

# New Generation Tobacco Products



Big Tobacco's Candy Land

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# How to Create a New Generation Tobacco Products Education Board



# Materials

## What you'll need:

- Display board
- Construction paper
- Cut-out letters
- Markers
- Velcro
- Laminating film
- Quotes, facts, figures
- Photos
- Tobacco Products (either real or photos)
- Items to enhance the display (such as Mr. Gross Mouth, Tobacco Roulette, brochures, etc.)
- Creativity and Imagination!



# Materials

## Display Boards

- Display boards can be expensive, but cheap ones give out faster.
- You'll want to make your displayed items movable/removable so you don't ruin any hinges.
- Movable items also provide greater message flexibility for different events.
- Try asking for donations, looking at school supply sales, or **you can use your Supplies and Materials line from your Tobacco grant to purchase the board.** Speak with your finance office.



# Materials



- Construction paper, cut out letters, markers and other eye-catching display items can be found at the dollar store or other office supply stores.
- Velcro and laminating sheets make the items you intend to display both movable and able to be cleaned.
- Collect items that are seasonal or relate to specific events important to your area to customize your message!



# Choose Your Audience, Choose Your Message

- Opportunities abound to share information on the dangers of new generation tobacco products
- The challenge is to select no more than three key messages for your display; one is optimal
- Once you have developed one theme, you can save all related items for future use as you create new themes
- Tailor your message to your audience – parents, teachers, youth, other public health professionals

# Quotes, Facts, and Figures



## Again, Be Choosy

- Reliable sources abound, but when it comes to youth and tobacco, a lot of bunk is out there, too
- Select quotes, facts and figures that match your intended message
- Highlight local facts and efforts
- Ask coalition members or local youth for quotes!
- Carefully select for maximum impact without overwhelming the viewer with a lot of words

## Reliable Sources

[www.cdc.gov/tobacco/](http://www.cdc.gov/tobacco/)  
[www.cdc.gov/tobacco/youth/index.htm](http://www.cdc.gov/tobacco/youth/index.htm)  
[www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html](http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html)  
[www.cdc.gov/tobacco/resources\\_for\\_you/children/index.htm](http://www.cdc.gov/tobacco/resources_for_you/children/index.htm)  
[teen.smokefree.gov](http://teen.smokefree.gov)  
[www.tobaccofreekids.org](http://www.tobaccofreekids.org)  
[www.legacyforhealth.org](http://www.legacyforhealth.org)  
[www.forgettobacco.com](http://www.forgettobacco.com)  
[www.thetruth.com](http://www.thetruth.com)  
[www.tobaccofreeu.org](http://www.tobaccofreeu.org)

Don't limit your search to websites – check related social media accounts, webinars, reports, emails, etc. for additional salient information to share!

Include local data or stories!

*... and of course, contact MDCH Tobacco Section!*

# Quotes, Facts, and Figures

*"We don't smoke that s\*\*t, we just sell it. We reserve that right for the young, the poor, the black and the stupid."*

-- R.J. Reynolds, as quoted in the Times of London, August 2, 1992



*"If children don't like to be in a smoky room, they'll leave. At some point, they begin to crawl."*

-- Charles Harper, R. J. Reynolds Chairman, April 18, 1996

**Consider this:** Some of the most revealing quotes come from the Tobacco Companies. Excellent sources include Americans for Nonsmokers' Rights ([www.no-smoke.org](http://www.no-smoke.org)) or the Secret Tobacco Documents on [www.tobacco.org](http://www.tobacco.org)



# Photos

## Reliable Sources

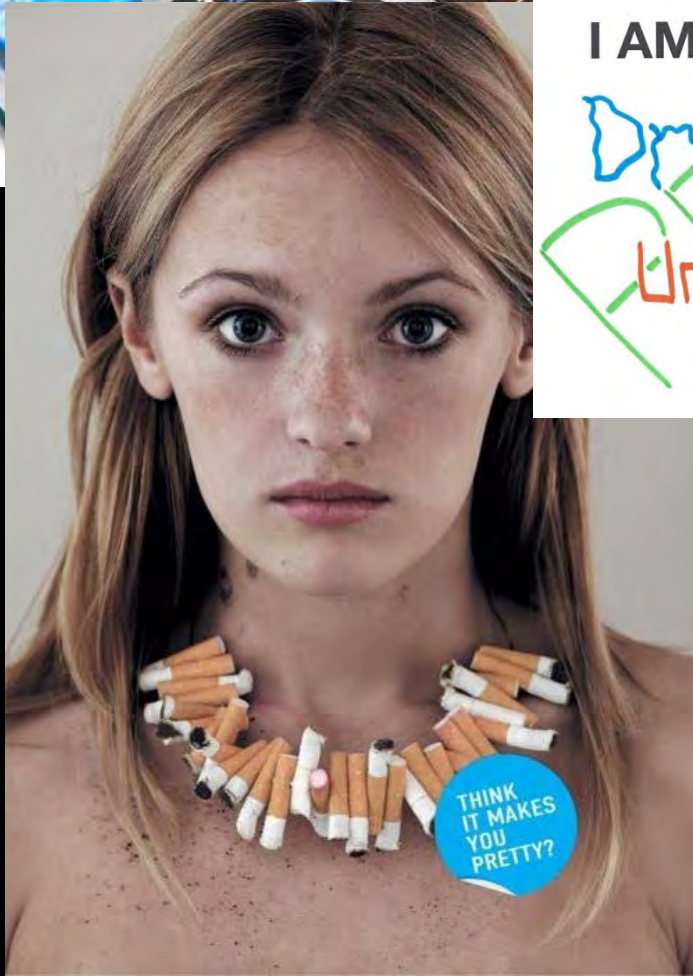
Most of the sources for facts and quotes on the web are accompanied by great images you can use.

