

CIGARETTES

There are over 4,000 chemicals in tobacco smoke, over 200 toxins, and more than 50 cancer-causing substances. Nicotine is addictive and manufacturers add ammonia to increase the addictive effect.

The adverse health effects from cigarette smoking account for 440,000 deaths, or nearly 1 of every 5 deaths, each year in the United States. More deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined.

The CDC predicts 6.4 million Americans under 18 today will eventually die from tobacco diseases unless prevention efforts are increased. The World Health Organization reports that about 5,000,000 people die from tobacco each year.

CLOVE CIGARETTES (KRETEKS)

- Clove cigarettes contain about 60%-70% tobacco and 30%-40% cloves.
- Exposure to tar, nicotine, and carbon monoxide is higher from clove cigarettes than from regular American cigarettes.
- In smoking machine tests, clove cigarettes averaged over twice as much tar, nicotine, and carbon monoxide delivery as moderate tar-containing American cigarettes.

For more information go to www.cdc.gov/tobacco and search "Clove"

BIDIS

Bidis (pronounced "bee-dees") are small, thin hand-rolled cigarettes imported to the United States primarily from India and other Southeast Asian countries. They consist of tobacco wrapped in a tendu or temburni leaf (plants native to Asia), and may be secured with a colorful string at one or both ends. Bidis can be flavored (e.g., chocolate, cherry, and mango) or unflavored.¹ They have higher concentrations of nicotine, tar, and carbon monoxide than conventional cigarettes sold in the United States.

Research studies from India indicate that bidi smoking is associated with an increased risk for oral

(CDC)



BIDIS *continued*

cancer, as well as an increased risk for cancer of the lung, stomach, and esophagus.

Research studies in India have shown that bidi smoking is associated with a more than three-fold increased risk for coronary heart disease and acute myocardial infarction (heart attack), and a nearly four-fold increased risk for chronic bronchitis.

CIGARS

(From CDC website)

Cigar smoking can cause cancers of the oral cavity, larynx, esophagus, and lung (1) and chronic obstructive pulmonary disease (2). In addition, cigars contain substantial levels of nicotine, an addictive drug (3).

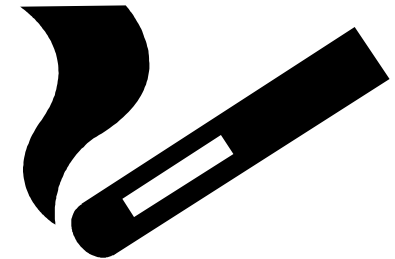
- An estimated 14.8% of students in grades 9–12 in the United States are current cigar smokers. Cigar smoking is more common among males (19.9%) than females (9.4%) in these grades.
- An estimated 6.0% of middle school students in the United States are current cigar smokers. Estimates are higher for middle school boys (7.9%) than girls (4.1%).
- Cigar sales increased substantially during the 1990s. In 2003, cigar sales exceeded 6.9 million units and generated more than \$2.3 billion in retail sales. The two leading brands preferred by cigar smokers aged 12 years or older are Black & Mild (25.5%) and Swisher Sweets (16.2%).
- Marketing efforts have promoted cigars as symbols of a luxuriant and successful lifestyle. Endorsements by celebrities, development of cigar-friendly magazines (e.g., *Cigar Aficionado*), features of highly visible women smoking cigars, and product placement in movies have contributed to the increased visibility of cigar smoking in society.

Beginning in 2001, cigar packaging and advertisements must display one of five health warning labels on a rotating basis.¹¹

For more information go to; www.cdc.gov/tobacco and search "cigars"



THE DOWN & DIRTY ON TOBACCO PRODUCTS



CHECKO MILLER TOBACCO CONTROL SPECIALIST

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Services Center
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New Paltz, NY 12561
Phone: 845-255-4874
Fax: 845-255-3836
E-mail: cmiller@ulsterboces.org
<http://cshw.ucboces.org>

Need help quitting? Visit our website at www.mhric.org/cshw/tobacco.html. Click on the link for Student Programs and/or Community-Based Programs.

