
Smoking Cessation
Leadership Center



University of California
San Francisco

One-Hour Power Break webinar -
**Rather wreck my gums than my lungs:
Smokeless tobacco and California rural
adolescent males**

Benjamin Chaffee, DDS, MPH, PhD

8/30/17

Moderator

Catherine Saucedo

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Disclosures

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Benjamin Chaffee, DDS, MPH, PhD, Christine Cheng, Brian Clark, Jennifer Matekuare, Roxana Said, MPH, Catherine Saucedo, and Steven A. Schroeder, MD

Thank you to our funders



Robert Wood Johnson Foundation



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- **Use the chat box to send questions** at any time for the presenters.

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Presenter

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**Rather Wreck My Gums Than My Lungs:
Smokeless Tobacco and California Rural
Adolescent Males**



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Dr. Margaret (Peggy) Walsh



Dr. Walsh was a visionary leader in education and research



Smokeless Tobacco: Adverse Health Effects

Oral conditions

Oral and pharyngeal cancer
Mucosal lesions
Gingival keratosis
Periodontal disease
Tooth discoloration
Enamel erosion
Gingival recession
Dental caries

Other conditions

Pancreatic cancer
Stomach cancer
Hypertension
Cardiovascular Disease

Smoking initiation
 among young users

Conventional Smokeless Tobacco (ST)

Oral moist snuff (“dip”)

Finely ground tobacco

Typically placed between buccal mucosa and gingiva and held in place



Chewing tobacco (“chew”)

Coarsely shredded tobacco

Sold in bricks, twists, or loose-leaf

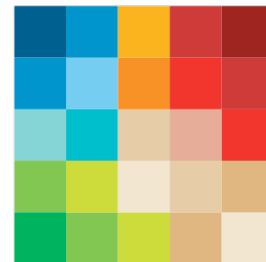
Placed in mouth and chewed



The Changing (Smokeless) Tobacco Landscape

The Changing (Smokeless) Tobacco Landscape

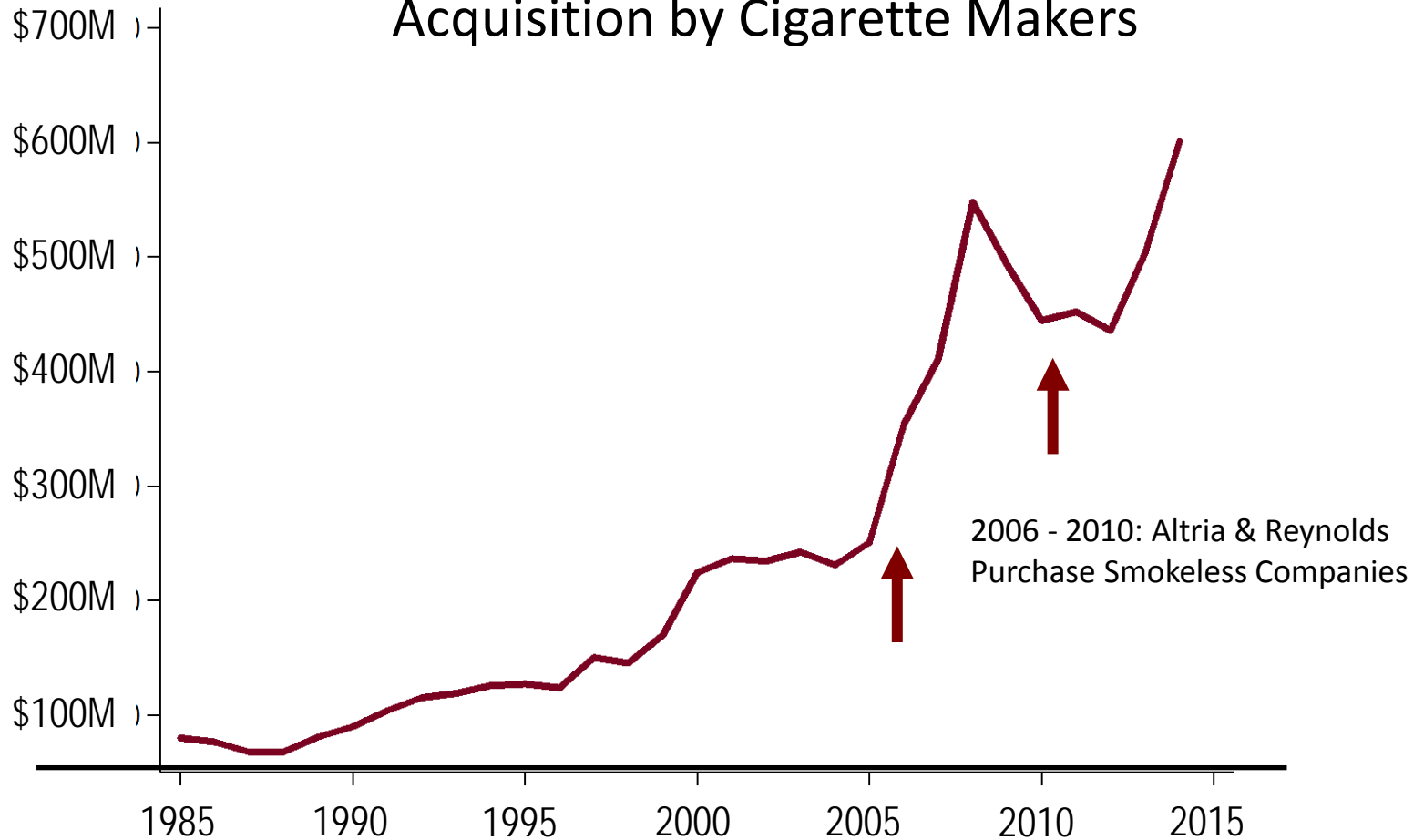
Acquisition of ST manufacturers by major cigarette companies



Altria

The Changing (Smokeless) Tobacco Landscape

ST Industry Marketing Expenditures Spike After Acquisition by Cigarette Makers



The Changing (Smokeless) Tobacco Landscape

Major growth in marketing expenditures on magazine ads & price discounts

Sports Illustrated

MAXIM

Rolling Stone



The Changing (Smokeless) Tobacco Landscape

Greater diversity in ST product types and varieties



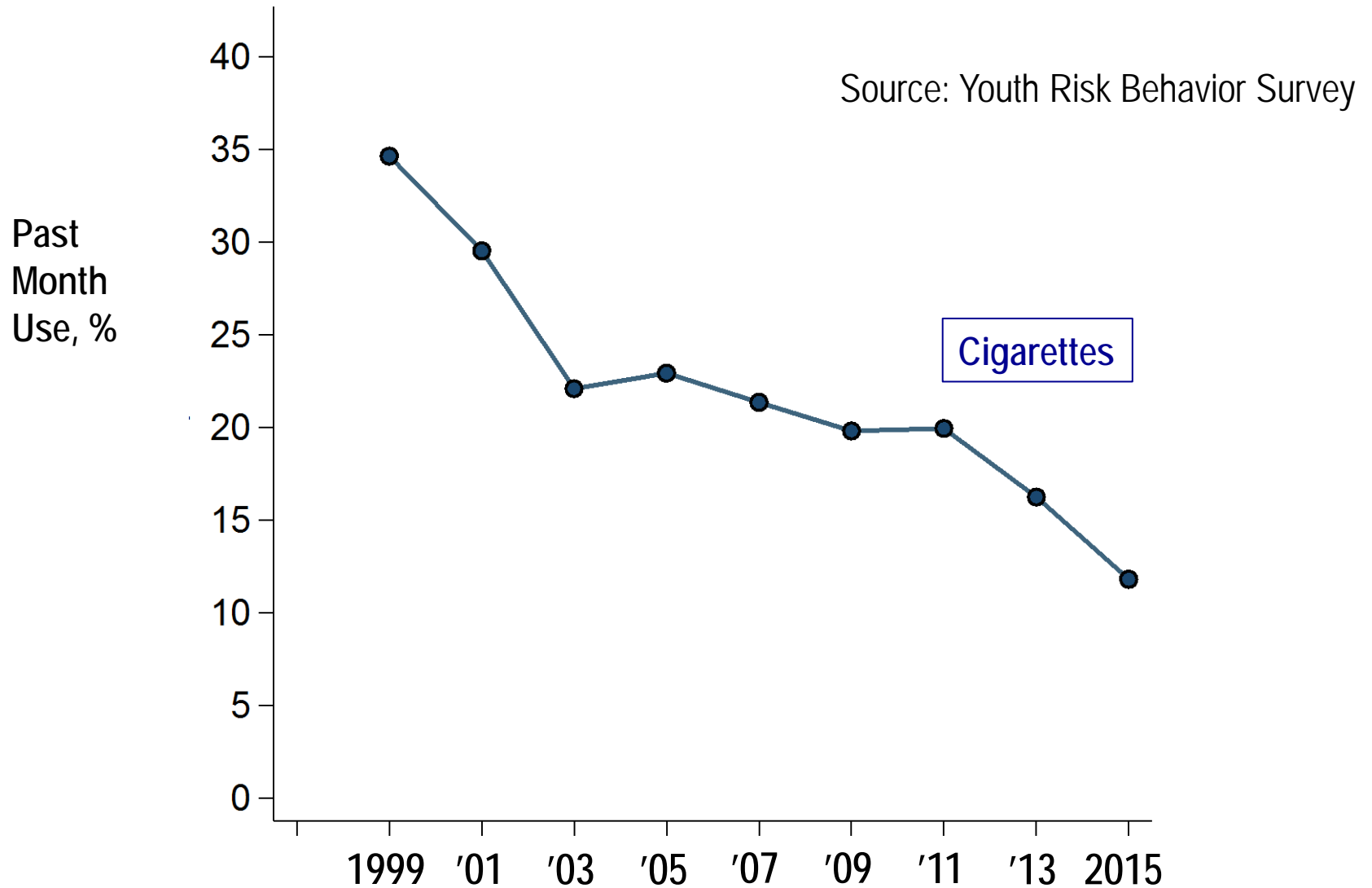
Options in price, flavor, cut & nicotine content may appeal to youth

