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1. Introduction

E-cigarettes or electronic cigarettes represent a very popular electronic device that simulates tobacco smoking and has high demand among consumers of different ages, gender, and nationality who are smokers. E-cigarettes are popular among customers because of their ability to create vapour or aerosol which are often made of tobacco or any other particulate matter of the choice of the smoker and user. In addition to nicotine, there are several other toxic materials such as carcinogens, metal nanoparticles, and several other heavy metals in the vapour created by e-cigarettes (Brimelow, 2015). There exist a lot of harmful health effects and impacts of e-cigarettes which are identified by a lot of different research activities by the health care sector researchers and organisations. All the E-cigarettes are considered less harmful for the users than direct smoking or active smoking because they usually contain fewer levels and quantity of toxins, there are still several harmful effects of e-cigarettes on the health and proper well-being of the users. According to the World Health Organisation, e-cigarettes are considered to be safer than smoking but it is highly recommended to avoid smoking in all different forms. One of the major components in the smoke and vapour created by e-cigarettes is nicotine which is known to be highly harmful and addictive for general people. In some cases, e-cigarettes can become more addictive than tobacco and active smoking depending on the behaviour of the user and smoker. However, there are a few positive impacts and advantages of e-cigarettes are known as well. It helps smokers to quit smoking with the help and support of medical counselling and help. The users of e-cigarettes have a higher rate of quitting smoking than the regular nicotine replacement therapy taken by active smokers (Bullen et al., 2013). For this reason, it is very important to identify both the positive and negative impacts of e-cigarettes and provide proper medical counseling and support to the users of e-cigarettes so that they can use them to quit their habit of smoking but not get addicted to e-cigarettes long run. The concept of smoking cessation represents the initiatives of stopping and quitting smoking by the users. It is also known as the process of discontinuation of smoking tobacco and other harmful particles. The most addictive component of tobacco is nicotine which is known to be highly addictive and harmful to humans. Nicotine develops a high level of dependence on tobacco among consumers. It is also the component that makes the whole process of quitting smoking very difficult and challenging for smokers. More than 70% of the smokers around the UK are interested to quit smoking at the current time to several recent research studies. However, a lot of these people are experiencing a high level of difficulties and challenges in the process of quitting smoking due to several different reasons. This research project is designed to find out different aspects of e-cigarettes and smoking cessation in the UK.

Aim

This research project aims to identify different information regarding e-cigarettes and smoking cessation in the UK.

Objectives

The objectives of this research project are presented below in this part of the report.

- To identify the user numbers and the quantity of consuming e-cigarettes among general people in the UK.
- To identify the different harmful impacts of e-cigarettes on human health.
- To find out the challenges and complications experienced by smokers during the whole process of smoking cessation.
- To find out effective strategies and initiatives for the successful accomplishment of smoking cessation among users of tobacco commodities.
- To identify the overall contribution of the health and social care sector in the process of improving the rate of smoking cessation in the UK.

2. Background

E-cigarettes have become one of the most popular smoking cessation tools and aid among smokers and general people living in the UK. There are also known as vapes among the British people and are known to be less harmful to the health of human bodies. E-cigarettes are proven to be very helpful and effective in the process of quitting smoking (Dawkins, Turner, Roberts, and Soar, 2013). E-cigarettes allow consumers to inhale nicotine in the form of vapour instead of smoke which is less harmful to the users. E-cigarettes do not require the burning of tobacco. For this reason, no carbon monoxide and tar particles are produced during the consumption of e-cigarettes. These 2 elements are considered the most harmful components of tobacco smoking and are highly harmful to human health. E-cigarettes work through the process of heating a liquid that usually contains vegetable glycerine, flavours according to the choice of the consumer, propylene glycol, and nicotine. According to different recent Studies and Research activities, a high number of people living in the UK have successfully quit smoking with the support of e-cigarettes (Dutra and Glantz, 2014). The positive impacts and effectiveness of e-cigarettes are gaining a higher level of appreciation and approval from health and social care sector organisations and experts. The major advantage and positive impact of using any cigarette is the fact that it helps in the process of successfully managing the nicotine cravings among smokers. It is also a very important thing to consider that, consumers of e-cigarettes should not get addicted to eating and consume eat whenever they feel like it. The consumption and usage of E-Cigarette must be Limited and the major focus should be on minimising the craving for nicotine (Grana, Popova, and Ling, 2014). According to a renowned UK clinical trial which was published in the year 2019, users of e-cigarettes are twice most successful then smokers who took the support of other nicotine replacement products in the whole process of smoking cessation. E-cigarettes are considered to be more effective than patches or gum in the process of smoking cessation. However, the positive impacts of e-cigarettes cannot be fully accomplished if the consumers can not quit and stop smoking cigarettes. It is highly recommended to take proper counselling and advice from Medical experts and specialists throughout the process of smoking cessation and the consumption of e-cigarettes.

