, 2020

People are smoking more during lock down. 46% of survey respondents reported that distancing had affected how much they smoked, and 30% reported feeling more stressed. Smokers are at higher risk of suffering serious COVID-19 complications creating an urgent need for smokers to quit.

Ibiza Vape Club report that a limited survey into smoking habits during lock down, has revealed that smokers have dramatically increased the amount they are smoking. Ibiza Vape Club launched a smoking cessation programme - SWITCH TO QUIT - that is designed to support smokers who want to quit by switching to vaping (the use of e-cigarettes is fully supported by NHS Smoke Free services). Coronavirus is presenting smokers with an unprecedented risk to their health[2], and with NHS quitting services temporarily on hold, and vaping stores closed, smokers who want to switch to quit are out on a limb. With the majority of the UK population on lock down, the opportunity has never been better for smokers to quit smoking without having to juggle the stress and chaos of work, home and social commitments (the most commonly quoted triggers for smoking).

SWITCH TO QUIT provides appropriate products, vaping know-how and behavioural support (all based on the NHS quitting service model) enabling a smoother transition to vaping. Every aspect of the programme can be delivered direct to the consumers home, making it the perfect solution during social distancing.

“Choosing the right device and understanding how to vape are critical to success. Sadly, many smokers get the wrong advice which leads to a less than satisfactory first experience of vaping, which for many means they abandon quitting altogether. SWITCH TO QUIT takes the guess work out of switching and allow the smoker to focus on the process of quitting, not the technicalities of vaping.” Said Joanne Emmerson FCIM, Head of Marketing, Ibiza Vape Club.

Vaping is 95% less harmful than smoking[1] and has ZERO impact on bystanders. Public Health England found that people who combine switching to vaping with behavioural support are more than twice as likely to quit for good.[1] The NHS does not recommend which vaping device and e-liquid to start with, leaving a vaping novice to fend for themselves in terms of trying to figure out what, and how to start vaping. SWITCH TO QUIT fills that gap and more.

SWITCH TO QUIT Initial Pack Cost £39.99 (discounted from £69.99) and includes:

- Vape Starter Kit – E-Cigarette or Refillable Pod Device, 6 e-liquids, 1 pack of coils or pods, drawstring bag for managing supplies.
- Behavioural Support – Downloadable PDF guide to quitting and preparing to quit. Downloadable Craving Journal. Access to online support and access to private Facebook groups with other people on the Switch to Quit programme.
- Email Support – Daily email support for the first 28 days of quitting – with tips and advice to keep going.
- Product Discount – 20% off all products for 3 months. (available to 1st time purchasers with IVC only).

The Ibiza Club online vape store (www.ibizavapeclub.com) is open for business 24/7 and will continue to support retailers, and online customers throughout the COVID-19 crisis.

References:

1. McNeill, A. et al. Evidence review of e- cigarettes and heated tobacco products 2018. A report commissioned by Public Health England (2018).
2. ITN Interview, 18 March 2020

Head of Respiratory Medicine at Swansea University, Professor Keir Lewis

Media:







Related Sectors:

Coronavirus (COVID-19) :: Health :: Lifestyle & Relationships :: Medical & Pharmaceutical ::

Related Keywords:

SWITCH TO QUIT :: COVID-19 :: CORONAVIRUS :: VAPING :: QUIT SMOKING :: IBIZA VAPE CLUB :: SMOKING SURVEY ::

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commented during an ITV news broadcast, that those who smoke have more than likely damaged the cells protecting their nose and airways. Which means they are more likely to develop lung problems as a result of contracting Covid-19, whether or not they have other medical conditions. Professor Keir also warned that many smokers who have existing lung conditions are at even greater risk.

Suzanne Cass, CEO of ASH Wales, said: "… in light of concerns about the spread of Covid-19 we would urge smokers more than ever to consider giving up a habit that seriously affects the body's natural defences."

Ibiza Club

Ibiza Club is wholly owned by AFB Plc, a multi-generational family run business with over 100 years' experience of delivering quality products to high street stores and supermarkets all over the United Kingdom.

Ibiza Vape Club was created to meet the increasing demand for vaping products in the UK. AFB Plc made the conscious decision to wait before entering the vaping market until enough regulation was in place to ensure the stability of the products and the marketplace itself. Hence, once the government had established its manufacturing and distribution standards, we entered the vaping market in 2018.

Ibiza Vape Club products are available direct via the online store, and in supermarkets, high street convenience stores and petrol stations across the UK.

Ibiza Vape Club – Position on Smoking

Smoking is terrible for anyone; we don't advocate or support smoking. Public Health England published a report about vaping and its impact on health and concluded that Vaping is 95% less harmful than smoking.[1]
If you must smoke, vape, and if you have never smoked or vaped, don't start. It's as simple as that.

1. McNeill, A. et al. Evidence review of e- cigarettes and heated tobacco products 2018. A report commissioned by Public Health England (2018).

#SAFEVAPEUK

Ibiza Vape Club has created an online resource for smokers and vapers alike to learn more about vaping, the industry and what is going on in the news. No frills, no spin, just facts. An ever expanding Frequently Asked Questions (FAQ)
library that cuts through the fiction and misinformation and focuses on the facts. In addition to the FAQ area of the website an active blog is maintained covering all aspects of vaping news and innovation.

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