The Changing (Smokeless) Tobacco Landscape

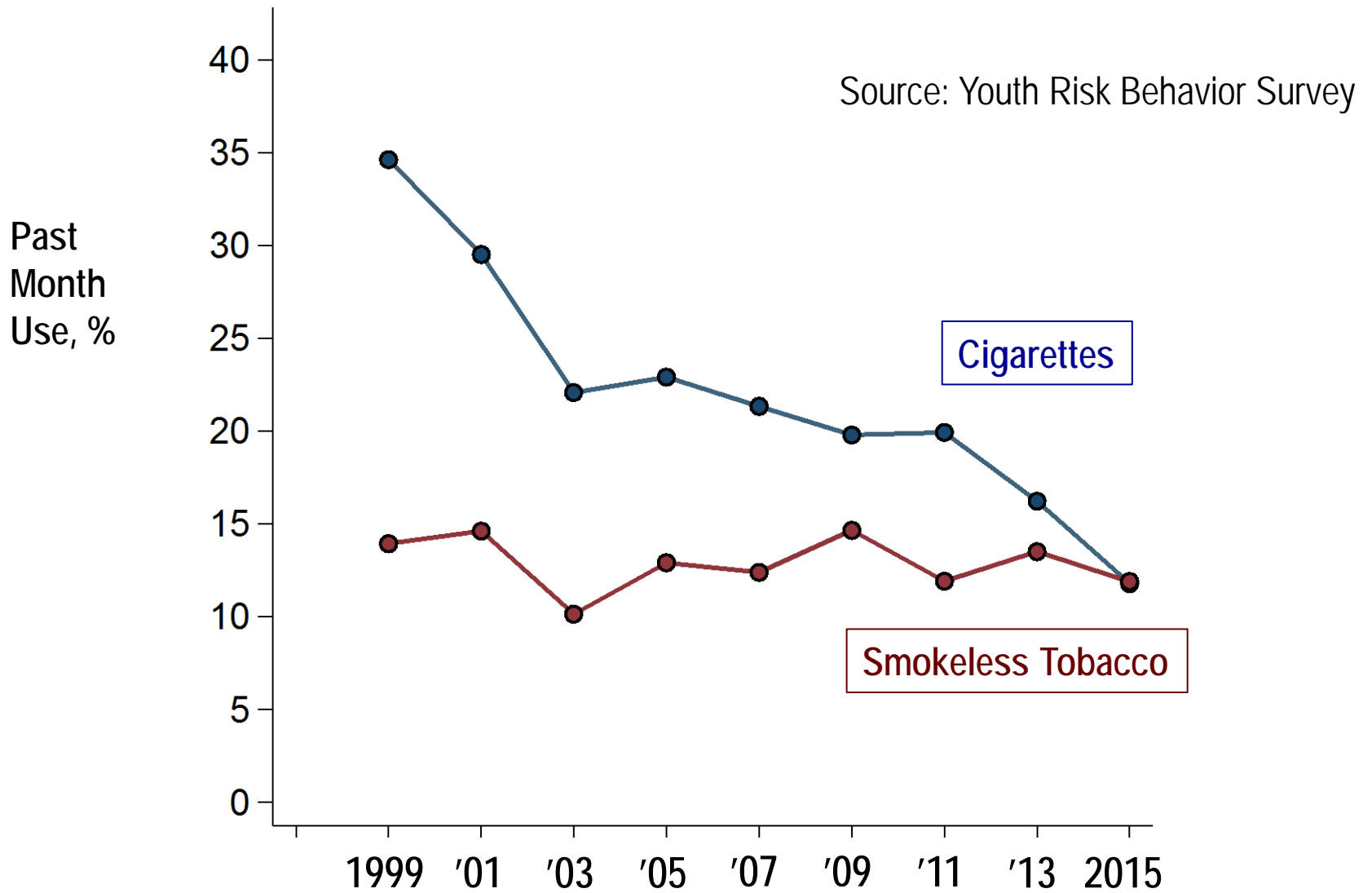
Rising popularity and normalization of other non-cigarette products (e.g. e-cigarettes, marijuana)



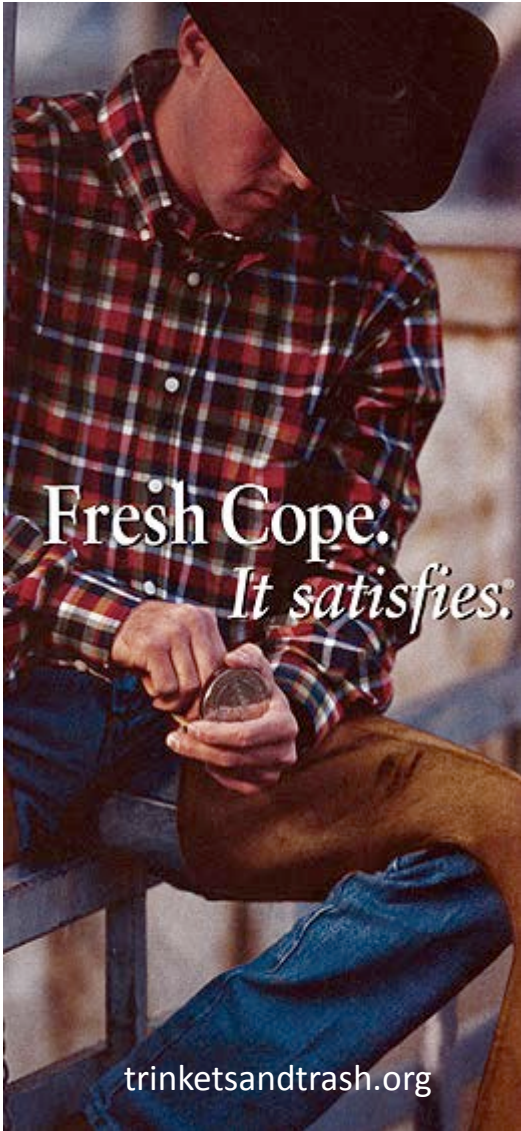
Adolescent Tobacco Use, United States (males, grade 9 -12)



Adolescent Tobacco Use, United States (males, grade 9 -12)

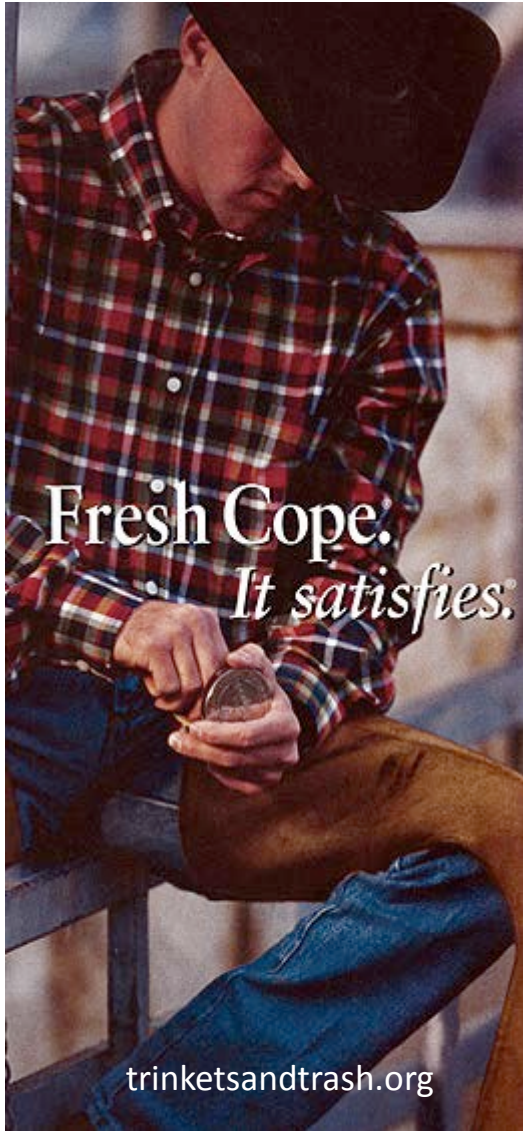


Populations at risk of smokeless tobacco use



Male
Young adult
Non-Hispanic White
Lower-income & education
Rural

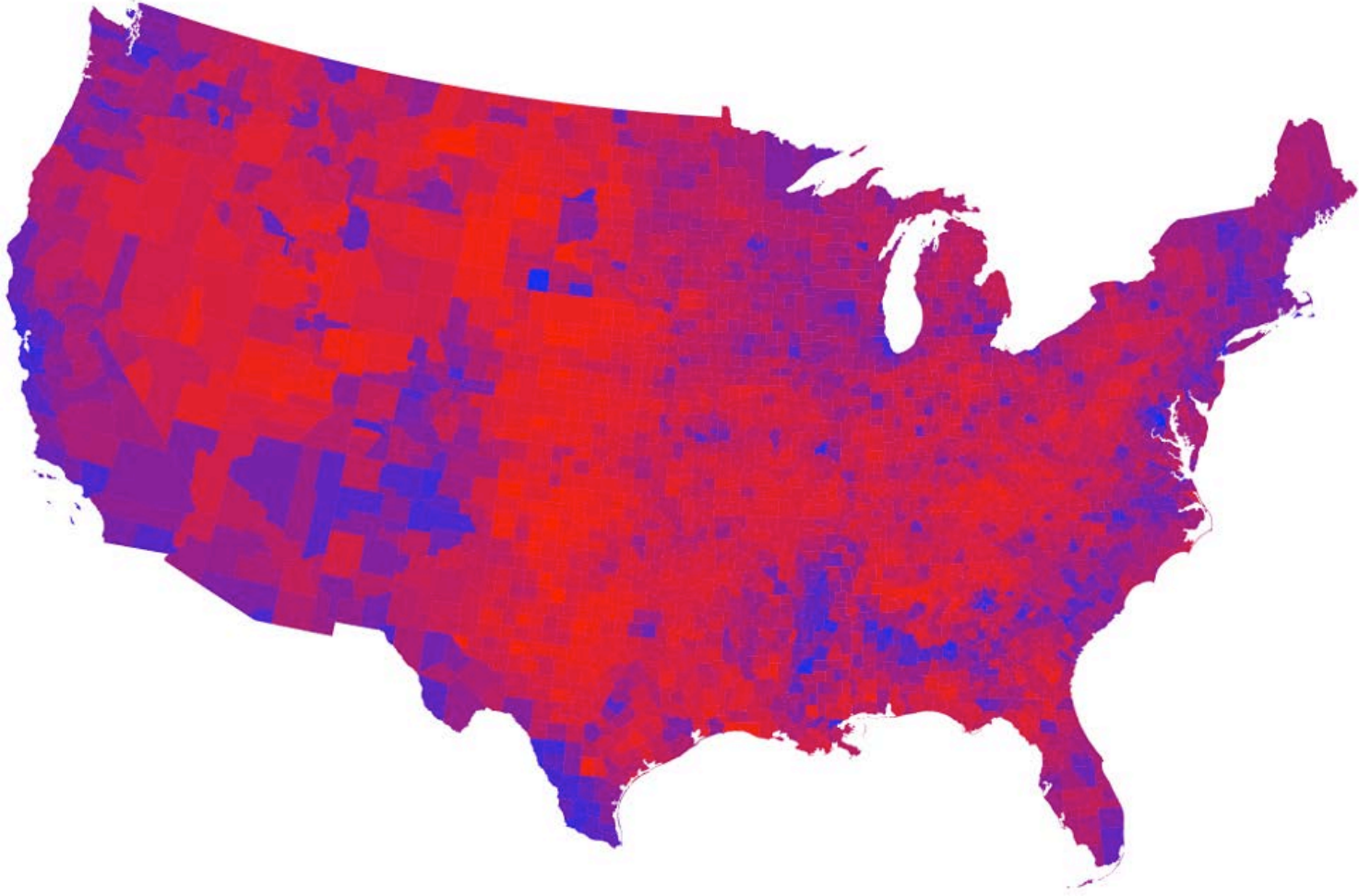
Populations at risk of smokeless tobacco use



