Tobacco Harm Reduction

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The Smoking Status Quo: Unacceptable

- The American Anti-Smoking Campaign is 45 Years Old

- According to the CDC:
  - 45 million smokers in the U.S.
  - 443,000 deaths every year in the U.S.
  - 5,800 in Oklahoma
Lung Cancer (ICD 161-162) Mortality in Men and Women Age 35+, Oklahoma and the US, 1979-2009

Deaths per 100,000 py

Year

OK Men

US Men

OK Women

US Women
If the Status Quo Continues

In the next 20 years:

• 8 million Americans will die from smoking

   All are adults over 35 years of age

   None of them are now children
The Failed Anti-Smoking Campaign

• The Campaign’s Only Message:
  Quit Nicotine and Tobacco, or Die

• The Campaign’s Only Quitting Tactics:
  Ineffective Behavioral Therapy
  Ineffective Use of Nicotine

The Anti-Smoking Campaign—Behavioral Therapy

• NCI Manual for Physicians- Counsel Patients to:
  – ”Keep your hands busy- doodle, knit, type a letter”
  – ”Cut a drinking straw into cigarette-sized pieces and inhale air”
  – ”Keep a daydream ready to go”

Source: How to help your patients stop smoking. NIH Pub. No. 93-3064, 1993
The Anti-Smoking Campaign - Faulted Use of Nicotine

- Temporary – 6 to 12 weeks
- Expensive – per unit and per box
- Very Low Dose – unsatisfying for smokers
- 7% Success* – ”Efficacious”, ”Modest”

## Comparing Nicotine to Caffeine

**Addictive Drugs Can Be Used Safely**

### Properties of Nicotine and Caffeine

#### Pleasurable Effects:
- Enhance concentration and performance
- Provide a sense of well being
- Elevate mood

#### Powerfully Addictive:
- Irreversible for many consumers

#### Can be Used Safely:
- Do not cause Cancer, Emphysema, Heart Diseases

#### Delivery Systems:
- Caffeine- Coffee, tea, cola drinks
- Nicotine- Smoke versus smokeless
Tobacco Harm Reduction
Permanent Nicotine Maintenance

Smokeless Tobacco

- Nicotine levels comparable to smoking
- Vastly safer than smoking (>98%)
- Evidence from Sweden – and the U.S. – that smokeless works
- Modern products are socially acceptable
American Smokeless Tobacco

Moist Snuff

Chewing Tobacco

Powdered Dry Snuff
Smokeless Tobacco Use is 98% Safer Than Smoking

• No risk for emphysema, lung cancer, and heart disease

• Mouth cancer risk - Very low in absolute terms*

Smokeless Tobacco and Health: Oral Cancer

Relative Risks

- Smoking ~10
- Alcohol Abuse ~4

American Smokeless Tobacco*

- Chewing tobacco 1.2
- Moist snuff 1.0
- Powdered Dry Snuff 4.0

Incidence Rate in Long-term ST users (At RR=4):

- 26 per 100,000 person-years (py)**


Comparing Risks of Smokeless Tobacco, Automobiles and Cigarettes

Annual Death Rate from:

- Powdered dry snuff\(^1\): 12 per 100,000 users
- Automobiles\(^2\): 11 per 100,000 users
- Cigarettes\(^3\): > 600 per 100,000 users

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Smokeless Tobacco Has Worked For Swedish Men For 50 Years

- **High** rate of smokeless tobacco use.
- **Lowest** smoking rate in Europe.
- **Lowest** rate of lung cancer and other smoking-related diseases in Europe.
- If EU men smoked at the rate of Swedish men, almost **274,000 lives** per year would be saved*

Tobacco Use in Northern Sweden

![Graph showing trends in tobacco use in northern Sweden from 1986 to 2004 for men and women. The graph illustrates the percentage of men and women who use snus and smoking in each year.](image-url)
2002 Royal College of Physicians Report

“...[smokeless] tobacco...10 to 1,000 times less hazardous than smoking...some manufacturers want to market ST as a harm reduction option...may find support for that in the public health community”

2007 Royal College of Physicians Report

Smokers smoke predominantly for nicotine,…nicotine itself is not especially hazardous.

Harm reduction
- a fundamental component of many aspects of medicine and…everyday life…has not been applied to smoking.

- has the potential to save millions of lives, and deserves consideration.
Growing Discussion about Tobacco Harm Reduction

2006 Addictive Behaviors, NCI Funded

“...4 million [American] smokers would switch to the low-carcinogen smokeless tobacco.”

American Council on Science and Health
Harm Reduction Journal, 2006 and 2011

”....there is a strong scientific and medical foundation for tobacco harm reduction, which shows great potential as a public health strategy to help millions of smokers.”
Dump the smoke. 
But keep on lovin’ the nicotine.

With cigarettes, it’s the smoke that kills. Smoke-free products are proven to be the smarter and safer way to enjoy nicotine – and one of the most effective ways to quit cigarettes.

Switch And Quit Owensboro.org

Smoke without fire
Suck on an e-cigarette and it produces a cloud of nicotine-carrying vapour with none of the toxic by-products of burning tobacco
Tobacco Harm Reduction: Take-Homes

• Eliminate misinformation on state government tobacco web pages such as:
  “smokeless tobacco doesn’t mean harmless tobacco…One can of chew equals about four packs of cigarettes…an almost instant addiction… Smokeless tobacco is not a safe replacement for smoking cigarettes”

• Don’t ”equalize” taxes on smokeless tobacco with those on cigarettes: it denies smokers affordable options

• State employee smokers who switch save essentially as many health care dollars as smokers who quit

• Set insurance rates that don’t penalize smokers who switch
For More Information

www.smokersonly.org

Rodutobaccotruth.blogspot.com

www.SwitchandQuitOwensboro.org