



Smokeless Tobacco Not a Safe Alternative

Montana's smokeless tobacco use is one of the highest in the nation.

- 14% of Montana male adults use smokeless tobacco, which is **more than twice** as high as the national average.²
- 7.8% of Montana high school males currently use smokeless tobacco.³
- 5.8% of Montana high school American Indian students currently use smokeless tobacco.³



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.¹

Smokeless Tobacco Harms Health

- Can lead to and sustain addiction to nicotine.⁴
- Causes cancer of the mouth, tongue, cheek, gum, esophagus and pancreas.^{1,4,5}
- Can cause white or gray patches in the mouth (leukoplakia) that can lead to cancer.^{4,5}
- Can cause gum disease, tooth decay, and tooth loss.^{4,5}
- May increase the risk for death from heart disease and stroke.^{4,5,6}

Marketing and Promotion of Smokeless Tobacco Targets New Users and Youth

- Big Tobacco markets traditional chewing tobacco in kid-friendly flavors such as vanilla, apple and citrus.
- In 2018, more than **\$658.5 million** was spent on advertising and promotion of smokeless tobacco.⁷
- Montana's tax on this item is not comparable to that of cigarettes and is low and ineffective as a deterrent.⁸ As a result, smokeless tobacco acts as an entry-level tobacco product that initiates addiction to nicotine of all kinds.

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Sources

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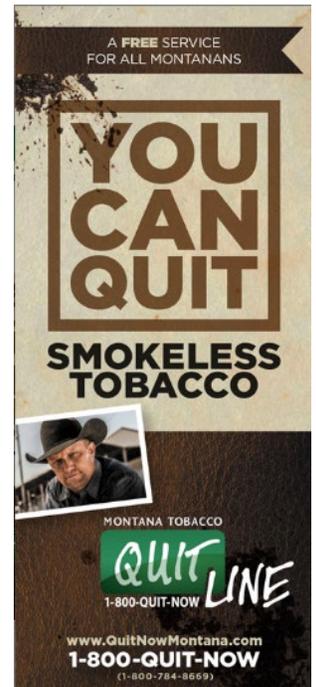
Smokeless Tobacco Cessation Efforts in Montana

Montana Tobacco Quit Line:

- Offers specialized cessation support for smokeless tobacco users.
- Offers free nicotine replacement therapy and prescription medication.
- Smokeless tobacco users who use the Quit Line have a **57%** quit rate.⁹

Media and Outreach Efforts:

- The Montana Tobacco Use Prevention Program 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.
- MTUPP coordinates with the Montana High School Rodeo Association Tobacco Free Rodeos to promote tobacco-free lifestyles and eliminate the expectation of smokeless tobacco.



Resources

- MTUPP website: tobaccofree.mt.gov
- CDC: cdc.gov/tobacco
- Quit Line website: quitnowmontana.com