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United States 2016 Presidential Election: Voting by County



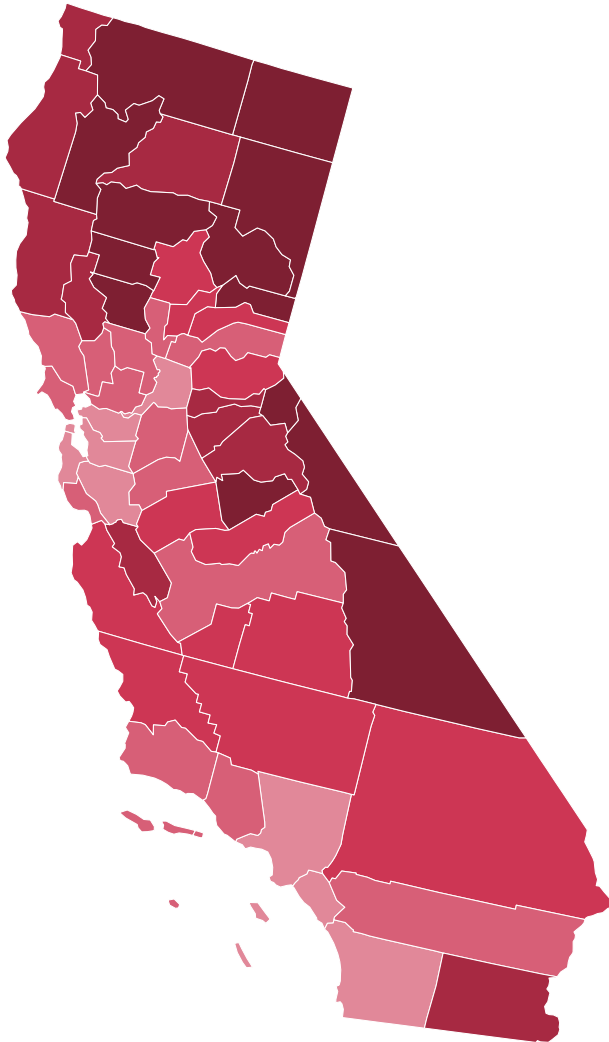
Why Study Smokeless Tobacco Use in California?



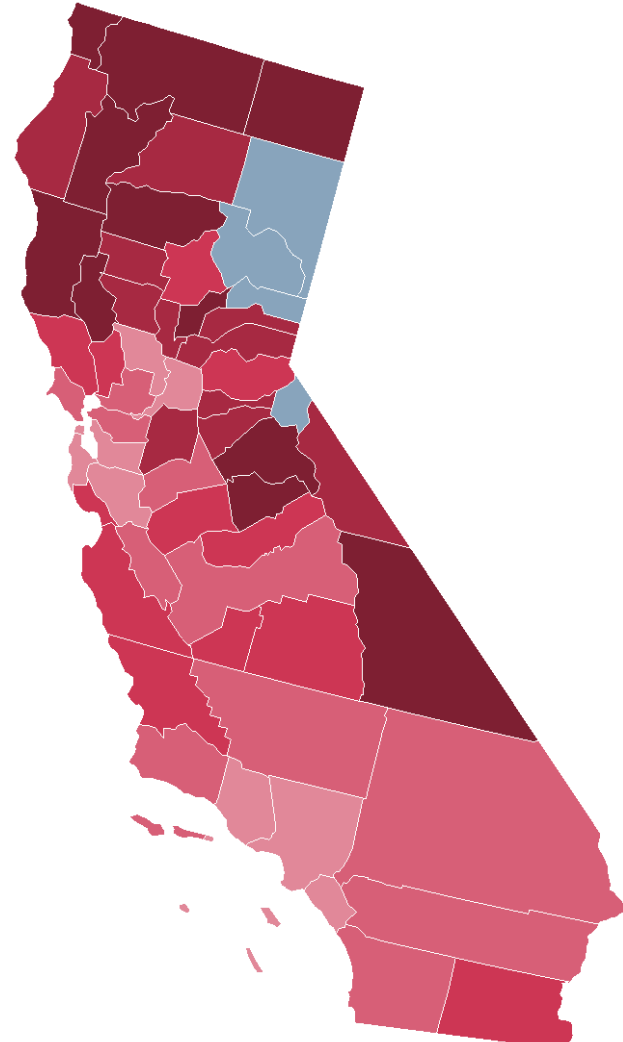
1.9 million Californians live in rural areas

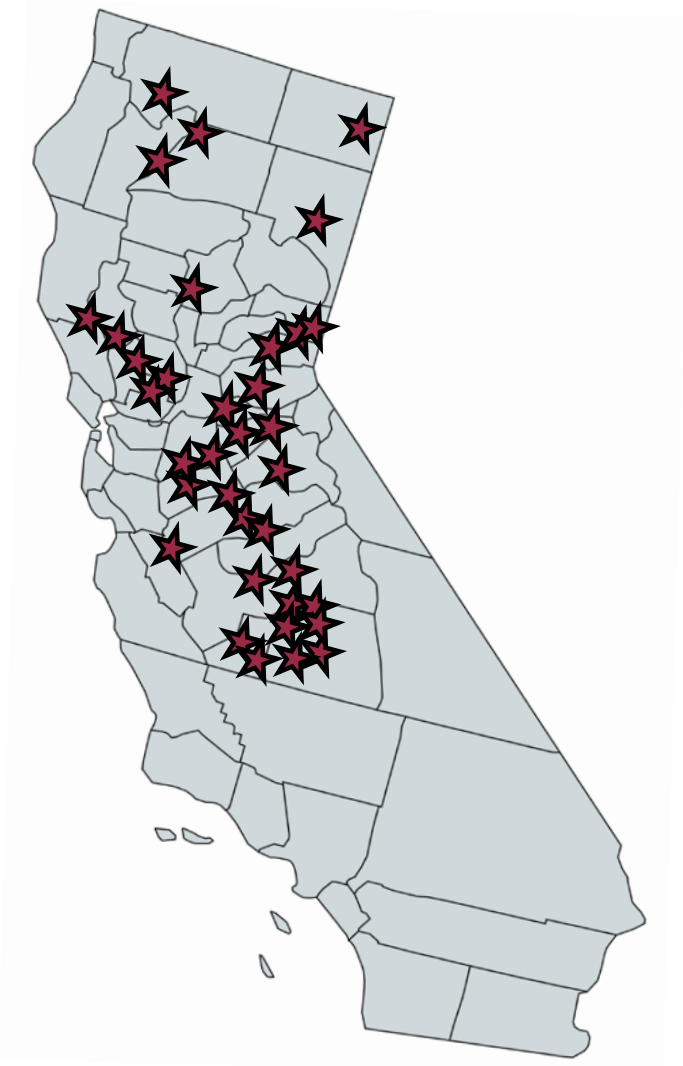


**California Counties:
Population Density**



**California Counties:
% ST Ever-Use
11th Grade**





Smokeless Tobacco Use Among Rural High School Baseball Players in California



Baseball teams at 36 rural California high schools (Recruited: 2014-2016)

Assess:

- ST use patterns
- Risk perceptions
- Decision-making
- Biological markers of nicotine and carcinogen exposure

Earl Campbell
Football Star

Something for nothing.

If the best things in life are free, this is one of them. Just fill out the coupon below, send it in and we'll send you a free can of Happy Days moist smokeless tobacco.

Just a pinch between your cheek and gum will give you real tobacco pleasure without lighting up. Go Smokeless. It's the only way to go.



A pinch is all it takes!™

FOR YOUR FREE CAN OF HAPPY DAYS FILL OUT AND SEND TO:
"Smokeless Tobacco," PO Box 2900, Greenwich, CT 06830

I certify that I am at least 18 years of age.*

Name: _____

Address: _____

City: _____

State: _____

Zip: _____



* OFFER NOT AVAILABLE TO MINORS.
Limited to one sampling per family.

SP 102

Offer good only in USA and Canada.