The rationale of the research

There are strong rules and regulations in the UK to ensure the quality and safety of e-cigarettes and the limitation of the utilisation of this product among general people. The major reason behind the strictness in the policy regarding e-cigarettes is the fact that e-cigarettes are not fully free of risk and harm to human health. The consumption of e-cigarettes includes the consumption of nicotine even if it is in a much less quantity than

active smoking and tobacco consumption (Marini, Buonanno, Stabile, and Ficco, 2014). The major positive side of e-cigarettes is the fact that it does not involve the production of carbon monoxide or tar which are considered to be two of the most harmful components and particulars of tobacco smoking. Another very important and positive side of e-cigarettes is the fact that it does not include or involve the harmful effect of passive smoking. The concept of passive smoking represents the harm caused by smokers to the people surrounding them who are even not smokers themselves. According to several research studies, passive smoking has two times more negative impacts and harmful effects on the health and wellbeing of human bodies than active smoking (Bradshaw, Atkinson, and Doody, 2017). For these reasons, e-cigarettes have become one of the most popular ways and Strategies for smokers living in the UK who are interested in the process of smoking cessation. According to the data and information collected from the UCL smoking toolkit study, it is evident that there has been a 22% increase in the number of people interested in smoking cessation in 2020 compared to the people recorded back in the year 2019. In addition to that, that study also showed that the success rate of smoking cessation among the general people living in the UK has also increased to 23% in the year 2020 when it is compared with that rate of the previous year which was 14% only. This is the highest rate of success in smoking cessation in the UK since the year 2007 (Public Health England, 2021). for these aforementioned reasons, it is very important to develop effective knowledge and information about the current status of E-Cigarette consumption and smoking cessation in the UK to support the process of strategic development and strategic management by the health and social care sector to accomplish the desired level of success and improvement in the process of increasing smoking cessation among the general people and Consumers among the UK and ensuring a better health condition for the nation.

3. Methods

There exist measure types of data that are usually collected and used in different research projects and activities. These include primary data and secondary data. Primary data is specifically generated for each different research project. On the other hand, secondary data is the type of information which are already in existence from the works and Research activities of different authors, researchers, organisations and academicians. For this research project, the information and data about the current situation regarding the consumption of E-Cigarette, the rate of smoking cessation in the UK along with the rules and regulations imposed by the government to restrict the consumption of e-cigarettes and to support the general people throughout the process of smoking cessation will be collected from different sources. Some of the major types of sources for the information and data for this research project include books, newspaper articles, articles from different renowned

websites, government websites of the UK, journal articles, research papers, and several other types of sources. As a result, the type of data that is used for this particular research project is the secondary data. Recent information and authentic data sources with the updated information are collected and included in the research project.

