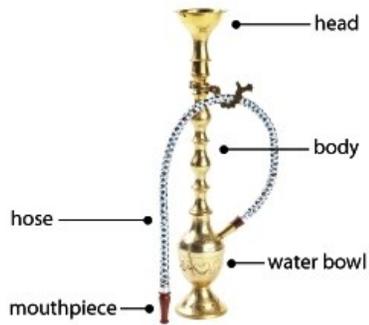


Hookah



Picture Source: www.cdc.gov

- ⇒ Hookahs are water pipes that are used to smoke specially made tobacco that comes in different flavors.
- ⇒ Although many users think it is less harmful, hookah smoking has many of the same health risks as cigarette smoking.
- ⇒ Research shows that water pipe smokers may absorb even more of the harmful components found in cigarette smoke because smoking sessions are longer.
- ⇒ An hour-long hookah smoking session is the equivalent of smoking 100 cigarettes.

Source: www.fda.gov and www.cdc.gov

E-Cigarettes by Other Names

Many young people say they have not and will not use an e-cigarette, but do say they have tried hookah pens, e-hookahs or vape pens.



What works?

According to the CDC, a comprehensive statewide tobacco control program is a coordinated effort to:

- Prevent initiation of tobacco use
- Establish smoke-free policies and social norms
- Promote cessation and assist tobacco users to quit

Investing in comprehensive tobacco control programs and implementing evidence-based interventions have been shown to reduce youth initiation, tobacco-related disease and death, and tobacco-related health care costs and lost productivity.

These interventions include:

Increasing the price of tobacco products	Every 10% increase in the real price of cigarettes reduces overall cigarette consumption by approximately 3-5%, reduces the number of young-adult smokers by 3.5%, and reduces the number of kids who smoke by 6-7%.
Enacting comprehensive smoke-free policies	As smoke-free laws have swept the country, we've seen that they are easily implemented, achieve almost universal compliance and quickly improve air quality and health.
Funding hard hitting mass-media campaigns	The 2012 Report of the Surgeon General, Preventing Tobacco Use Among Youth and Young Adults, concluded specifically and unequivocally: mass media campaigns "prevent the initiation of tobacco use and reduce its prevalence among youth.
Making cessation services fully accessible to tobacco users	Since the 1-800-QUIT-NOW network was implemented, quitline call volume has gone from approximately 8,000 calls a year to more than 500,000.

Sources:

<http://www.tobaccofreekids.org/research/factsheets/pdf/0051.pdf>

http://www.tobaccofreekids.org/press_releasespost/2013_08_01_business

<https://www.tobaccofreekids.org/research/factsheets/pdf/0146.pdf>

<http://www.tobaccofreekids.org/research/factsheets/pdf/0326.pdf>

New Products New Challenges



FDA Regulations, Health Harms, and Product Placement

5 Counties for Tobacco-Free Living

Fond du Lac, Green Lake, Marquette, Washington, & Waushara



State and community coalitions are essential partnerships. They can keep tobacco issues before the public, enhance community involvement, educate policy makers, and help promote public health policy.

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FDA regulation of tobacco

Since 2009:

- ⇒ Cigarettes and loose cigarette tobacco.
- ⇒ Smokeless tobacco that consists of cut up, ground, powdered or leaf tobacco that is intended to be placed in the nose or mouth (section 900 (18) of the FD&C Act), and includes moist snuff, snus, dry snuff, loose leaf chewing tobacco, plug chewing tobacco, and twist chewing tobacco.
- ⇒ Effective August 8th, 2016 the FDA will extend authority over previously unregulated tobacco products including: little cigars, cigars, e-cigarettes, hookah, pipe tobacco, and other tobacco products. Prohibition on free sampling will occur with the exception of smokeless tobacco which is allowed in adult-only facilities. Applications to market newly-regulated non-combustible products, such as electronic nicotine delivery systems (ENDS) or e-cigarettes, must be submitted to the FDA by August 8, 2022.

Cigarette vs. Cigar

Cigarette: any roll of tobacco wrapped in paper or any substance other than tobacco. Source: www.tobwis.com OTP powerpoint

Cigar: Any roll of tobacco wrapped in leaf tobacco or in any substance containing tobacco.

Source: www.fda.gov

Facts about cigars:

- ⇒ Cigar tobacco leaves are aged for about a year and then fermented in a multi-step process that can take from 3 to 5 months. Fermentation causes chemical and bacterial reactions that change the tobacco. This is what gives cigars a different taste and smell from cigarettes.
- ⇒ Cigars come in many sizes.
 - Little cigars or small cigars
 - * Size of a cigarette
 - * Cigarillos, blunts, or cheroots
 - * Slightly larger and contain more tobacco than little cigars

- Large cigars
- * May contain more than a half an ounce of tobacco or nicotine (typically contain between 5 and 20 grams of tobacco)
- * Premium cigars can have as much tobacco as a whole pack of cigarettes

Source: American Cancer Society & www.tobaccofreekids.org/press_releases/post/id_1062

Product Placement



A loophole in Wisconsin law allows some tobacco products to be treated differently than cigarettes, making these fruit flavored tobacco products cheaper and more accessible to Wisconsin youth.

Because they are wrapped in brown paper, they have been classified as “other tobacco products” by law. Because little cigars and cigarillos are not regulated the same way as cigarettes, they can be in self-serve displays.



Spit or Smokeless Tobacco

Many terms are used to describe tobacco that is put into the mouth, such as spit, spitless, oral tobacco, and chewing or snuff tobacco.



The use of spit or smokeless tobacco by any name can cause:

- ⇒ Cancers of the mouth
- ⇒ Cancers of the pharynx (throat) and larynx (voice box)
- ⇒ Cancers of the esophagus (swallowing tube) and stomach
- ⇒ Cancer of the pancreas
- ⇒ Receding gums and gum disease, which can worsen to the point that the teeth fall out
- ⇒ Heart Disease

E-Cigarette Concerns

E-cigarettes appeal to youth because of their high-tech design, easy access online and at mall kiosks, and the wide array of cartridge flavors. The 2016 Wisconsin Youth Tobacco Survey shows 13.3% of Wisconsin high school students currently use e-cigarettes. Findings from the 2016 National Youth Tobacco Survey show that current e-cigarette use among high school students increased from 7.9% in 2014 to 13.3% in 2016, exceeding the use of regular cigarettes.

Poison Control Calls Increase

- ⇒ Calls to poison control centers involving exposures to e-cigarettes and liquid nicotine increased to 2,886 in 2016 from 1,543 in 2013.
- ⇒
- ⇒ Not one of these products has been approved by the FDA as a cessation device.