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Smokeless Tobacco and Sports

Elevated ST use in baseball, hockey, football, rodeo, wrestling, auto racing

Smokeless Tobacco and Sports



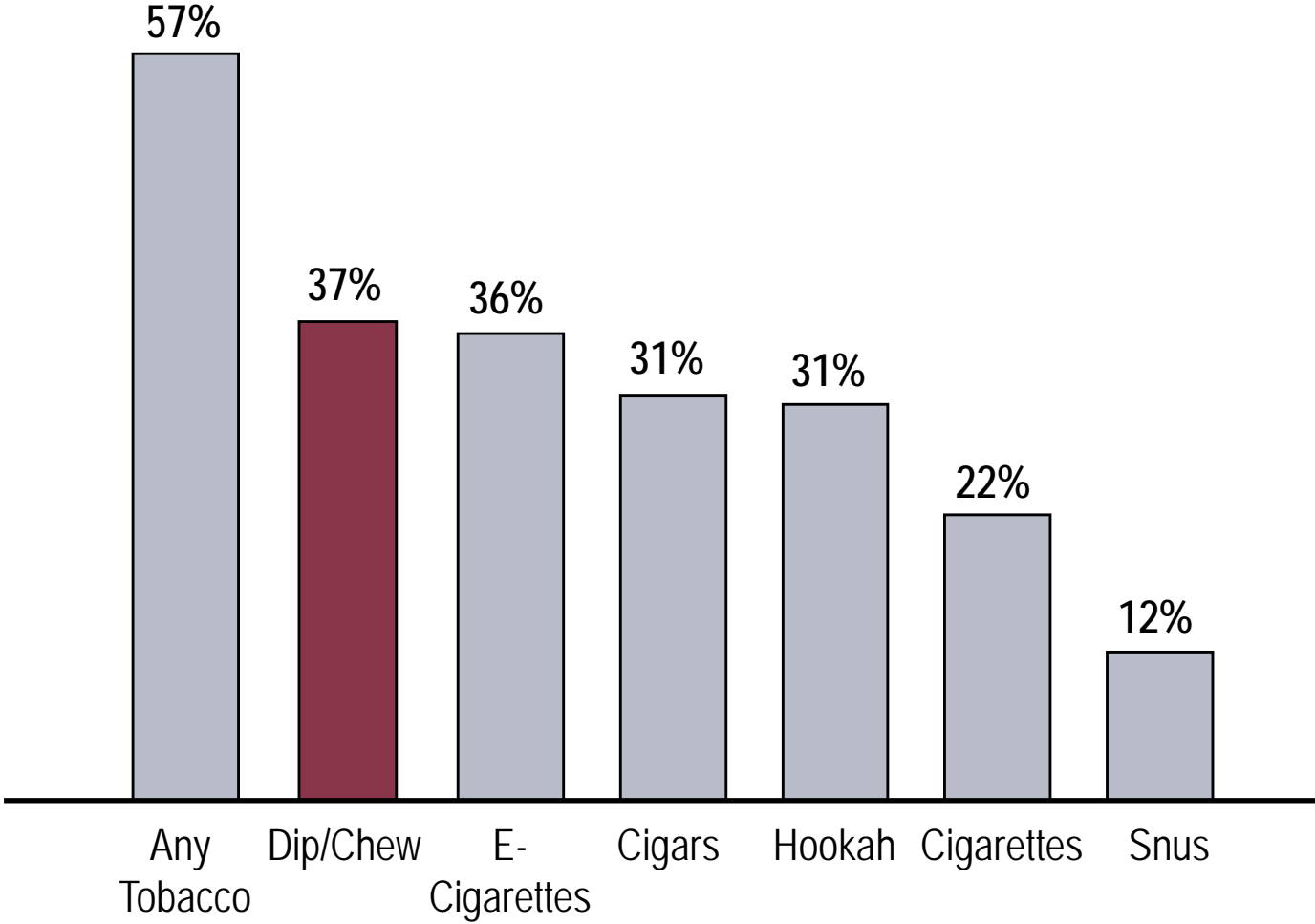
Elevated ST use in baseball, hockey, football, rodeo, wrestling, auto racing

Exceedingly high in organized baseball

Modeled use by admired athletes during widely broadcast games

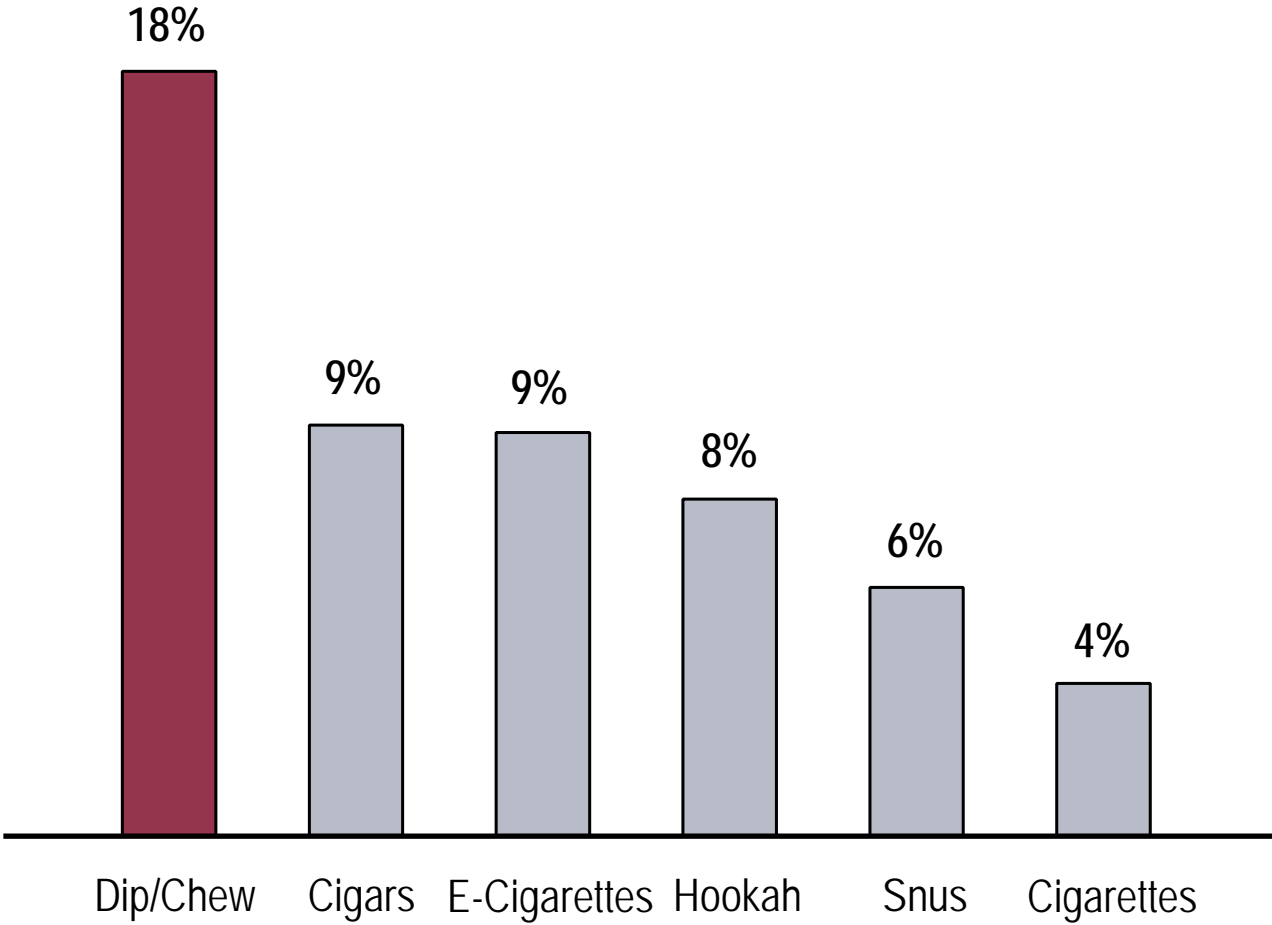
Tobacco marketing infiltrates baseball culture and tradition

Ever tried tobacco products (at least one time)



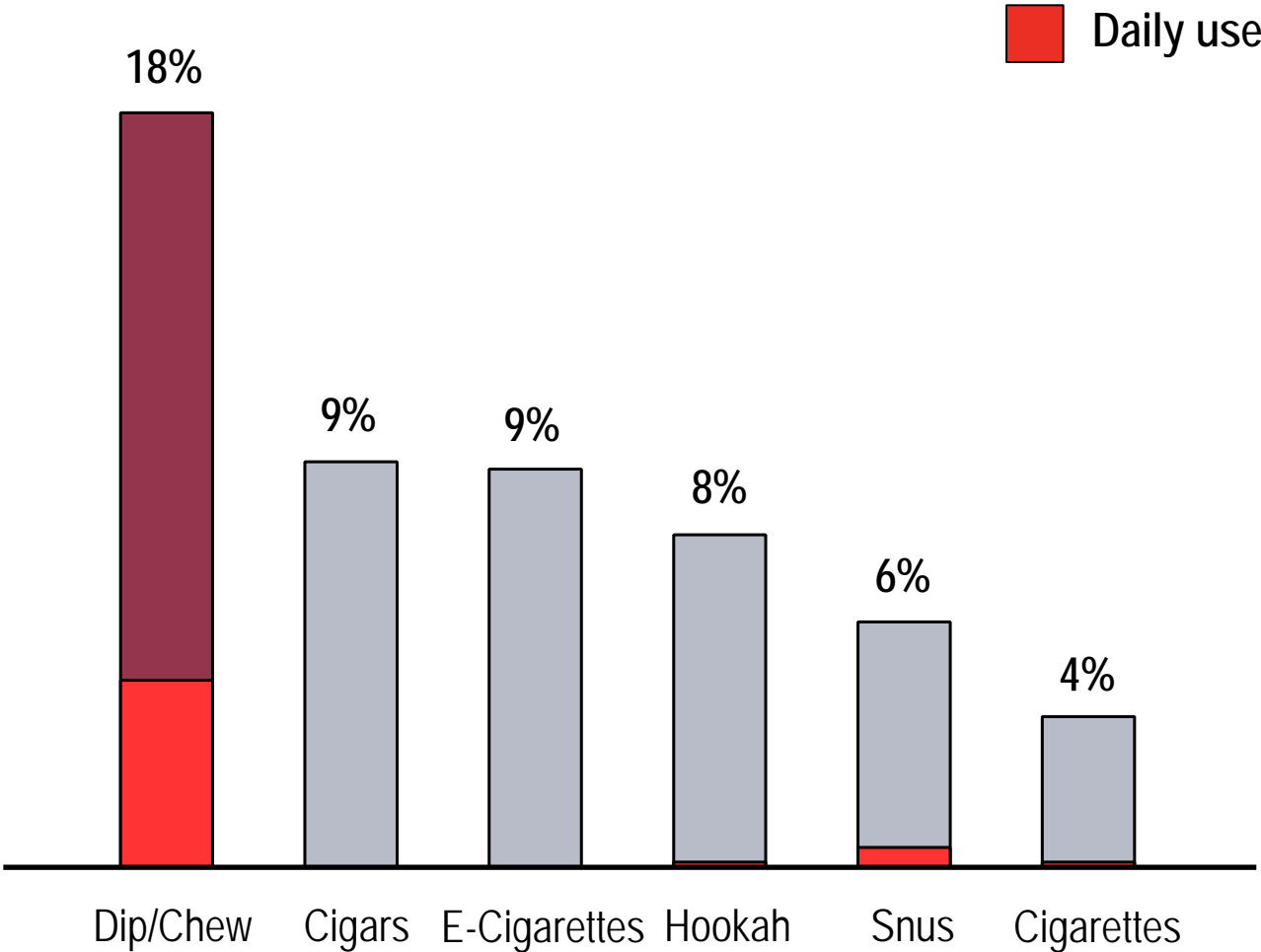
Rural California High School Males (N = 594)

