Smoking cessation

E-cigarette use linked to successful quit attempts

The rise in the use of e-cigarettes in England has been associated with an improvement in the success of quit attempts, a study in the *BMJ* has found.

The researchers at University College, London used time series data on smoking cessation activity and the prevalence of e-cigarette use in England, while correcting for potential confounding variables, to provide a direct estimate of the impact of the rise of e-cigarette use on attempts to stop smoking.

Data for the study were sourced from quarterly reporting from the Smoking Toolkit Study. The study involves monthly surveys of representative samples of smokers in England aged 16 years or more. The surveys include questions on quit attempts and on e-cigarette use. Data from 170,490 individuals were collected. Statistics on the use of NHS stop smoking services were obtained from the NHS Information Centre.

The study found a positive association between increasing e-cigarette use and successful quit rates. Successful attempts increased by 0.098% (95% CI: 0.064-0.132%; $P < 0.001$) for every 1% increase in e-cigarette use. E-cigarette use in quit attempts was also positively associated with quit success. There was a 0.058% (95% CI: 0.038-0.078%; $P < 0.001$) increase in the success of attempts for every 1% increase in e-cigarette use during a quit attempt.

There was no association between e-cigarette use and the number of quit attempts, the use of prescription treatments in general to support quitting, use of over the counter nicotine replacement therapy (NRT), or in access to behavioural support to stop smoking.

There was a small negative association between e-cigarette use during a recent quit attempt and use of prescription-based NRT treatment.

The study authors conclude: 'The increased prevalence of e-cigarettes in England does not appear to have been associated with a detectable change in attempts to stop smoking. However, the increase in e-cigarette use has been associated with an increase in success of quit attempts.'

DR JEZ THOMPSON

Beard E, West R, Michie S, Brown J. Association between electronic cigarette use and changes in quit attempts, success of quit attempts, use of smoking cessation pharmacotherapy, and use of stop smoking services in England: time series analysis of population trends. *BMJ* 2016;354:i4645

Obstetrics and gynaecology

Risk factors for antepartum stillbirth

Antepartum stillbirth is a complex syndrome associated with a range of risk factors, a prospective observational study has concluded.

Standardised pregnancy data were obtained from women taking part in the Newborn Cross-Sectional Study component of the INTERGROWTH-21st project. This was an international population-based study, covering a range of ethnic groups, carried out between 2009 and 2013.

There were 60,121 babies born to 59,052 women included in the study. Of these, 59,568 were liveborn (57,508 singleton, 2,060 multiple) and 553 stillborn (511 singleton, 42 multiple). Of the stillbirths 445 (80%) were antepartum (413 singleton, 32 multiple).

Analysis revealed several »

CREMATION FORMS: an open letter to colleagues



I am a GP partner and public health doctor working in the UK.

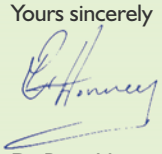
I believe, like many of us, that primary care is vital to improving the health of whole communities.

This March, I am hoping you'll stand with me and primary healthcare professionals around the world as part of the **As One** campaign – by donating the fees from the cremation forms we do that month to Health Poverty Action. It's an organisation whose belief in primary health care drives everything it does.

With increasing pressures on our own health system, it is as important as ever that we support one another to overcome the everyday challenges. I hope that you will extend that same support to primary healthcare professionals in some of the world's most isolated communities. Because when we come together - **As One** – we can achieve so much more.

Together we can ensure that 'Health for All' becomes more than just an aspiration. This March, I'll be donating my cremation form fees to Health Poverty Action, and I hope you and your colleagues will too.

Yours sincerely



Dr Rory Honney

BM BCh MA(Oxon)
MSc MRCP(London) MRCGP(UK)
GP Partner and Public Health Doctor

TO FIND OUT MORE AND DONATE:
healthpovertyaction.org.uk/as-one



As One is a campaign by Health Poverty Action.
Registered charity number 290535