Data analysis

The collected information and data are analysed and evaluated with the supportive different secondary data evaluation tools and strategies. Both the qualitative research strategy and quantitative research strategy and method are used for the evaluation and analysis of the secondary data collected for this research project. different types of theoretical and conceptual information are collected from a wide variety of sources to develop an effective idea and improve knowledge about the concepts and topics of smoking cessation and e-cigarettes for developing a much clear idea about the positive and negative impacts of e-cigarettes, proper practices, and initiatives for successful smoking cessation and several other aspects associated with the topic of the research. This information is considered qualitative data which is used in this research project. in addition to that, recent numerical and statistical data about the number of consumers in the UK for e-cigarettes, the number of people interested in smoking cessation, the rate of successful smoking cessation during the recent years, and several other different types of statistical data to support the development of proper knowledge and information regarding the topic of the research project. This type of information and data is considered as quantitative data. Both the qualitative and quantitative data will be analysed successfully and efficiently to find out the most appropriate and effective as well as important ones to be included in this research project. The most relevant and authentic information and data are included in the Research report as well.

Ethical considerations

The ethical aspects which are important throughout the process of conducting a research project are properly followed throughout this research project. All sources of secondary information are mentioned properly and are given proper credit throughout the research project with the help of proper citation and referencing. Only the most updated and authentic information is included in the research project.

4. Results

Three specific research articles are selected for this research project. The major characteristics, aim objectives, and other features of this research project as presented below in this part of the Research report.

The first Research report is intended to identify and evaluate the relationship between the dual use of e-cigarettes and smoking cessation in the context of the smokers and Consumers of e-cigarettes in the UK. This research project aims to find out the effectiveness of the simultaneous implementation of e-cigarettes and smoking cessation strategies on the whole process of quitting smoking among the UK people (Colarfi and Evans, 2016). The objective of this research project is to identify whether the consumers of e-cigarettes are having a higher rate of success in smoking cessation or not. In addition to that, the evaluation of the effectiveness of using NRT in the process of smoking cessation is also another important objective of this research project.

The second study selected for this research project is aimed to identify and evaluate the effects of e-cigarettes along with counselling and the effects of only counselling on smoking cessation. The major objective of this study is to evaluate and compare the effectiveness of both these aforementioned approaches to find out the most effective strategic approach for successful smoking cessation among smokers living in the UK (Dai et al., 2018). Successful comparison of e-cigarettes and counselling is the objective of this study. According to the data and information collected from the respondents who participated in the study, it is evident that the combination of e-cigarettes and counselling in the process of smoking cessation is more effective in most cases for accomplishing success in quitting smoking.

The third study which is selected for this research project is focused on the beliefs and attitudes among the general people and the consumers of e-cigarettes about the effectiveness of e-cigarettes for successfully quitting and stopping smoking. The effectiveness of E-Cigarette on smoking cessation is the major point of focus of this research study. This research project aims to successfully explore the processes through which e-cigarettes are perceived by consumers and users (DeJonckheere and Vaughn, 2018). In addition to that, the identification of the attitude among the Stop Smoking Advisors (SSAs) toward e-cigarettes is another objective of this research project. The research project also has the objective of successfully identifying both the positive impacts and risks associated with the consumption of e-cigarettes. Last but not the least, this research study also has the objective of successfully identifying how the knowledge and information about the positive and negative impacts of an e-cigarette are shaping the attitude of the consumers toward the consumption of e-cigarettes (Hartmann-Boyce et al., 2016). There are several effective findings presented in this research study. According to this specific research project, e-

cigarettes are considered a therapeutic tool and aid by the consumers which help in the process of decreasing the frequency of smoking and the craving for smoking. It also helps the smokers in the process of developing the habit of using a substitute for tobacco products and smoking. There is also ambiguity among the general people and Consumers about the actual impacts and effects of e-cigarettes on their health and well-being. There is a lack of information and understanding about the physical as well as social negative impacts of E-Cigarette consumption among the current consumers. However, there are a lot of positive impacts of e-cigarettes which are well known by the consumers and the Healthcare sector experts and professionals as well. There is strong evidence of the positive impacts and success of e-cigarettes in the process of smoking cessation among an increasing number of people who are interested in quitting smoking (Kim, Sefcik, and Bradway, 2016).