Current (past month) tobacco use



Rural California High School Males (N = 594)

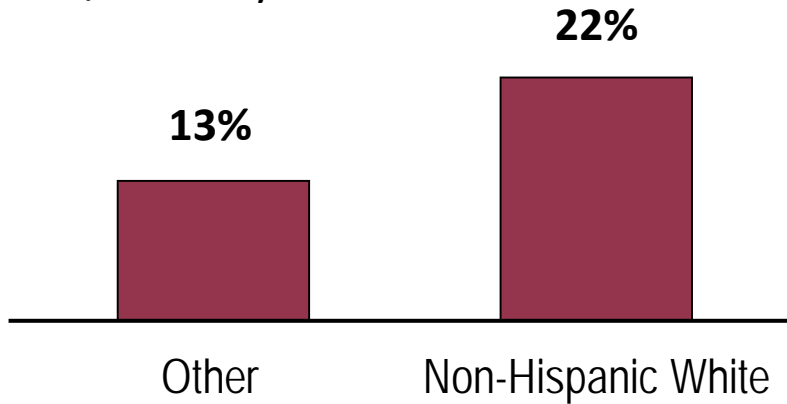
Past month tobacco use & daily use



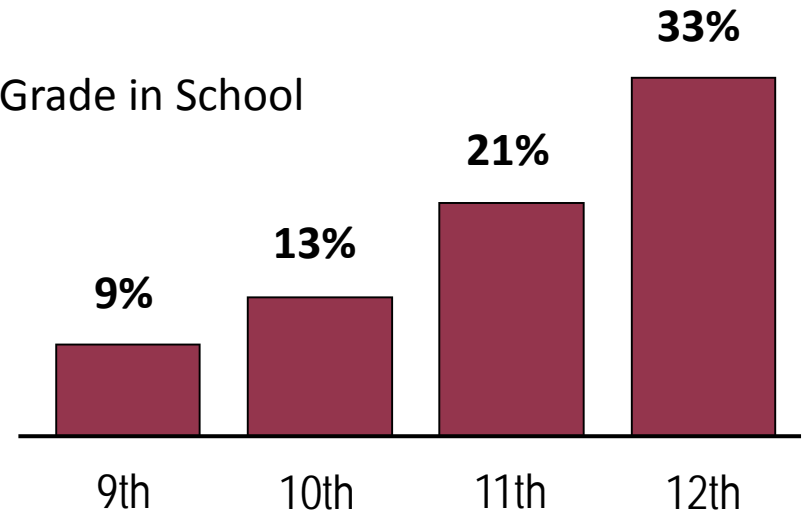
Rural California High School Males (N = 594)

Correlates of Past Month Smokeless Tobacco Use

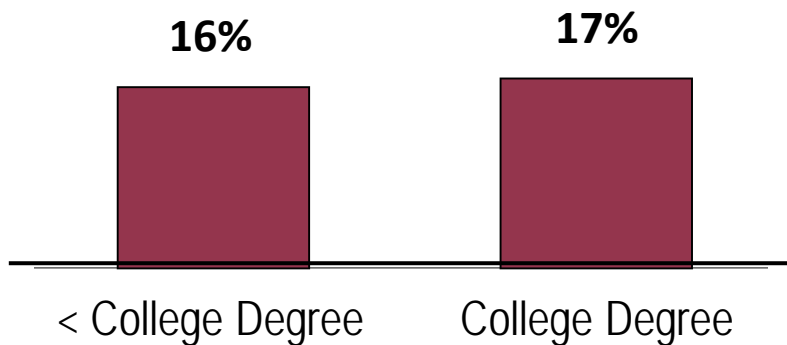
Race/Ethnicity



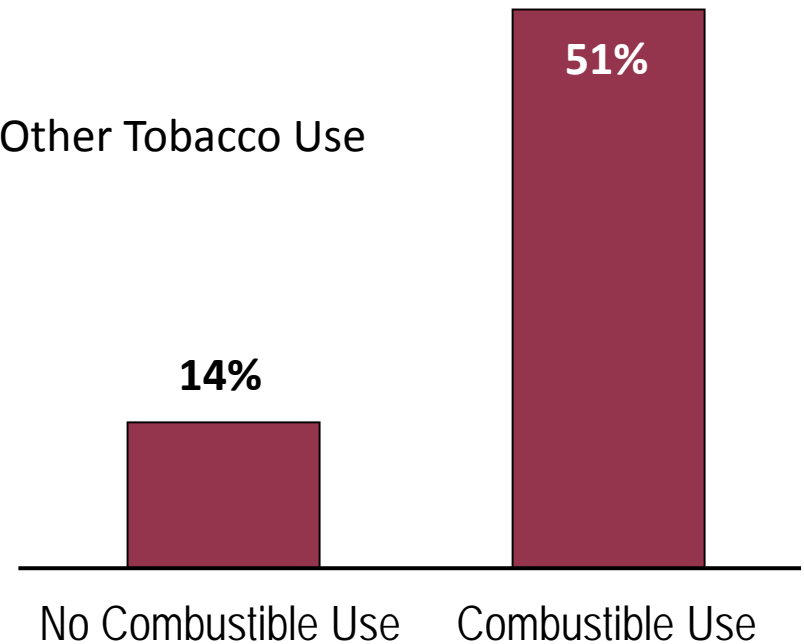
Grade in School



Parental Education

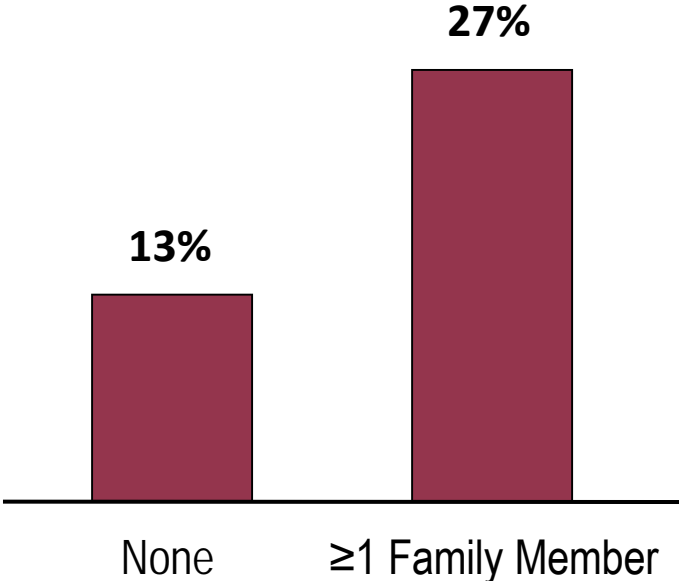


Other Tobacco Use

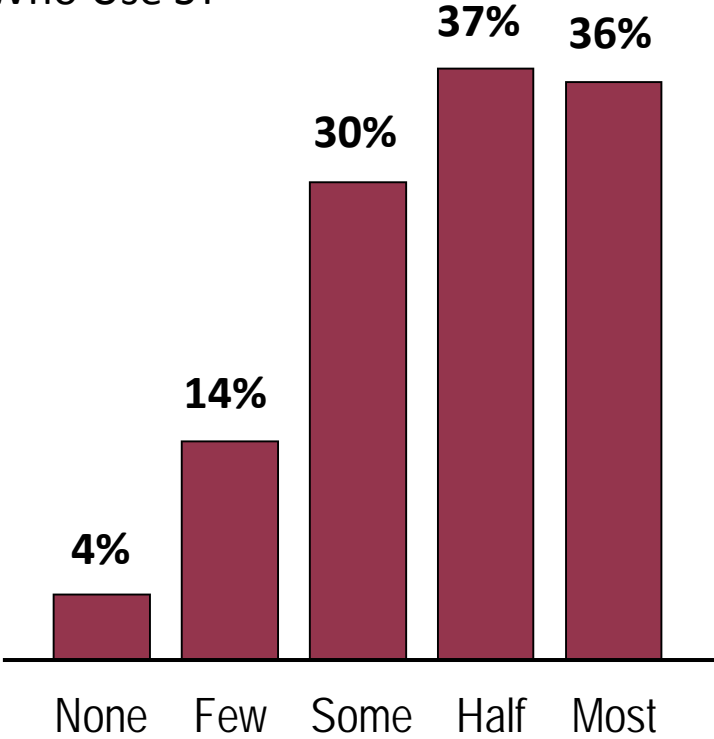


Correlates of Past Month Smokeless Tobacco Use

Family Member ST Use



Perceived Number of Teammates Who Use ST



Smokeless Tobacco in Major League Baseball





Smokeless Tobacco in Major League Baseball

Officially banned in minor leagues (1993)

Cannot be carried in uniform (2012)

Some cities ban tobacco in ballparks (2015-2016)

New major leaguers cannot use in games (2017)



Smokeless Tobacco in Major League Baseball

Officially banned in minor leagues (1993)

Cannot be carried in uniform (2012)

Some cities ban tobacco in ballparks (2015-2016)

New major leaguers cannot use in games (2017)

