SMOKELESS DOES NOT MEAN HARMLESS
Why Focus on Smokeless Tobacco?

Kansas has a higher than average use of smokeless tobacco.

• National Prevalence- 11%
• Kansas Prevalence- 17.4%

(High school males who use smokeless or spit tobacco)
Smokeless Tobacco Ingredients... 

- Urea (found in urine) 
- Formaldehyde (body preservative) 
- Arsenic (rat poison) 
- Flavoring (such as cherry) 
- Tobacco 
- Benzene (paint thinner) 
- Lead
Smokeless Tobacco manufacturers
National Tobacco Co.
Swisher International
Swedish Match
Phillip Morris
Taboka
Indianapolis, IN
U S Smokeless Tobacco Co.
Marketing to Youth
$125.9 million is spent on tobacco marketing in Kansas each year.
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$185.4 billion is spent nation-wide every year.
Published research studies have found that kids are twice as sensitive to tobacco advertising than adults ... one-third of underage experimentation with tobacco is attributable to tobacco company advertising.
98% of guys who use chewing tobacco say their male friends don’t mind at all.*
* Oddly enough there are no figures for how their girlfriends feel about it.

Centers for Disease Control and Prevention
“Cherry Skoal is for somebody who likes the taste of candy, if you know what I mean.”

Sales representative for US Smokeless Tobacco Co.
“New users of smokeless tobacco . . . are most likely to begin with products that are milder tasting, more flavored and/or easier to control in the mouth.

After a period of time, there is a natural progression of product switching to brands that are more full-bodied, less flavored, have more concentrated ‘tobacco taste’ than the entry brand.”

(UST document, “The Graduation Theory”)
The National Drug Strategy Network reports that the most popular brands of spit tobacco in the U.S. are the ones with the most nicotine per gram. For nicotine to be absorbed into the bloodstream, the tobacco must have a pH of over 7.

<table>
<thead>
<tr>
<th>Brand</th>
<th>% of snuff market</th>
<th>Milligrams of nicotine per gram</th>
<th>pH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copenhagen</td>
<td>42%</td>
<td>11.4</td>
<td>8.6</td>
</tr>
<tr>
<td>Original Fine Cut Skoal</td>
<td>20%</td>
<td>10.4</td>
<td>7.6</td>
</tr>
<tr>
<td>Skoal Long Cut Cherry</td>
<td>3%</td>
<td>11.4</td>
<td>7.5</td>
</tr>
<tr>
<td>Skoal Bandits Wintergreen</td>
<td>2%</td>
<td>7.5</td>
<td>6.9</td>
</tr>
</tbody>
</table>
**Kevin Arnold**
Promotions, U.S. Smokeless Tobacco Co.
Aurora, IL

Trophy 9 pt. Whitetail harvested in November 2003 during Missouri archery season

Camouflage - Skyline Apparition Horizon

**Jeff Guzinski**
Promotions, U.S. Smokeless Tobacco Co.
Aurora, Illinois

Trophy bull Elk harvested during archery season in Colorado 2003

Camouflage - Skyline Xtreme
Smokeless Tobacco Use in U.S. Males

Campaign for Tobacco-Free Kids
Smokeless Spit Tobacco
Smokeless does not mean harmless
Cadmium (Used in car batteries)

Hydrazine (rocket propellant)

Uranium 235 (used in nuclear weapons)

Nicotine (addictive drug)

N-Nitrosamines (cancer causing agents)

Acetaldehyde (irritant)

Benzopyrene (cancer-causing agent)

Formaldehyde (embalming fluid)

Polonium 210 (nuclear waste)

National Cancer Institute
Holding an average-size dip in your mouth for 30 minutes gives you as much nicotine as smoking three cigarettes. A 2-can-a-week snuff dipper gets as much nicotine as a 1 ½ pack-a-day smoker does.
Unburned tobacco contains nitrosamines, which are known to cause cancer in laboratory animals.

Moist snuff contains nitrosamines up to 100 times the lawful level permitted in regulated products like bacon.

A study of snuff carcinogenesis.
Brunnemann KD, Rivenson A, Adams JD, Hecht SS, Hoffmann D.
American Health Foundation, Naylor Dana Institute for Disease Prevention, Valhalla, NY 10595
The risk of cancer of cheek and gums may increase nearly 50-fold among long-term snuff users.

American Cancer Society

The five-year survival rate for white patients is 56 percent and for African American patients is only 34 percent.

Centers for Disease Control and Prevention
Effects of smokeless tobacco

- Bad breath
- Permanent teeth discoloration
- Precancerous leukoplakia
- Painful ulcers
Very graphic pictures of cancers
How Do I Get Involved?

- Become a leader in your community and sign up to be a TASK Regional Board Member – contact your TASK Regional Consultant today (http://www.kstask.org/connect.html)!!
- Attend the Spit Tobacco Summit - August 29, 2007 in Hutchinson
- Visit the TASK website – www.kstask.org
- Promote the Kansas Tobacco Quitline (1-866-KAN-STOP)
Kansas Tobacco Quitline

A tobacco cessation program as unique as your thumbprint.

Kansas Tobacco Quitline 1-866-KAN-STOP
For additional information please contact:

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