

# Smokeless Tobacco is Addictive, Deceptive, Deadly.

## ***Montanans need to know the FACTS about smokeless tobacco.***

### **Rates of smokeless tobacco use show addiction and nicotine dependence in males under the age of 18.**

- Recent surveys report that 26% of senior high school boys and 14% of Montana adult males use smokeless tobacco.<sup>1,2</sup>
- Among 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> grade students, 15% of boys and 4% of girls reported using smokeless tobacco.<sup>2</sup>
- Smokeless tobacco use is higher among American Indian boys in Montana. Fifteen percent of non-American Indian boys and 19% of American Indian boys report using smokeless tobacco.<sup>2</sup>

### **Smokeless tobacco can kill.**

- The Surgeon General has determined that the use of smokeless tobacco can lead to oral cancer, gum disease and nicotine addiction.<sup>7</sup>
- Use of smokeless tobacco increases the risk of cardiovascular disease, including heart attacks.<sup>8</sup>

### **Smokeless tobacco is toxic.**

- Chewing tobacco and snuff contain 28 carcinogens (cancer-causing agents). The most harmful carcinogens in smokeless tobacco are the tobacco-specific nitrosamines (TSNAs).<sup>9</sup>
- Nicotine content of smokeless tobacco is highly variable in smokeless tobacco products; high doses may present substantial stress on the cardiovascular system.<sup>10</sup>

### **Smokeless tobacco is addictive.**

- The amount of nicotine absorbed from smokeless tobacco is 3 to 4 times the amount delivered by a cigarette.<sup>10</sup>
- The tobacco industry promotes smokeless tobacco as an add-on to smoking, suggesting that it can be used alternately with cigarettes.<sup>4</sup> Such use may lead to dual addiction, which is much more difficult to treat.
- Evidence shows that adolescent boys who use smokeless tobacco products have a higher risk of becoming cigarette smokers within four years.<sup>11</sup>

### **Smokeless tobacco sampling recruits new users and undermines good public health policy.**

- The most recent Federal Trade Commission report on the marketing of smokeless tobacco shows that sampling and coupon distribution has increased 400% from 1986 to 2006.<sup>3</sup>
- Smokeless tobacco marketing techniques focus on the association with sports events and adventure, deceiving young men with the notion that using tobacco is part of a healthy, active lifestyle.
- As secondhand smoke restrictions increase, tobacco companies that have traditionally manufactured cigarettes invest in smokeless tobacco manufacturing, research, and marketing.

### **Flavored smokeless tobacco attracts new users and young people under age 18.**

- Snuff, snus, dissolvables, and e-cigarettes are new smokeless products that the tobacco industry markets to be used where smoking is prohibited. New products are a current strategy of the tobacco industry to lead youth and others who wish to avoid smoking to believe that these products are not as objectionable as smoking tobacco. None of these new products have been proven safe.<sup>4</sup>
- New Federal laws that govern the marketing of cigarettes do not yet cover the wide range of flavored smokeless products in distribution or the specific sampling techniques used for smokeless promotion. New flavors, colorful packaging, and free samples at outdoor enthusiast and sporting events continue to lure new young users.<sup>5</sup>

***While tobacco industry marketing of cigarettes is in decline, the marketing of smokeless tobacco has risen 400% in the last twenty years.***<sup>3, 6</sup>



***expect*** a smokefree  
Montana

### Sources

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Montana's tobacco use prevention community addresses the public health crisis caused by the use of all forms of commercial tobacco products and works to eliminate tobacco use, especially among young people, via programs and policies throughout Montana.

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