SMOKELESS TOBACCO

TYPES

- Moist oral snuff—finely chopped, flavored with sugars and scents, often doses in packet bags
- Dried snuff—even finer, snorted. (Used more in Europe)
- Chewing tobacco—3 forms, loose leaf, plugs (pressed oblong blocks sugared licorice), and twist (hard to bite)
 - ▶ Saliva releases nicotine and flavors. Some spit out “juice,” while “more experienced” or addicted users swallow, which can cause upset stomach, diarrhea, and ulcers.
 - ▶ Chew held in mouth 20-30 min. absorbing 2-3x the nicotine than in cigarette. Nicotine dosage: 1 tin of snuff = 30-40 cigarettes.

USED BY

- Even elementary school kids, but mostly Caucasian (90%) teens, with upsurge among college students.
- African-American women over 65 (10%).
- High among Native American/Alaskan.
- More in rural/small town than urban.
- Teens using smokeless tobacco—1/4 first tried before 6th grade; 1/2, 8th grade; 3/4, 9th grade.

INGREDIENTS

28 Carcinogens; sugar (risk for diabetics); flavoring agents; high levels of nicotine; poisons such as formaldehyde, polonium 210 (nuclear waste) lead, cadmium, many more.

HEALTH EFFECTS

- Halitosis—bad breath
- Dental problems—gum disease, tooth decay (from sugar and chemicals), worn teeth
- Leukoplakia—white sores, pre-cancerous
- Cancer—27,000 oral cancer/year in US causing 9,000 deaths
 - ▶ Once oral cancer begins, very aggressive, advances even within moths.
- Heart disease—nicotine (higher in smokeless) causes higher cholesterol (increases plaque in arteries), higher blood pressure (constricts arteries), heart attacks (a stimulant), strokes (weakens vessel walls).
- Increases the likelihood of death from heart disease by 20% (American Cancer Society, 2005)
- Addiction begins within weeks or months of initial use.

STORY OF SEAN MARSEE

High School Track Star—began smokeless at age 12; by age 18 had 3 major disfiguring surgeries, but still died before age 19. At lawsuit industry chemist said, “I really don’t know what you mean by carcinogen.” Company President said, “I am unaware that anyone has said that snuff causes cancer.” Jury sided with the industry

MARKETING

“At first you could feel a slight irritation on the gum... but learning is part of the fun and these things pass with practice. Two weeks should make you a pro.”

Pro football player for Skoal, 1979

Skoal Bandit instructions: “How long should I keep the pouch in my mouth? If you haven’t tried Skoal Bandits before, we recommend that you keep your first one in about a minute—then remove. The next time...leave a bit longer. *Like your first beer, Skoal Bandits can be a taste that takes time to acquire and get the most out of.* After 4 or 5 you’ll find you’ve developed quite a taste for them and you’ll want to keep a pouch in as long as the flavor lasts. This varies from person to person.”

Industry uses giveaways, gear, offers promotions, sponsors events.

MANIPULATING NICOTINE LEVELS

Companies manipulate the level for the “bioavailability” of nicotine (amount of nicotine that can be absorbed) in 3 ways.

1. pH level—the closer to the same as saliva the more nicotine absorbed.
2. Amount of nicotine in tobacco.
3. The cut—the finer, the more absorbable.

Brands with the highest nicotine levels are “most popular.” (92% of market)

Graduation Plan: industry documents show plan to start consumer on low-level product then steadily promote them toward the higher-level products. Step 1—Skoal Bandits @ 7.5 mg nic/gram, 6.9pH thru to Step 4—Copenhagen @ 11.4 mg nic/gram, 8.6pH

PREVENTION PROGRAMS IN SCHOOLS

Requires more comprehensive effort than brief education units on tobacco use.

1. Identify pressures from advertising, tv, movies, and peers.
2. Educate on short and long-term health effects.
3. Train in refusal skills.
4. Practice with peers, role play in small groups, get feedback.

6 WAYS TO SAY NO

1. **Give Permission**—“No thanks but you can if you want.”
2. **Give a Reason**—“No thanks, don’t want to get addicted.”
3. **Change the Subject**—“No thanks. Hey, did you hear about...”
4. **Suggest Another Activity**—“No thanks. Why don’t we go downtown and...”
5. **Delay**—“No, not now, maybe later.”
6. **Give a Compliment**—“No thanks. Hey, that’s a cool T-shirt you’re wearing.”

