

Emerging Tobacco Product Issues

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The New Kids in Town

MDCH Tobacco Program September 2009

AKA...

- So-called “**harm reduced**” products
- Potentially **reduced exposure** products =
PREPS
- **Non-tobacco nicotine products**
- **Alternative** tobacco products

The term “Harm Reduction”

- Has been generally used in the fields of substance abuse, alcohol abuse, and sex health education
- And more recently to tobacco use – reducing the harm caused by tobacco by using products that are potentially less toxic.....

Tobacco Harm Reduction

Why?

- 70% of smokers want to quit.
- But only 4.7% of them quit for 3-12 months
- This indicates difficulty in quitting...

The Tobacco industry wants to keep the addiction and protect their products...

- The industry response: A strategy to reduce tobacco harm (*other than quitting*); hence, the so-called “**Harm Reduction**” strategy. The term suggests a concern about the individual smoker’s health.

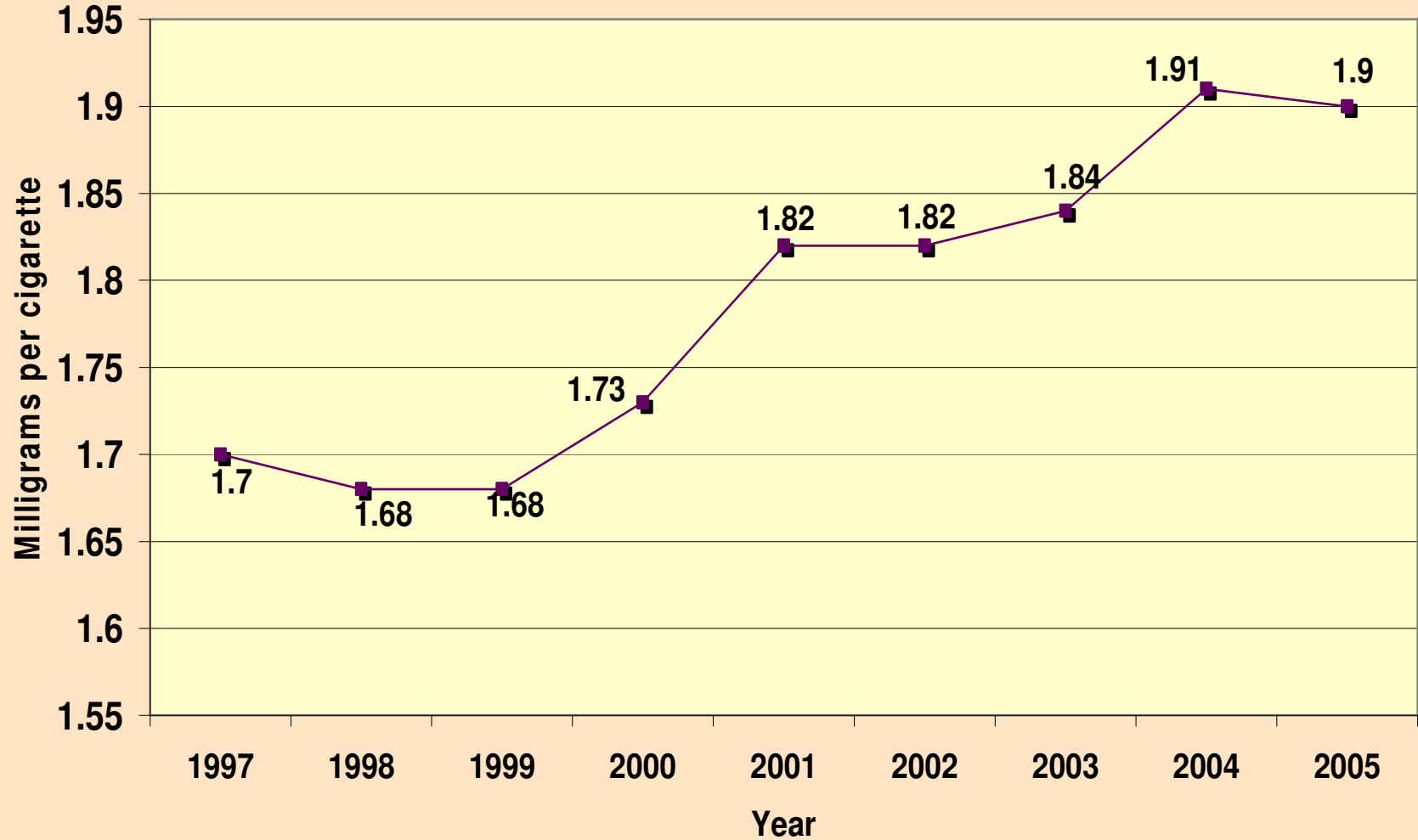
The Tobacco Industry always builds on its strength... **Nicotine**