***Momentum encouraging,
but...***

***Rules are patchwork and
practically unenforceable***

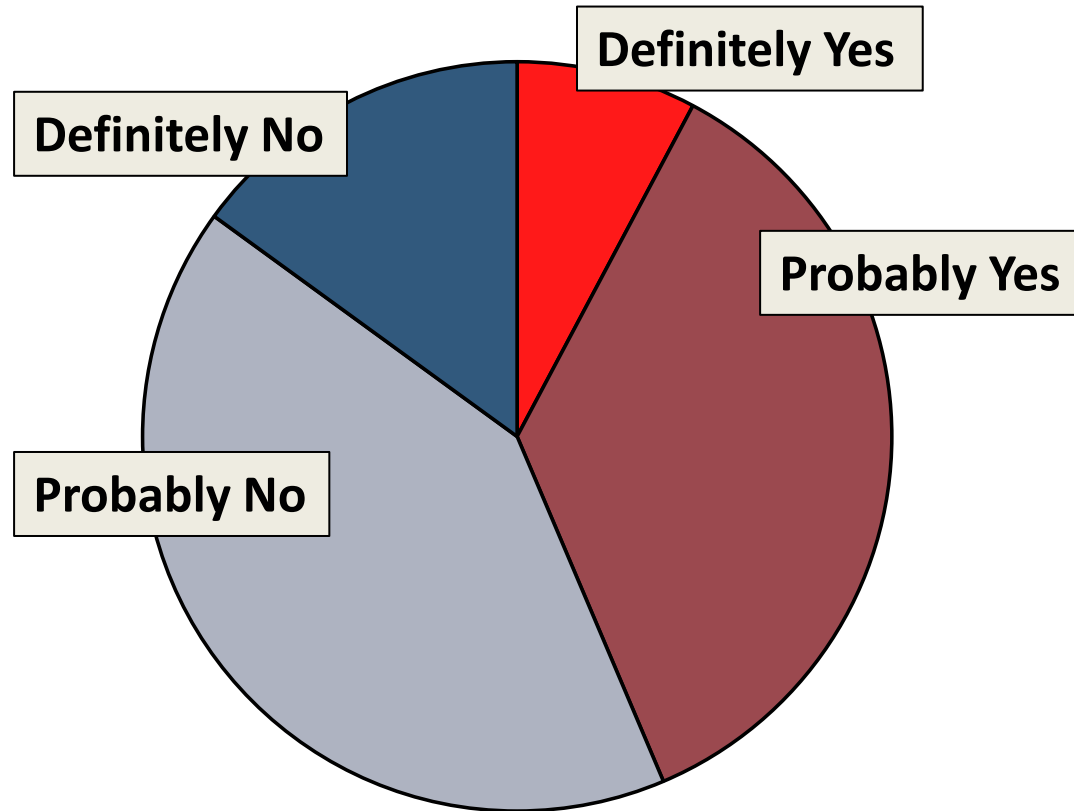
2015 National League Most Valuable Player

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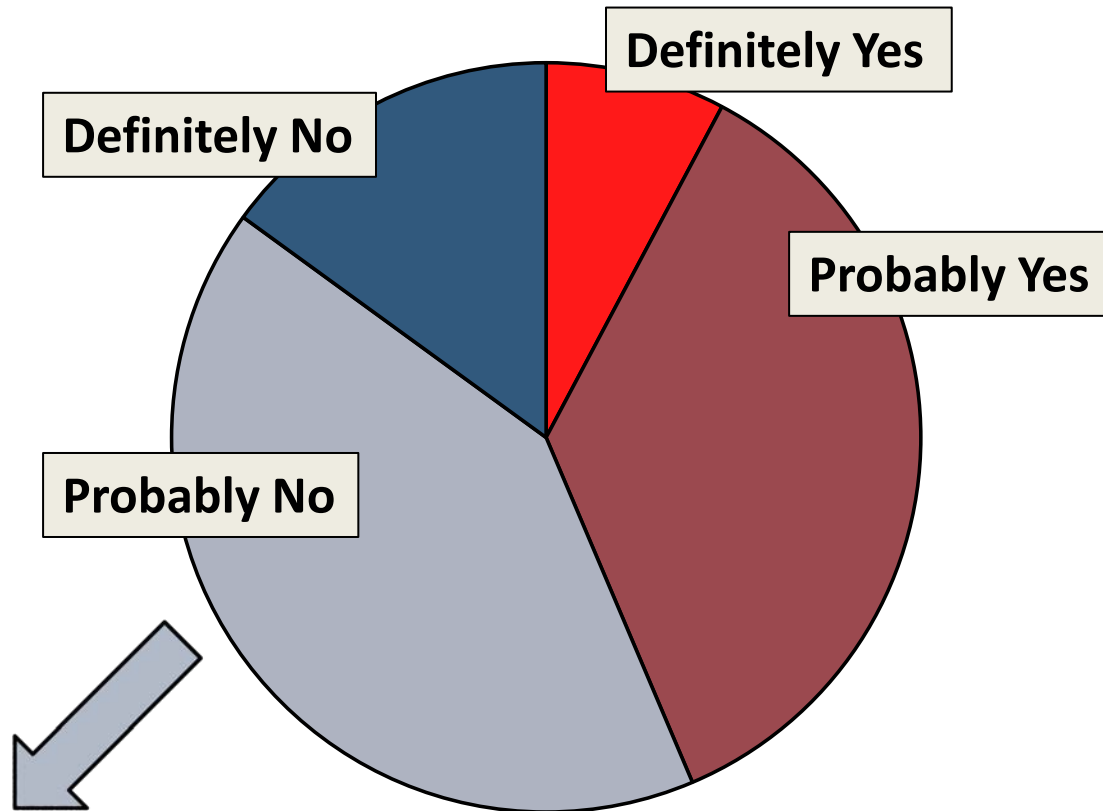


Do you think your favorite Major League Baseball player uses smokeless tobacco (dip or chew)?

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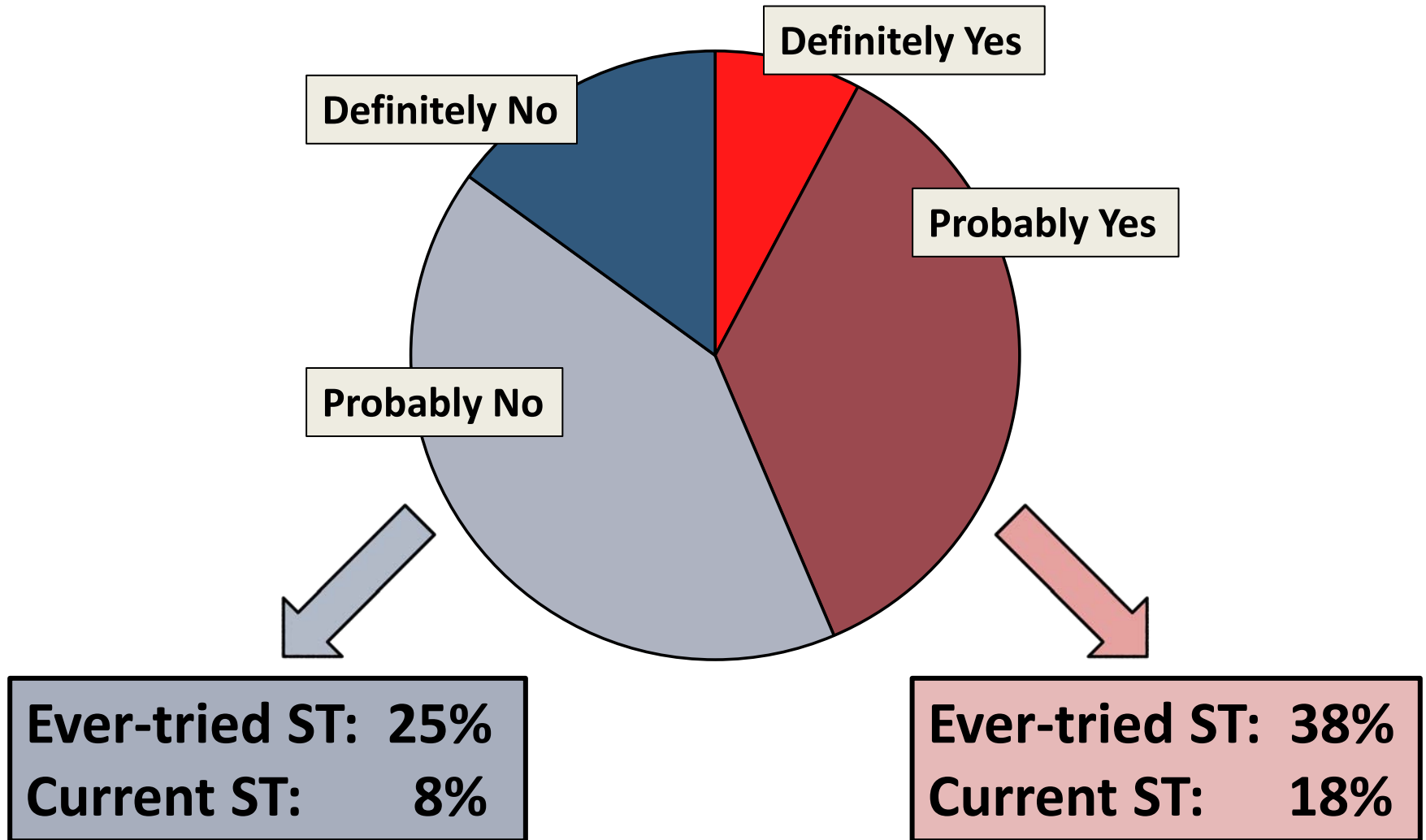


Do you think your favorite Major League Baseball player uses smokeless tobacco (dip or chew)?



Ever-tried ST: 25%
Current ST: 8%

Do you think your favorite Major League Baseball player uses smokeless tobacco (dip or chew)?

