

Smokeless Tobacco Products

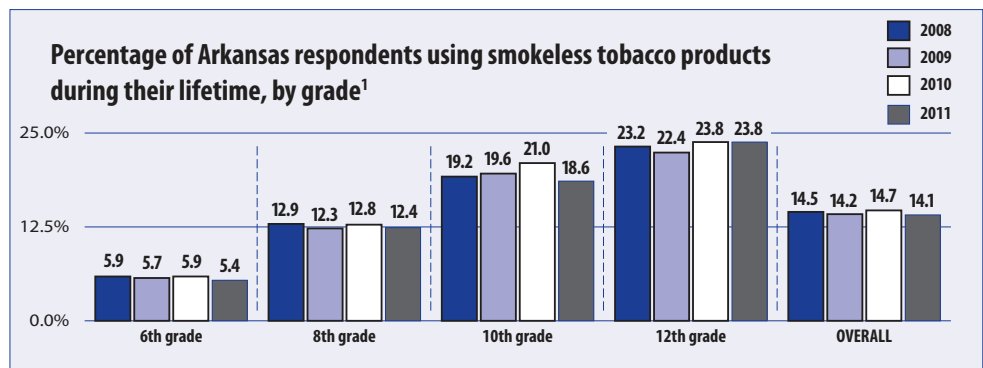
In 2011, the percentage of Arkansas teenagers reporting the use of smokeless tobacco products during their lifetime was 14.1 percent.¹ Reported teen use of smokeless tobacco products within the last 30 days was 5.6 percent.¹ The rate of smokeless tobacco use in Arkansas teens has been steady for the past five years, while the rate of cigarette use in this group has declined during the same time period.¹ Rates of smokeless tobacco use are also higher in teens living in rural areas and the South in general, putting Arkansas youth at risk for smokeless tobacco use.²

Recently, new smokeless tobacco products have been created and are marketed as alternatives to smoking cigarettes, especially for use in areas where smoking is prohibited.³ However, there is some concern that the packaging, candy-like form and flavorings

of the new products may appeal to children and teens. Overall, males have a higher rate of use of smokeless tobacco products; 10.4 percent of Arkansas male youth report use of smokeless tobacco products within the past 30 days compared to 1.8 percent of female youth.⁴ However, the marketing and packaging of the dissolvable products is thought to also appeal to young women.

Many individuals falsely assume that smokeless tobacco products are safer than smoking cigarettes. But there are risks associated with the

use of chewing tobacco and snuff, including increased risk of gum disease, cancer and heart disease.⁵ Also, newer smokeless tobacco products such as e-cigarettes currently lack the same standardization and regulation that traditional cigarette products undergo.⁶



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SNUS

SNUS is a tobacco product that consists of tobacco and flavorings packaged in a teabag-like pouch. Unlike chewing tobacco or snuff, SNUS use doesn't require spitting and can be concealed more easily.³ Nicotine, which is addictive, as well as other harmful chemicals can also be found in newer tobacco products such as SNUS and e-cigarettes.⁷



Dissolvable

Dissolvable smokeless tobacco is made of tobacco and flavorings and includes three main forms: sticks, orbs, and strips. Sticks are ground tobacco formed into sticks the size of a toothpick. Orbs are flavored pellets the size of an aspirin tablet or lozenge. Dissolvable strips are small film-like squares similar to breath strips.^{3,7}



E-cigarettes

The e-cigarette is a battery-operated device that contains cartridges filled with flavor, nicotine and other harmful chemicals. Instead of burning like traditional cigarettes, a battery pack heats up the cartridge to produce a vapor that is inhaled by the user. E-cigarettes can be purchased online and are allowed in nonsmoking areas. The U.S. Food and Drug Administration is unable to ensure safety leading the Arkansas Department of Health to release a statement in 2010 opposing the sale of e-cigarettes without FDA approval.⁶

STEPS PARENTS CAN TAKE

- Talk to your family about the risks associated with use of smokeless tobacco products. Know what new tobacco products look like. Explain to your children that smokeless tobacco products contain some of the same chemicals that make cigarettes addictive and harmful.
- If you use dissolvable smokeless tobacco products, keep them out of reach of small children who might mistake them for candy. Be aware of the signs and symptoms of nicotine poisoning just in case children access dissolvable smokeless tobacco products. Symptoms of nicotine poisoning include difficulty with breathing, abdominal cramps and vomiting, headaches, confusion and, in extreme cases, convulsions and coma.
- Support community and statewide efforts to limit the marketing of tobacco products to children and teens.

DATA SOURCES:

¹2011 Arkansas Prevention Needs Assessment (APNA) · ²The NSDUH Report: Smokeless Tobacco Use, Initiation, and Relationship to Cigarette Smoking: 2002 to 2007 created by the Office of Applied Studies of the Substance Abuse and Mental Health Services Administration (SAMHSA) · ³Campaign for Tobacco-Free Kids 2011 Fact sheet: Smokeless Tobacco and Kids · ⁴2011 Arkansas Youth Risk Behavior Survey (YRBS) · ⁵Centers for Disease Control and Prevention (CDC) 2011 Fact Sheet: Smokeless Tobacco Facts · ⁶Arkansas Department of Health · ⁷Campaign for Tobacco-Free Kids 2011 Fact sheet: The Danger From Dissolvable Tobacco and Other Smokeless Tobacco Products