5. Discussion

The findings from the selected study for this research project have successfully identified both the positive and negative impacts of e-cigarettes on the health and well-being of consumers. The positive impacts and advantages of e-cigarettes which are identified by the selected studies include a decrease in the number of harmful particles and components consumed by the users of e-cigarettes than active smoking. It also helps the users to avoid bad Breath or odor from smoking tobacco. It also helps smokers to maintain and minimise the craving for smoking tobacco. Eventually, it helps the users to stop smoking properly. the consumption of E-Cigarette also involves the advantages and positive impacts of avoiding the harmful impact of passive smoking and the negative impacts on the environment because the high level of air pollution is caused by tobacco smoking all around the world (Arnold, 2014).

Several different disadvantages and negative impacts of smoking e-cigarettes are also identified by the selected research studies for this research project as well. There are frequent cases of leakage of the liquid used in E-cigarettes. There are also cases of mislabelling and not properly declaring the components which are included in the liquid used in e-cigarettes that are offered by different brands available in the market. In addition to that, some components which are very common in the liquid of e-cigarettes can be harmful and sensitive for some consumers. A lot of people and consumer service cigarettes have shown sensitivity and allergic reaction to a specific component named propylene glycol as they experienced dry throat and mouth after consuming E-cigarettes. The quality of the liquid composition and the hardware used in e-cigarettes is another very important aspect that must be considered by the consumers to avoid any kind of allergic reactions and harmful effects (Baumeister, 2017). It is also evident from the selected studies that, the consumption of e-cigarettes does not work very effectively on a high number of consumers and smokers and cannot properly help them in the process of smoking cessation. Instead, they become highly addicted to e-cigarettes. Lack of safe disposal of the batteries and the cartridges used in the e-cigarettes is another negative impact on officer grades which is identified by the studies as well.

Recommendations for future policy and health and social care practice

Although the Government of the UK is taking several strict actions against smoking, several effective strategies must be implemented by the UK Government. The refills and liquids used in the E-cigarettes should not be more than 2 ml packaging. The amount of liquid and refill allowed to sale to a specific customer should be Limited within a specific time duration. In addition to that. There should be restrictions and limitations on the highest amount of liquid that can be sold to a particular consumer at a particular time. The Government of the UK must also develop and improve strict policies about properly mentioning all the ingredients and components included in the liquid of the E-cigarettes available in the market by different brands. There should be also restrictions and limitations on the number of harmful chemicals and components in the E-Cigarette liquids. Lucrative compensations and three words, as well as financial benefits and advantages, must be e made available for the people who have accomplished smoking cessation for motivating the general people to ensure their highest level of enthusiasm and sincerity towards the whole process of smoking cessation. Public smoking should be punished with higher amount of charges and fines as well as legal consequences to demotivate general people and smokers from smoking in public places and causing Harm to the health of other people as well.

Importance of the findings for health and social care

The findings of the selected studies for this research project are very important for the health and social care sector in the UK because these can guide the policymakers and decision-makers of the health and social care UK in the process of developing effective strategies and approaches as well as policies to minimize the negative impacts of smoking and accomplish the increased level of success in the form of a higher rate of smoking cessation among the general people living in the UK. the findings of the studies have successfully identified both the positive and negative impacts and aspects of e-cigarettes which are important and helpful for the health and social care sector professionals to take effective steps to overcome the challenges and disadvantages of e-cigarettes and to focus more on the positive impacts of e-cigarettes so that they can utilize them successfully for supporting the smokers throughout the process of smoking cessation.

Limitations of the research

There are several limitations of this research project. Due to the limitation in the available time limit for the completion of the total research project and the limitation in the resources available, only three studies were selected and evaluated in the research project.

6. Conclusion

Smoking cessation is one of the most important aspects in the UK at the current time with the continuously increasing number of Cancer patients from different age groups all around the country. The government has taken a lot of different initiatives and developed several specific policies to support smoking cessation and minimise the consumption of tobacco and public smoking for supporting the general people living in the UK in the process of leaving a better and healthier life. This research project forecast the impacts and contribution of e-cigarettes in the process of smoking cessation among consumers. Although e-cigarettes are considered a successful and helpful tool for smokers were trying to quit smoking, there are also several negative impacts of e-cigarettes that must be considered with a high level of sincerity by the health and social care sector policymakers as well.

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