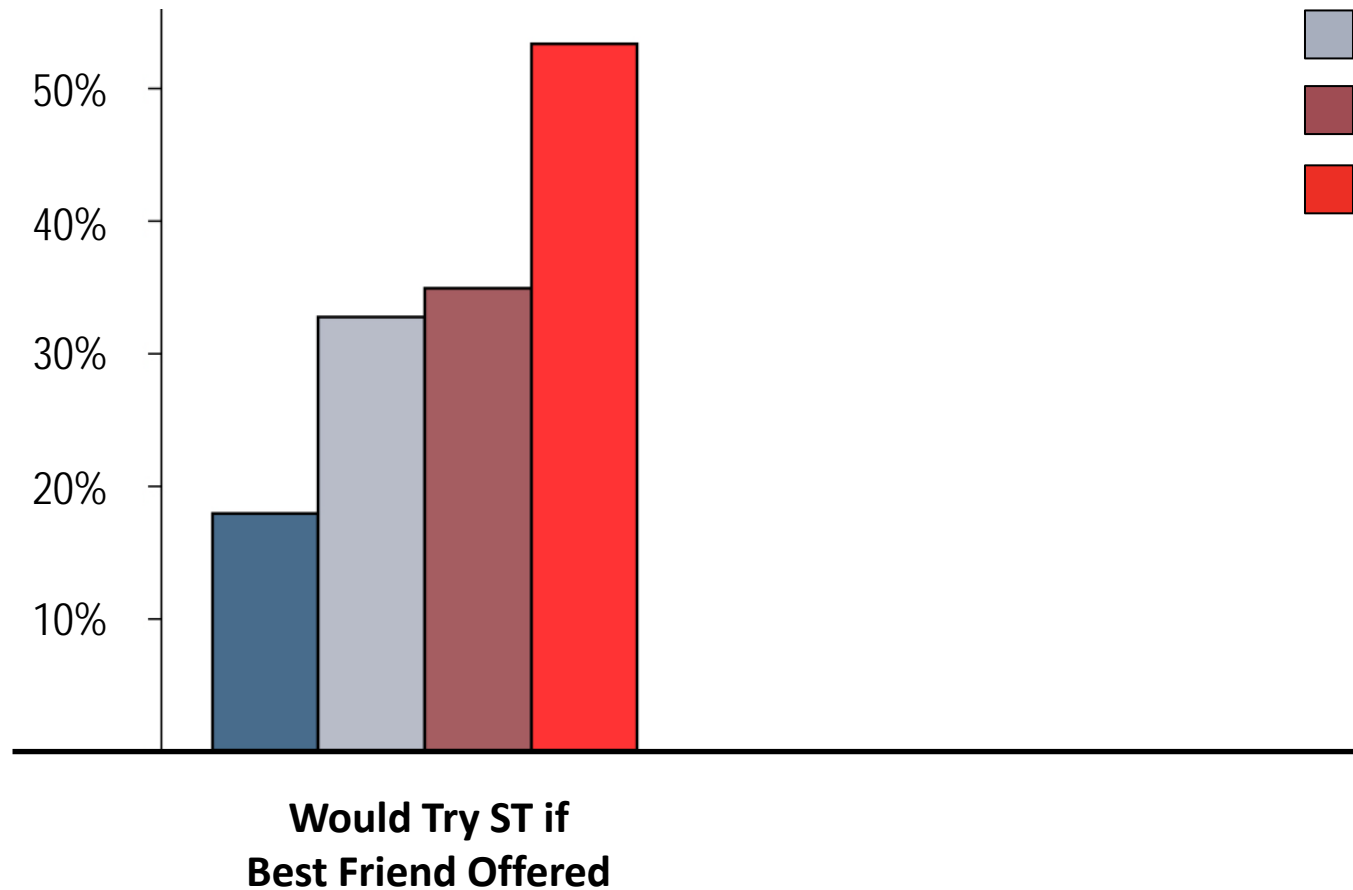


Susceptibility to ST initiation

High school baseball players (*ST never-users*)

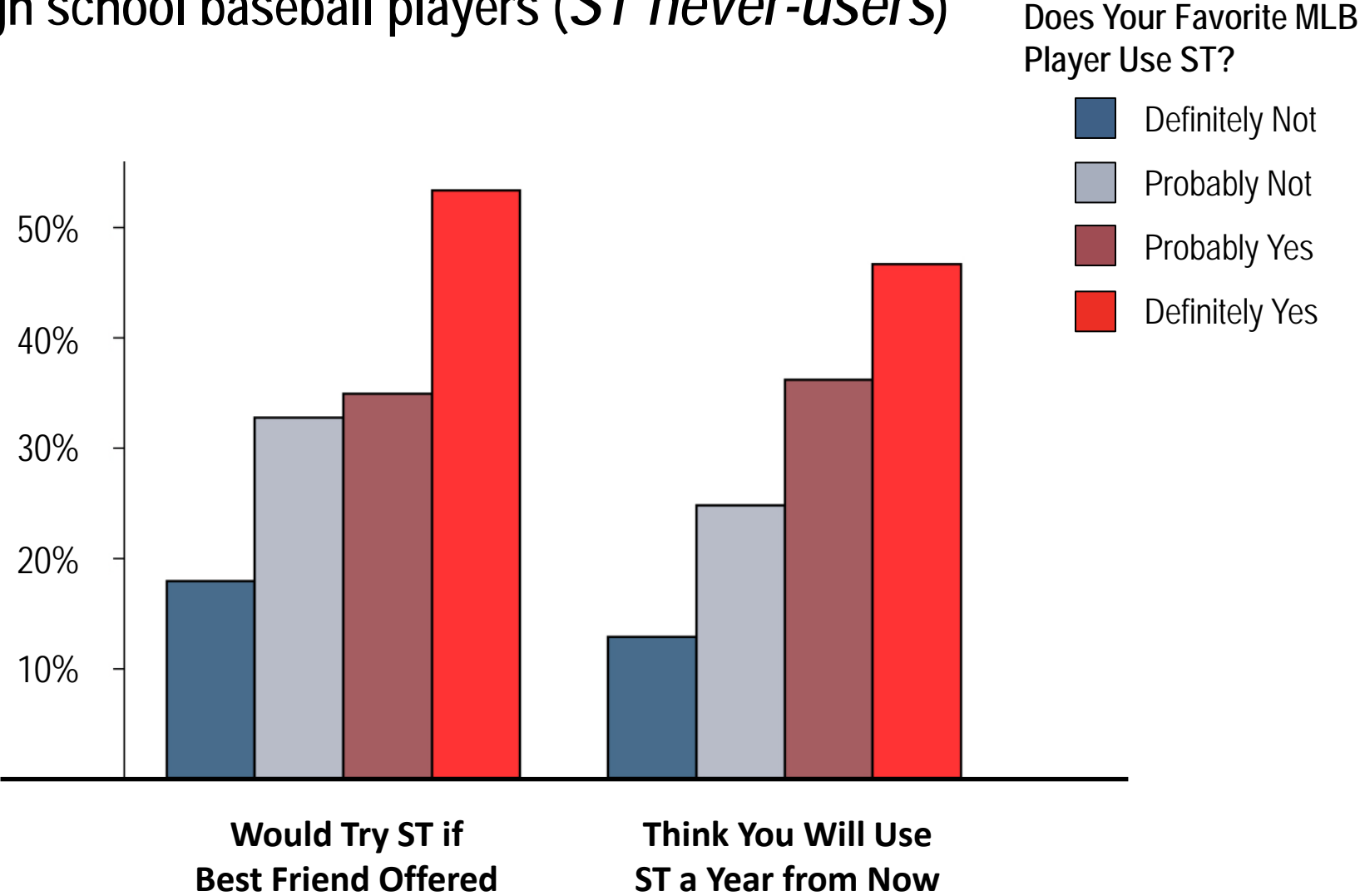
Does Your Favorite MLB Player Use ST?

- Definitely Not
- Probably Not
- Probably Yes
- Definitely Yes



Susceptibility to ST initiation

High school baseball players (*ST never-users*)



Qualitative Study of Smokeless Tobacco Decision-Making

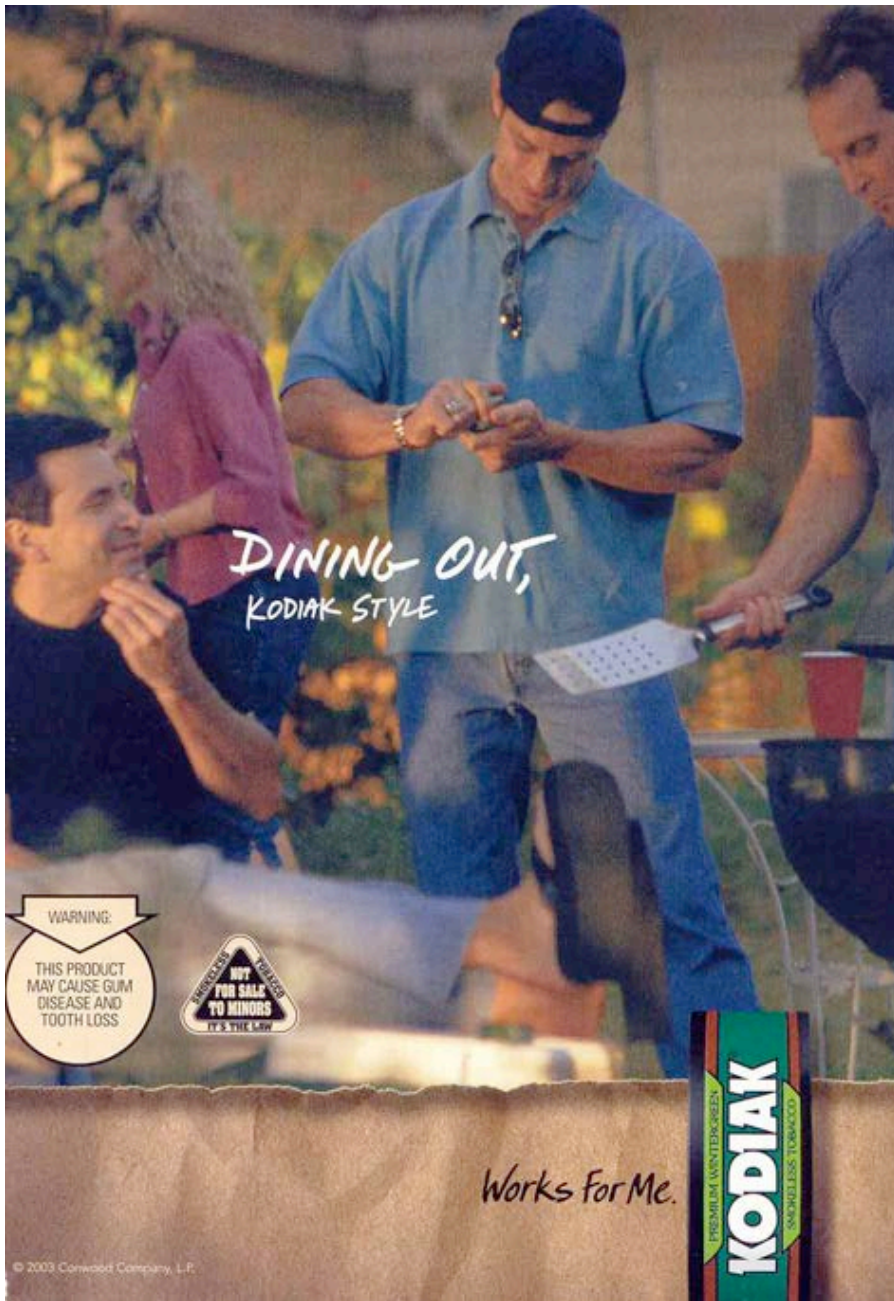


Qualitative Study of Smokeless Tobacco Decision-Making

Interviews with high school males
(ST users and non-users)



Perceived
acceptability,
health risks,
and social context
of ST use



"Country" Culture

ST related to rural or
country way of life

Part of community
tradition and culture



"Country" Culture

ST related to rural or country way of life

Part of community tradition and culture

“The group I hang out with, like boots, blue jeans...they're like cowboys, like country kids – [ST] is really accepted. It's just like a thing that happens. No one even takes a second look at it.”

