

Overview of the Community Scan for Emerging Tobacco Products Also Known as 'Reduced Harm' Products

Purpose:

- 1) Educate community coalition members and/or volunteers about the new and evolving market of emerging tobacco products in your community; and
- 2) Educate local community members, elected officials and community influentials about emerging tobacco products in the community, raise awareness regarding the public health risk, particularly to youth and children, and promote local volunteer expertise on this issue.

Background: During the past 5-10 years the tobacco industry has been developing and marketing different types of tobacco and non-tobacco products. These products are often very appealing to youth and almost all contain nicotine – a substance that is highly addictive. The products have been test-marketed in different areas of the country and while not all of them are currently available everywhere, in some they will be. In most states the industry has been able to evade regulation and the attention of policymakers. Its major target market for emerging tobacco products is young people, and in some cases smokers who are looking for an alternative to quitting traditional tobacco products. For more detailed and referenced information please see the attached [MDCH position statement](#). There is also a [PowerPoint](#) “**New and Alternative Tobacco Products**” developed by the MDCH tobacco staff that will provide visual examples and more information.

To gain a systematic understanding of the emerging tobacco products currently available in your community, MDCH has provided a Community Scan Tool to be used in your community.

Steps in organizing a community scan:

- Recruit young adults or student groups in a community, organization, school or other agency and coalition members to work on this community awareness activity.
- View the [PowerPoint](#) “**Using the Community Scan**” that describes the new generation of emerging products – such as non-cigarette products, including hookah and spit tobacco, and non-tobacco nicotine products.
- Review and discuss the [Per Venue Community Scan Tool](#), which will be used to help you identify the new generation of non-cigarette tobacco and non-tobacco nicotine products that are available in your community.
- Assign volunteers to visit specific venues or geographic areas in your community. Agree on a timeline for completion of the activity. During the 3-4 month period for this activity, it is necessary to visit the venues only one time. The requirement is to visit one of each venue in the community or county (i.e., one grocery store, one gas station, one drug store, etc.) The list of venues is on the community scan tool.
- Collect all the data and combine it on the [Cumulative Community Scan Tool](#).
- Use the information collected via the Community Scan Tool in a press release or other forms of earned media such as OpEds, Letters to the Editor, etc.

Future activities: These activities are not included in the FY11 workplan; however, contractors may wish to utilize them to raise awareness in their communities. A similar activity may be included in future workplans.

- Identify community venues (include media) where this educational PowerPoint presentation could be made; make arrangements to present. If possible, involve youth or young adults in the presentation if they assisted with the community scan.

Customize the [PowerPoint](#) presentation to describe the presence of (and use of, if observed) these products in your community; each community will have different results.