

PE2155/B: Improve support for people trying to give up e-cigarettes and vaping

Minister for Public Health and Women's Health written submission, 20 July 2025

Thank you for your correspondence on 24 June 2025 regarding the above petition on improving support for people trying to give up e-cigarettes and vaping. I welcome the opportunity to provide additional clarity on the steps we are taking to tackle this important issue.

The Population Health Framework (PHF), published on 17 June 2025, sets out the Scottish Government's cross-government and cross-sector approach to improving population health over the next decade. A preventative approach, as adopted in the PHF, is essential to addressing the persistent disparities in health outcomes and life expectancy across Scotland's communities.

The PHF is intended to complement current frameworks, strategies and action plans and focus upon the primary drivers of population health, including the Tobacco and Vaping Framework.

Our Tobacco and Vaping Framework, which we published in November 2023, committed to improving information around vapes and to increase awareness of avenues for support in stopping vaping or smoking. In addition, it also committed to continuing to fund and support our cessation services.

Some of the preventative actions we have already taken, as part of Tobacco and Vaping Framework – Roadmap to 2034 include:

- improved information on vaping products through our Take Hold Campaign, which educates parents, carers and young people on vaping addiction and signposts them to support through NHS Inform and Quit Your Way Scotland;
- created free accurate information on vaping and nicotine products on Young Scot;
- banned single use vapes from being sold, in partnership with the Cabinet Secretary for Climate Action and Energy;
- worked across the 4-nations on the UK Wide Tobacco and vapes Bill which will restrict flavours, regulate point of sale displays, regulating packaging and banning advertising and sponsorship; and
- implemented recommendations from the Review of Smoking Cessation in Scotland.

And some of the actions that we will take as part of the next 2 year implementation plan for the Tobacco and Vaping Framework will include:

- continuing to implement the recommendations from the Review of Smoking Cessation in Scotland and to consider how these important services can continue to develop in the future; and
- considering the Scottish Borders Council approach to Nicotine Prevention, following the recent launch of their new strategy.

In Scotland around 9,000 people each year die from tobacco related illness, these are early, preventable deaths, so while tackling new addictive nicotine products is important we must also continue to help those who are dependent on tobacco to stop and live longer healthier lives.

Through the delivery of our Population Health Framework and continued focus on implementing the Tobacco and Vaping Framework, we will tackle the root causes of ill health to prevent poor health developing and ensure people live healthier lives.

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