UKVIA

UK Vaping Industry Association











CAMPAIGN PRIORITIES FOR THE YEAR AHEAD

AUGUST 2026

A big year for vaping:

The UKVIA's Year Ahead Prospectus



UKVIA

With new policies being introduced or in the pipeline, the next 12 months will represent a big year for vaping and one in which the UK Vaping Industry Association will play a leading role in championing the sector by:

- tackling head on the issues that are leading consumers to doubt the public health benefits of vaping
- raising awareness of the public health consequences of unbalanced policy making – from the growth of the unregulated illicit trade to a U-turn back to smoking by vapers
- showcasing the business responsibility of the legitimate vaping market
- mobilising the voices of the UK vaping community whose lives have been turned around for the better by using vapes to quit smoking

There will be five pillars to the UKVIA's communications and engagement activities over the next twelve months, including:

1. Advocating for balanced policy making that hits smoking and rogue traders, while supporting responsible businesses in the sector and adults using vapes to quit and stay off smoking

The UKVIA will:

- develop a collaborative working relationship with the new government to address the issues of the vaping sector head on
- publish ten commitments for the government to make to the vaping industry to ensure a clear distinction between vaping and smoking, as well as the legitimate and illicit markets
- review and refine the industry's licensing framework to provide the new Government with a fit for purpose system that protects legitimate businesses while supporting enforcement against rogue players
- roll out the **www.enoughenough.co.uk** campaign which challenges the over-the-top regulation of the vaping sector given the contribution it has made, and will continue to make, towards a smokefree society
- respond to government consultations to put across strong evidence-based arguments against unfair and disproportionate policy proposals
- engage on an ongoing basis with the new government, particularly the Departments for Business, Industry and Health and Social Care, as well as DEFRA, The Treasury and regulators/enforcement organisations such as OPSS, The Environment Agency, MHRA and Trading Standards
- undertake proactive engagement with public health bodies and organisations to gain their support to address the misleading comparisons between smoking and vaping, including Cancer Research UK, Royal College of Physicians, MHRA and the NHS
- communicate with the opposition parties on the value of vaping to the public health of the nation, particularly Reform UK



2. Building the evidence-base to promote the critical role that the vaping industry plays in communities up and down the country

The UKVIA will:

- demonstrate industry and consumer support for the sector regulating itself through licensing
- highlight likely adverse consumer reactions to punitive government measures that have implications for future public health - e.g. new display and packaging proposals and restrictions on flavours
- monitor and leverage third party statistics that show increases in smoking rates and the rise in the illicit trade market following the government's policy changes
- promote the positive impact that vaping is having on changing former smokers' lives
- showcase the degree of misinformation in mainstream media
- report on the impact of the abolition of the Swap to Stop initiative, which has been providing free vaper starter kits and behavioural support for smokers looking to quit
- spotlight the impact of the Vaping Product Duty on consumers, smoking cessation, the illicit market, the legitimate sector and the delivery of vital stop smoking services

UKVIA



3. Promoting the legitimate vaping industry as highly responsible to reinforce the distinction between the good and bad players in the industry

The UKVIA will:

- showcase vape business owners who have been inspired to set up business after making the switch themselves or following the smoking-related loss of a friend or family member
- lead the legitimate industry pact to rid the country of the scourge of the illegal trade, building on the success of **Be Vape Vigilant**
- lead the legitimate industry in demanding answers as to why the illegal vape trade is thriving at their expense, including an open letter to the PM and Secretaries of State in relevant government departments
- continue to undertake initiatives such as **Sustainable Vaping Week** and **Be Vape Vigilant** that the UKVIA already runs successfully

BE VAPE VIGILANT

4. Rallying vapers' voices and votes

The UKVIA will:

- create the **#enoughisenough website** where vapers can:
  - support UKVIA-led petitions and other campaigning activities,
  - add thoughts on live consultations,
  - participate in research,
  - upload their video stories about how vaping has changed their lives
  - download template letters to send to their local MPs

5. Getting on the front foot around misinformation and disinformation

The UKVIA will:

- ramp up VAPEVERIFY, a UKVIA owned initiative which brings together an independent panel of experts across science, health and tobacco harm reduction to put third party research about vaping under the microscope
- promote decisions that the press regulator IPSO has made against newspapers on the grounds of misinformation after being made aware of the misreporting by the UKVIA's VAPEWATCH initiative
- start a campaign that challenges decisions by the press regulator where they have defended a clear case of misinformation on vaping
- generate own research and use vapers' voices to counter misinformation that presents a negative perception of vaping



UKVIA

UK Vaping Industry Association