There is ample evidence that the tobacco companies have long been expert in manipulating the amount of nicotine in their tobacco products...

Increased Nicotine Levels in Cigarettes

Average Nicotine Yields Per Cigarette 1997-2005

Massachusetts Department of Health & Harvard School of Public Health, 2007



The mixed message about “harm reduction”
and “reduced exposure”....

Reduced **exposure** \neq reduced **harm**

Reduced exposure should result in
reduced risk of disease to be
acceptable as a public health solution

Tobacco “Harm Reduction”

The evidence?

There is **NO EVIDENCE** to suggest that:

- there is enough reduction in tobacco **toxins exposure** with any of the existing tobacco products to expect a corresponding reduction in **disease risk**.
- Additionally, the **extent** of reduction of toxin exposure necessary to result in disease reduction is **not yet known**.

The following slides are pictures of so-called
“reduced harm” or potentially “reduced
exposure” products

Have you seen any of these
in your community?

Switching to **Low-Tar** Cigarettes

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

ULTRA LIGHTS: 5 mg. "tar", 0.4 mg. nicotine.
FILTER 100's: 8 mg. "tar", 0.7 mg. nicotine, av. per cigarette, FTC Report FEB. '84.

VANTAGE.
THE TASTE OF SUCCESS.

Great Taste with Low Tar. That's Success!

VANTAGE 100's
LOW TAR 100's

Considering all I'd heard, I decided to either quit or smoke True. I smoke True.

The low tar, low nicotine cigarette. Think about it.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

King Royal: 8 mg. "tar", 0.8 mg. nicotine av. per cigarette. FTC Report MAR '85.
"tar": 5.7 mg. nicotine av. per cigarette. FTC Report MAR '85.

WOMAN'S DAY/MAY 1984

Light Cigarettes



Examples of *loose-leaf* Spit (chewing) Tobacco



Spit (chewing) Tobacco

loose-leaf

Tucked between the gum and jaw



Spit Tobacco - *loose-leaf*



More Spit Tobacco



Examples of *Twist*-Spit Tobacco



Spit Tobacco - *Twist*

*Chewed or held in the cheek
and may be held for hours*



Examples of **Snuff-Moist**



Moist Snuff

A pinch is placed between the lip or cheek and gum and held for 30 minutes



Moist Snuff

Flavored...



Dry Snuff

Same as moist, may also be sniffed



Dry Snuff



Spit Tobacco - *Plug*

*Chewed or held in the cheek
and may be held for hours*



Spit Tobacco - *Plug*



Flavored Tobacco

Used for the Hookah



The Hookah



Flavored Tobacco

Used for cigarettes



Orbs Tobacco

Placed in the mouth, on the tongue or between the cheek and gum where it dissolves to release nicotine