Additionally, search the following:

- **Social Media:** CDC, NIH and others are on Facebook and Pinterest with clear, printable images for free use.
- **Google Images:** Conduct an image search for a particular new generation tobacco product if you cannot find the real thing in your area, if you don't have the budget to purchase the real thing, or you don't want your office or car to smell like grape flavored cigarillos at the end of the day.

## Again, Be Choosy

- Photos should be relevant to your topic and support your argument
- Seek maximum impact
- Maximum impact does not have to equal "gross out," but it can. Again, remember your audience
- Choose clear images
- Print in color
- Choose local images, where possible! Get permission to use local youths' photos.
- A caution on infographics: they look great on websites, but often do not print well unless in large format



I AM : *smoking*  
*Drugs* *Anorexia*  
*Underage Drinking*



Camel filtre. Une Camel plus douce à 3,30

**TOLUENE,  
 A TOXIC  
 CHEMICAL,  
 IS FOUND IN  
 PAINT THINNER.  
 AND  
 CIGARETTES.**

If you or someone you know needs free help to quit smoking, call 1-800-QUIT NOW.



# New Generation Tobacco Products

**Feature products you are seeing in your area or that are available in Michigan.**

- New Generation Tobacco Products include:
  - E-cigarettes, snus, sticks, strips, orbs, hookah, dokha, other forms of dissolvables, etc.
- But don't forget established forms of Other Tobacco Products, including:
  - Spit/Chew/Snuff, Cigars, Pipes
  - Use real products in display or photos.
- Dual use of cigarettes and other forms of tobacco products is expected to rise as individuals seek to avoid smoke-free laws and policies.

**IMPORTANT:** Be certain to distinguish between FDA-approved **Nicotine Replacement Therapy** and new generation products. You may wish to promote NRT during events such as the Great American Smokeout.



# New Generation Tobacco Products

- Some products are made with tobacco, while others are made with nicotine – a tobacco derivative. Nicotine is highly addictive and poisonous in pure form.
- Many new generation products resemble candy and come in small packages easily opened by children; even small amounts of nicotine can be **lethal** to children.
- New generation tobacco products are **not** a safe alternative to smoking, and are **not** approved as nicotine replacement therapy.



## A Word On Price

- New Generation and Other Tobacco Products are not only taxed less than a pack of cigarettes, but are also less expensive than a pack of cigarettes, making them easier for children to buy.
- *Some products, such as hookah and e-cigarettes, are **not** subject to any tobacco tax.*



# New Generation Tobacco Products

## E-Cigarettes

- Readily available in Michigan
- Found in malls, stand-alone stores, gas stations, bars (vending machines), tobacco specialty retailers
- Also found in pharmacies, frequently positioned next to FDA-approved nicotine replacement therapy
- **E-Cigarettes are NOT approved for such use by the FDA and are not currently regulated**
- Contain a cartridge filled with liquid nicotine, flavorings and glycerin or propylene glycol
- Cost: \$10 and up



## Special Concerns:

- Do not need to be 18 to purchase in Michigan
- Components have **spontaneously combusted** due to overcharged lithium batteries
- **Poisoning hazard** from the device, cartridge, or refill fluid. Nicotine is highly poisonous.
- E-cigarettes are **not** a proven cessation method; they are marketed to **maintain** addiction.

# New Generation Tobacco Products

## Snus

- Readily available in Michigan
- Found in gas stations, convenience stores, tobacco specialty retailers, wherever other tobacco products are sold, often refrigerated
- Been in use in Sweden since the 1970s
- U.S. versions marketed aggressively as alternative to smoking in smoke-free environments



## Special Concerns:

- Youth attracted to many flavors.
- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with **oral, esophageal and pancreatic cancer**.
- **Poisoning hazard**. Nicotine is highly poisonous.



