

## BURDEN FACTS

### Montana's Smokeless Tobacco Use is Greater than Most of the U.S.

- Nearly **15%** of Montana men aged 18-34 use smokeless tobacco, as opposed to the national average of 8%.<sup>4</sup>
- **20%** of male high school students are smokeless tobacco users.<sup>5</sup>
- **16%** of American Indian high school students use smokeless tobacco.<sup>5</sup>

#### Montana Tobacco Use Prevention Program

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*No form of smokeless tobacco is a safe substitute for cigarettes. Still, tobacco companies often market these products as alternatives to smoking in places where smoking isn't allowed.<sup>1</sup>*

## Smokeless Tobacco Harms Health

- Can lead to and sustain addiction to nicotine.<sup>8,9</sup>
- Causes cancer of the mouth, esophagus and pancreas.<sup>1,9,10</sup>
- Can cause white or gray patches in the mouth (leukoplakia) that can lead to cancer.<sup>9,10</sup>
- Can cause gum disease, tooth decay, and tooth loss.<sup>9,10</sup>
- May increase the risk for death from heart disease and stroke.<sup>9,10,11</sup>

## Marketing and Promotion of Smokeless Tobacco Targets New Users and Young People

- In addition to marketing traditional chewing tobacco in kid-friendly flavors such as cherry, apple and citrus, tobacco companies have introduced new dissolvable and easily concealed tobacco products, called sticks, strips and orbs, that look like mints, breath strips and toothpicks.<sup>6</sup>
- In 2013, more than \$503 million was spent on advertising and promotion of smokeless tobacco.<sup>7</sup>
- Montana's tax on this item is not comparable to that of cigarettes, and is low and ineffective as a deterrent.<sup>8</sup>

## Sources:

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4. Montana Behavioral Risk Factor Surveillance System, 2014
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## MTUPP Advocates Encourage Young People to Resist Experimentation

- Community tobacco prevention specialists host Through With Chew events annually to educate about the risks of smokeless tobacco use, and promote cessation via the Montana Quit Line for those who are ready to quit.
- MTUPP-reACT coordinates with the Montana High School Rodeo Association (MHSRA) Tobacco-Free Rodeos to promote tobacco-free lifestyles and eliminate the expectation of smokeless tobacco use in rodeo culture.<sup>2</sup>
- In cities across the U.S., Major League Ballparks are prohibiting use of smokeless tobacco for the health of players and fans, following the death of Tony Gwynn, as well as Curt Schillings' announcement, of cancer from smokeless tobacco use.<sup>3</sup>
- MTUPP develops specific media to counter the high-use rate of smokeless tobacco in Montana. Media campaigns air throughout the state and over a variety of broadcast stations and media publications.
- The Montana Tobacco Quit Line offers specialized cessation support for smokeless tobacco users, dual use, and electronic vaping device users, as well as cigarette smokers.

