Tobacco Harm Reduction
Interim Study
October 3, 2012

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Tobacco Use

• Leading cause of death on the United States and Oklahoma
  – Over 400,000 lives nationwide per year\(^1\)
  – Approximately 6,200 live in Oklahoma per year\(^2\)
  – Oklahoma ranks 48\(^{th}\) in the nation for smoking\(^3\)
Smokeless Tobacco

• Smokeless tobacco is a known carcinogen, proven to cause cancer, and is addictive.
  – National Toxicology Program of the National Institutes of Health\textsuperscript{1,2}
  – National Cancer Institute\textsuperscript{3}
  – American Cancer Society\textsuperscript{4}
  – U.S. Surgeon General\textsuperscript{5}
  – U.S. Public Health Service\textsuperscript{6}
The Harm Reduction Argument

• The science from Sweden does not generalize to the United States.¹
  – Smokeless tobacco products are manufactured differently.²,³
    • Some Swedish brands contain a mere 2% of the tobacco specific nitrosamines found in U.S. counterparts.⁴
  – Marketing of tobacco products, which influences usage by target audience, is not permitted in Sweden.², ⁵, ⁶
    • Marketing in the U.S. encourages dual use of smokeless tobacco and cigarettes.⁷,⁸,⁹,¹⁰
Tobacco Use among Oklahoma Adults

- 23.7 percent of Oklahoma adults smoke.\(^1,\text{2}\)
  - Nearly 6 percentage points higher than the national average.\(^2\)

- 7.3% of Oklahoma adults use smokeless tobacco.\(^1,\text{2}\)
  - Double the national rate of 3.6%\(^3\)

- Of Oklahoma adult smokers, 9.2% also use smokeless tobacco (Dual Use).\(^1,\text{2}\)
  - 1 of every 7 males\(^1\)
Tobacco Use and Youth

• According to the 2012 Surgeon General Report\(^1\):
  
  – Nearly 9 out of 10 smokers start smoking by age 18.
  
  – 99% start by age 26.
Smokeless Tobacco as a Gateway to Cigarette Use

• Adolescent smokeless tobacco users are more likely than non-users to start smoking cigarettes as adults.¹,²,³,⁴

• Youth are encouraged to experiment with candy flavored and low-nicotine starter products with the subsequent graduation to higher-level nicotine sources, including cigarettes.⁵,⁶,⁷,⁸,⁹

• Tobacco use among high school boys increased by 16% between 2003 and 2011, while decreases in smoking among the same age group slowed.⁵,⁶

• Evidence indicates that smokeless tobacco use is a gateway to cigarette use.¹,²,³,⁴,⁶,¹⁰
Smokeless Tobacco Use and Dual Use among Oklahoma Youth

- 1 in 4 Oklahoma middle school smokeless tobacco users already smoke cigarettes\(^1\).
- Over half of Oklahoma high school smokeless tobacco users also smoke cigarettes\(^1\).
- 18.4% of Oklahoma high school boys use smokeless tobacco\(^2\).
  - 40% higher than the national rate of 12.9%\(^2\)
- 30% of young adults in the U.S. who use tobacco report dual use of cigarettes and smokeless tobacco\(^3\).
Tobacco Cessation

• The 2008 Clinical Practice Guideline on Treating Tobacco Use and Dependence\textsuperscript{1} reports:
  – Nicotine Gum – 19\% quit rate
  – Nicotine Patches – 23.4\% quit rate
  – Nicotine Lozenges – 24.2\% quit rate
  – Nicotine patch and gum combined – 36.5\% quit rate
• Nicotine replacement therapy has a significant quit rate when properly accessed and utilized. \textsuperscript{1}
Evidenced Based Strategies Proven to Reduce Smoking Rates and Improve Health

- Comprehensive smoking bans.¹
- Smoke free cities.¹,²,³
- Increasing the price of tobacco products.¹
  – Oklahoma taxes cigarettes at 43 cents less than the national average.⁴,⁵
Summary

• There remains proven, evidenced based strategies to reduce smoking that have yet to be implemented in Oklahoma. Until we have fully implemented the true science of tobacco control, we must be cautious in adopting unproven strategies, especially any strategy that includes using known carcinogens to reduce smoking rates.
References

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3 United Health Foundation. America’s Health Rankings – 2011: A Call to Action for Individuals & Their Communities. Oklahoma, p 88. Available at www.americahealthrankings.org/OK.

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8 Connolly GN. The marketing of nicotine addiction by one oral snuff manufacturer. Tobacco Control 1995; 4: 73-79.


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2 Tomar SL. Smokeless tobacco use is a significant predictor of smoking when appropriately modeled. *Nicotine & Tobacco Research* 2003, 5(4):571-573.
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1 Oklahoma State Department of Health. Oklahoma Youth Tobacco Survey (Middle School and High School) Data. Oklahoma City, OK: Oklahoma State Department of Health, Center for the Advancement of Wellness, 2011.


References

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