

# New Generation Tobacco Products: Tobacco Playbook Déjà vu



# Tobacco Use is a High-Risk Behavior

- Adolescents' brains are still developing
- May lead to other drug use
- Earlier use leads to long term addiction and disease later in life



“Raising the legal minimum age for cigarette purchaser to 21 could gut our key young adult market (17-20) where we sell about 25 billion cigarettes and enjoy a 70% market share.” Philip Morris report, January 21, 1986

# Tobacco: The Problem Is Still With Us secondhand smoke

## **Secondhand Smoke**

- Surgeon General's Report 2006 – No safe level of secondhand smoke exposure
- Increases risk of SIDS, low birth weight in babies, asthma, bronchitis and ear infections, especially in children
- Causes lung cancer and heart disease
- Oral cancer, pancreatic and throat cancers (smokeless)

# Tobacco: The Problem Is Still With Us thirdhand smoke

## **Thirdhand Smoke: Residue left after active smoking ends**

- Similar increased risks as with SHS
- Children particularly vulnerable due to increased exposure to affected surfaces and adult caregivers
- Residue alters over time, creating its own separate set of carcinogens
- *Cannot* eliminate through “airing out” indoor spaces

# Tobacco Prevention History

- Master Settlement Agreement – 1998
  - Forbade direct marketing to youth
  - Restrictions on marketing, promotions, advertising
- Family Smoking Prevention & Tobacco Control Act-2009
  - Seeks to prevent and reduce tobacco use by youth
  - Gives FDA authority to regulate the manufacture, distribution and marketing of tobacco products
- Michigan's Dr. Ron Davis Smokefree Air Law-2010
  - Protects residents and visitors from secondhand smoke exposure in all restaurants, bars and businesses, including motels and hotels
- FDA Deeming – August 8, 2016



# Tobacco: The Problem Is Evolving



"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

# What Are New Generation Tobacco Products?

- 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
- 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:

Nicotine Replacement Therapy is not New Generation Tobacco Products.





# Old Generation Tobacco Reboot

## Little Cigars and Cigarillos

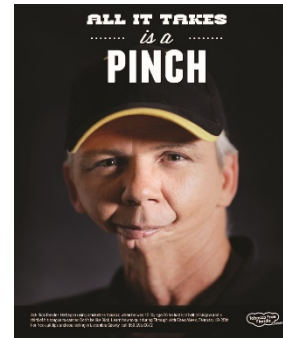
- Fruit and candy flavors
- Sold individually in colorful wrappers
- Cheap – costing less than an ice cream cone or candy.
- Single cigars are easy to hide from parents and teachers.
- Bright colors make them easy to confuse with other products.





# Old Generation Tobacco Reboot Spit/Snuff/Dip/Chewing Tobacco

- Many candy flavors like mint, cinnamon, apple, berry, citrus, cherry, peach.
- Bright colors make them easy to confuse with other products.
- History of association with baseball.
- Extremely difficult to quit.



# New Generation Tobacco Products

## snus

- Tobacco in a small pouch, similar to a small tea bag
- 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.



# New Generation Tobacco Products strips

- Nicospan is nicotine-based
- Camel Strips and others are ground tobacco pressed into a strip
- 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.





# More on the Horizon

## Sticks, Orbs, Discs

- Sticks and Orbs are made of ground tobacco pressed into stick or oval form; dissolvable
- Discs contain nicotine and do *not* dissolve (Verve)
- “Spitless” nature of products increases concern for oral, esophageal and



# But Wait! ...There's More...

## Hookah

- A 1-hour-long hookah session involves inhaling 100–200 times the volume of smoke inhaled from a single cigarette
- Charcoal used to heat the shisha increases exposure to carbon monoxide and secondhand smoke

## Special Concerns

- Risk of transmitting tuberculosis, herpes or hepatitis, among others
- Hookah smokers at risk for oral, stomach, lung, esophageal cancers; reduced lung function, and decreased fertility



# Hookah: Social smoking

*A growing number of European teens and young adults are using the Middle Eastern water pipe (hookah, shisha).*

## Body, gasket, valve

Body is a hollow tube with gasket at bottom; gasket has opening for hose and seals connection of body with water jar

## Water jar

Smoke from tobacco passes through jar, gaining moisture and lowering its temperature before it reaches hose

## Components

1



### Bowl

Holds tobacco and charcoal burned on top during smoking; made of clay, marble

### Plate

Ash tray, used for "dead" coals from previous smoking sessions

2

### Hose

Slender tube that allows smoke to be drawn; its end is typically fitted with a designed metal, wooden or plastic mouthpiece

3

## How it works

- 1** Inhaling via the hose, air is pulled through coal and into bowl; hot air from charcoal burns tobacco, producing smoke
- 2** Smoke passes through body tube, extending into water jar; it bubbles up to the top of the water jar and into a channel connected to the hose
- 3** When a smoker inhales from the hose, pressure in the jar changes pulling more air through the charcoal and continuing the process

## Health risks

### • More smoke

Person inhales more smoke over a longer time compared to cigarette smoking

### • Exposure

Increased carbon dioxide and nicotine exposure; may contribute to heart disease and cancer



# Lolli-Tip





# Hookah Myths & Facts

## MYTHS

Safer alternative to cigarette smoking with fewer impurities.

The water inside the hookah filters out the tobacco smoke harmful substances

Smell, taste and smoothness of the sweetened tobacco provides less irritation to the airways.

## FACTS

The chemicals associated with cigarettes are the same in Hookah tobacco products plus the charcoal used for heating releases higher levels of CO.

The water only cools the tobacco smoke, but it does not filter it so it feels less harsh and smokers inhale more deeply.

These lead to longer, deeper, more sustained periods and more exposure to toxic substances.

# Fruit Hookah and Hookah-To-Go



# Centers for Disease Control and Prevention (CDC)

## Office on Smoking and Health

### Compared with Cigarettes

While many hookah smokers may consider this practice less harmful than smoking cigarettes, hookah smoking carries many of the same health risks as cigarettes.

Water pipe smoking delivers the addictive drug nicotine and is at least as toxic as cigarette smoke.

Due to the mode of smoking—including frequency of puffing, depth of inhalation, and length of the smoking session—hookah smokers may absorb higher concentrations of the toxins found in cigarette smoke.

# Public Health

Hookah smoking brings with it the same serious health risks associated with all tobacco use, including exposure to SHS. In addition, there is an added concern with infectious disease from using unclean or shared mouthpieces.



Dirty rags and dollar store dish soap effectively eradicate Tuberculosis and Herpes, right?? **WRONG.**

*Photo from a Detroit hookah lounge's hookah "cleaning" area.*



Waitstaff start a hookah by sucking on the pipe. It doesn't matter if they then give you a "clean" mouthpiece.