# New Generation Tobacco Products

## Strips

- Nicospan available at Meijer and on Amazon.com
  - Nicotine-based
  - \$19.99 for pack of 60 strips
- Other brands such as Camel Strips are not yet available in Michigan
  - Camel Strips and others are ground tobacco pressed into a strip
  - \$2.50 per 12 pack in Colorado
- Marketed as alternative to smoking in smoke-free environments



## Special Concerns:

- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with **oral, esophageal and pancreatic cancer**.
- **Poisoning hazard**. Nicotine is highly poisonous.

# New Generation Tobacco Products

## Hookah

- Available throughout Michigan, particularly in college towns and SE Michigan
  - Can purchase at hookah lounges, tobacco specialty retailers, hookah shops, gas stations, head shops
- Very popular with youth
- Hookah lounge sessions cost as low as \$12 per session with coupons
- Hookah pipes cost as low as \$10
- Shisha – the tobacco that goes into the pipe – can cost <\$10 per tin
- Are **NOT** subject to any MI tobacco tax
- A 1-hour-long hookah session involves inhaling **100–200 times** the volume of smoke inhaled from a single cigarette



## Special Concerns:

- Risk of transmitting tuberculosis, herpes or hepatitis, among others
- The charcoal used to heat the tobacco increases exposure to carbon monoxide and secondhand smoke
- Hookah smokers at risk for oral, stomach, lung, esophageal cancers; reduced lung function, and decreased fertility



# Old Generation Tobacco Reboot

## Little Cigars and Cigarillos

- Available throughout Michigan at gas stations, convenience stores, grocery stores, and tobacco specialty retailers.
- Little cigars and cigarillos
  - come in fruit and candy flavors,
  - are sold individually in colorful wrappers, and
  - are cheap –costing less than an ice cream cone or candy.
- Single cigars are easy to hide from parents and teachers.
- Bright colors make them easy to confuse with other products.
- Cigars and cigarillos are often sold for 2 to 4 for \$1.00.



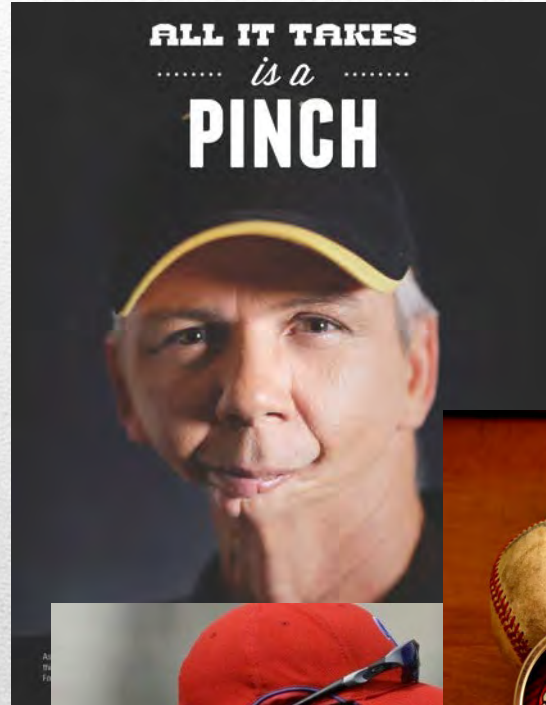
An advertisement for Swisher Sweets Cigarillos. It features the Swisher Sweets logo with a white owl and the text 'SWEETS White Owl CIGARILLOS'. A large price tag reads '99¢ EACH'. Below the price tag, it says 'Click for Details on this Hot Deal!'.



# Old Generation Tobacco Reboot

## Spit/Snuff/Dip/Chewing Tobacco

- Available throughout Michigan at gas stations, convenience stores, grocery stores, and tobacco specialty retailers.
- Many candy flavors like mint, cinnamon, apple, berry, citrus, cherry, peach.
- Bright colors make them easy to confuse with other products.
- Cost approx. \$4.50 per can.
- New baseball contract limits smokeless tobacco visibility starting 2012 season.



# More on the Horizon

## Sticks, Orbs, Discs

- Not yet available in Michigan
- Sticks and Orbs are made of ground tobacco pressed into stick or oval form
  - Dissolvable
  - Resemble toothpicks and Tic Tacs, respectively
- Discs contain nicotine and do *not* dissolve (Verve)
- Currently being test marketed
- “Spitless”
- Marketed as alternative to smoking in smoke-free environments



Credit: R.J. REYNOLDS TOBACCO CO.



## Special Concerns:

- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with **oral, esophageal and pancreatic cancer.**
- **Poisoning hazard.** Nicotine is highly poisonous.