Orbs Tobacco

Resembles candy and breath mint strips

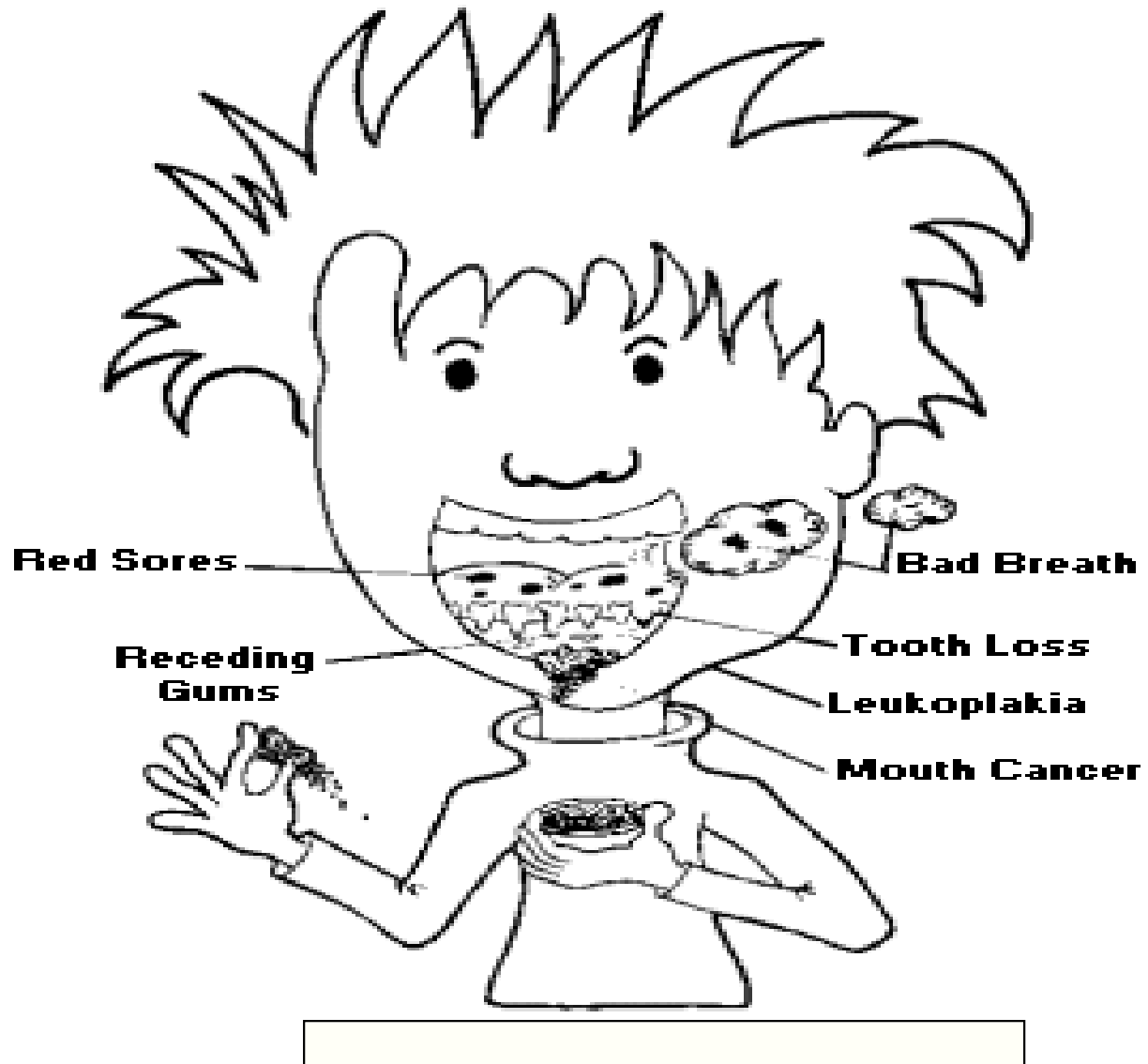


Snus

*A finely ground tobacco in sachets
"tea bag-like pouches"*



Smokeless Tobacco Outcomes



E-cigarette

Manufacturers say: it looks like a cigarette, feels like a cigarette and tastes like a cigarette, yet it isn't a cigarette



E-cigarettes

Manufacturers consider it a device – not a drug



E-cigarettes

Manufacturers claim that they are safer



E-cigarettes

Manufacturers claim that they are safer

- The FDA, on July 22, 2009 announced that the results of the analysis of the electronic cigarette samples showed that the product contained detectable levels of known carcinogens and toxic chemicals to which users could be exposed.
- The FDA has not approved the import of e-cigarettes into the U.S. E-cigarettes are not an approved FDA product.



Excellent health statistics - smokers are less likely to die of age related illnesses.'

Thank you

For more information, please contact:

[your name and contact information]