(current-user, age 17)

Family Influences

Never-users: Strong anti-tobacco expectations from parents
motivated avoidance

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ST Users: Modeling by family members reinforced acceptance

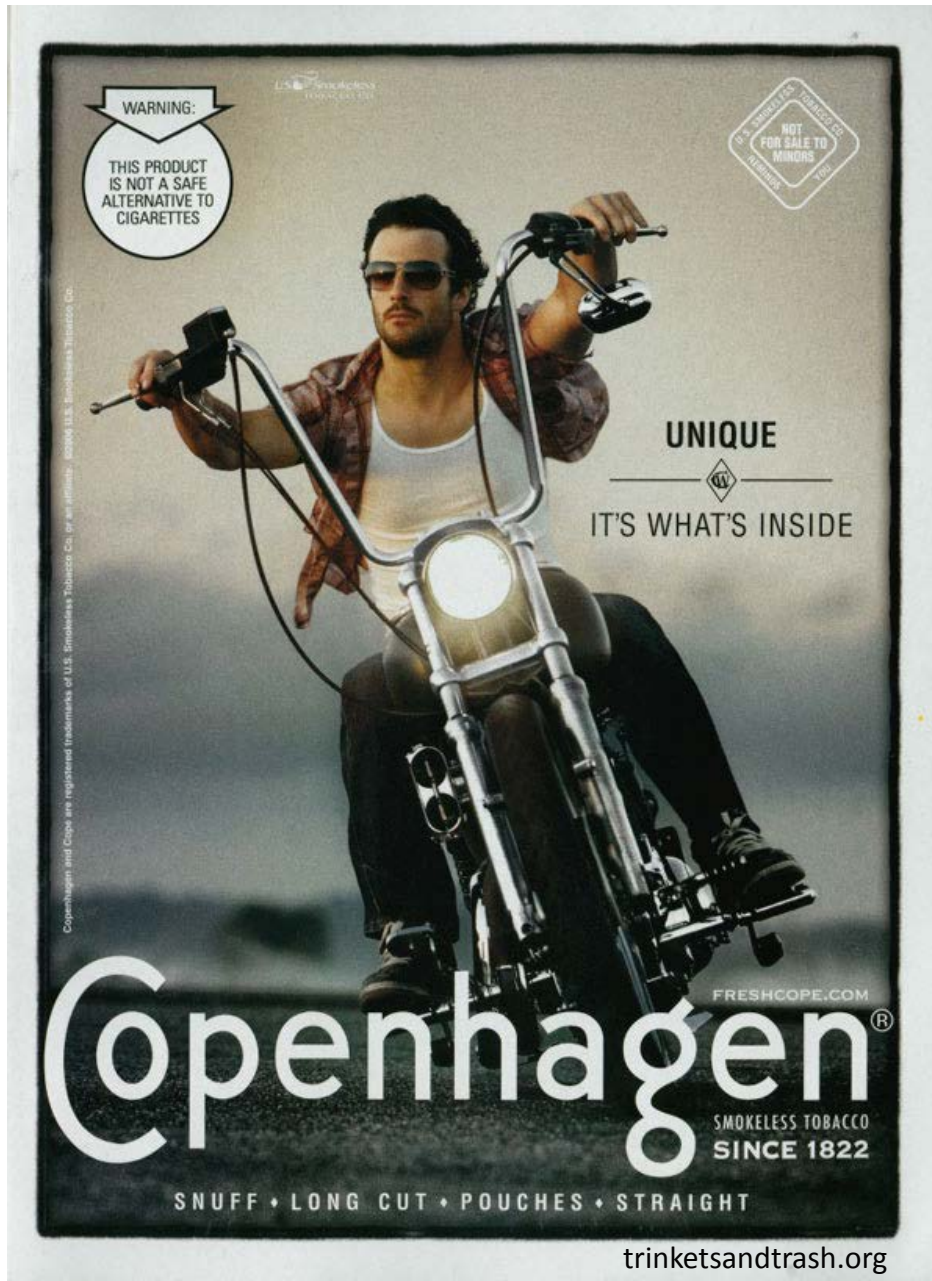
Family Influences

Never-users: Strong anti-tobacco expectations from parents
motivated avoidance

ST Users: Modeling by family members reinforced acceptance

ST Users: Parents superficially disapproving yet permissive or
reluctantly accepting

**“[My parents] think [ST is] gross, but they also think
that I'm old enough to make my own decisions.”
(current-user, age 17)**

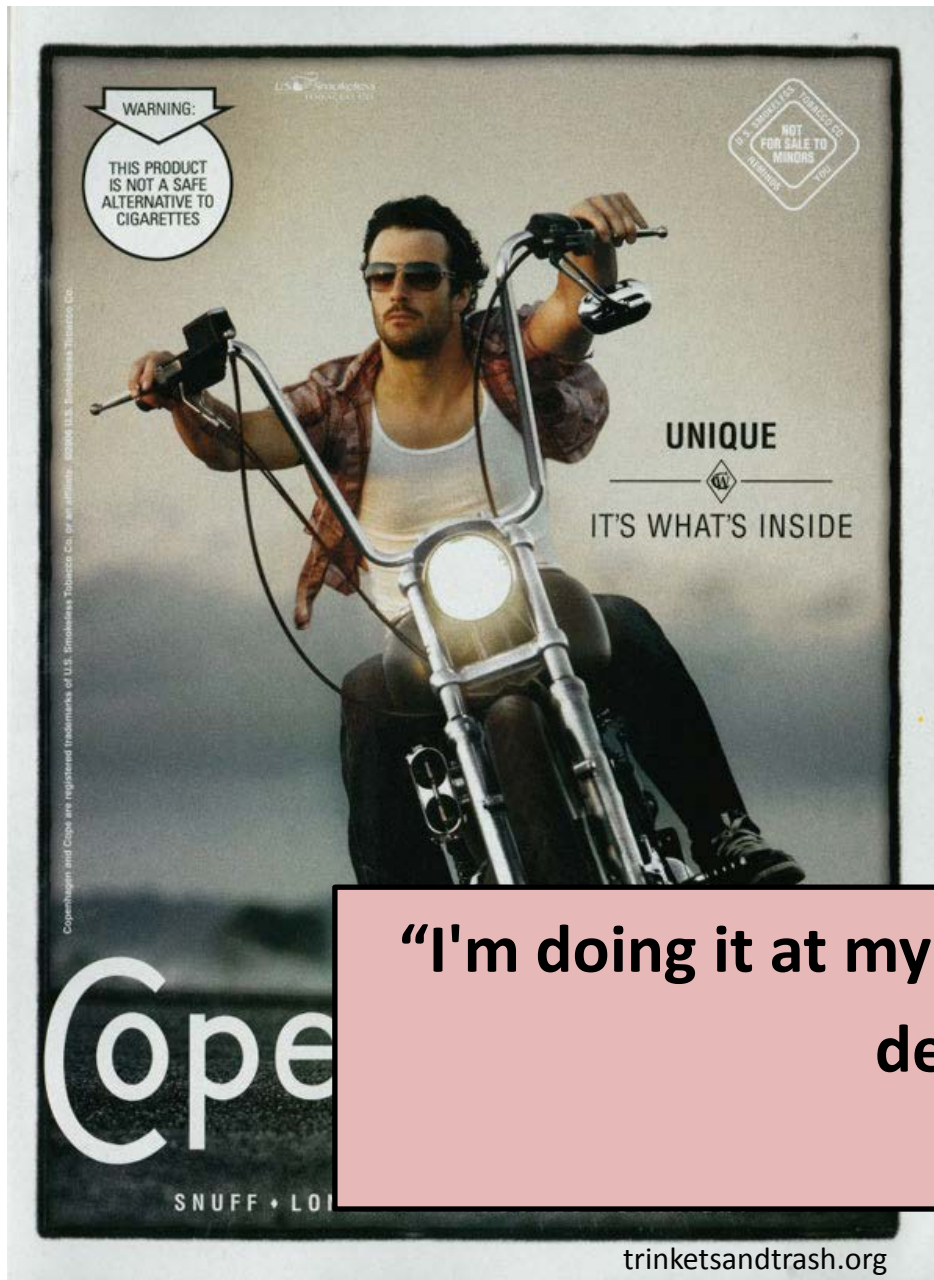


trinketsandtrash.org

Maturity and Independent Choice

ST use a way to express newly earned independence

Chewing in light of health risks signaled reaching an age that required less protection from potential dangers



Maturity and Independent Choice

ST use a way to express newly earned independence

Chewing in light of health risks signaled reaching an age that required less protection from potential dangers

“I'm doing it at my own risk, and it's something I decided to do.”

(current-user, age 18)

Perceived Health Risks

High awareness of oral health risks:

mouth cancer, tooth loss, and gum disease



Perceived Health Risks

High awareness of oral health risks:

mouth cancer, tooth loss, and gum disease



**“Your teeth rot away.
Makes your breath smell bad.
Makes your teeth turn different
colors. Gums, you lose your
gums. Teeth start to fall out.”
(experimenter, age 17)**

Risks Relative to Cigarettes

Many users framed ST as an alternative to cigarettes with greatly reduced risk of systemic disease

“Cigarettes, it goes into your body and through your lungs and into everything like that... chewing tobacco just stays in my mouth.”

(current-user, age 16)

“Cigarettes, you have lung damage. Makes your skin all wrinkly. Chew, just your gums and teeth. Your lungs are fine still.”

Exceptionalism and Avoidable Risk

Many users viewed health risks as distant and avoidable

Risk mitigation strategies: Stay below a threshold of intensity or duration, practice good oral hygiene, not swallow tobacco juices

“I haven't had any health problems with [ST] since I have been chewing... I know that if I did have a health problem, that would probably motivate me to quit.”

(current-user, age 16)

Smokeless Tobacco and Carcinogens

Tobacco-Specific Nitrosamines (TSNAs):

NNN - oral cancer

NNK - lung and pancreatic cancer

Smokeless Tobacco and Carcinogens

Tobacco-Specific Nitrosamines (TSNAs):

NNN - oral cancer

NNK - lung and pancreatic cancer

**Swedish snus is a
pasteurized, low-
nitrosamine moist snuff
smokeless tobacco**

**Standards set the
maximum allowable
level of TSNAs**



Smokeless Tobacco and Carcinogens

Tobacco-Specific Nitrosamines (TSNAs):

NNN - oral cancer

NNK - lung and pancreatic cancer

Smokeless tobacco products sold in the United States, including snus products, contain much higher TSNA levels

Stepanov, et al. (2014) Nicotine Tob Res

Smokeless Tobacco and Carcinogens

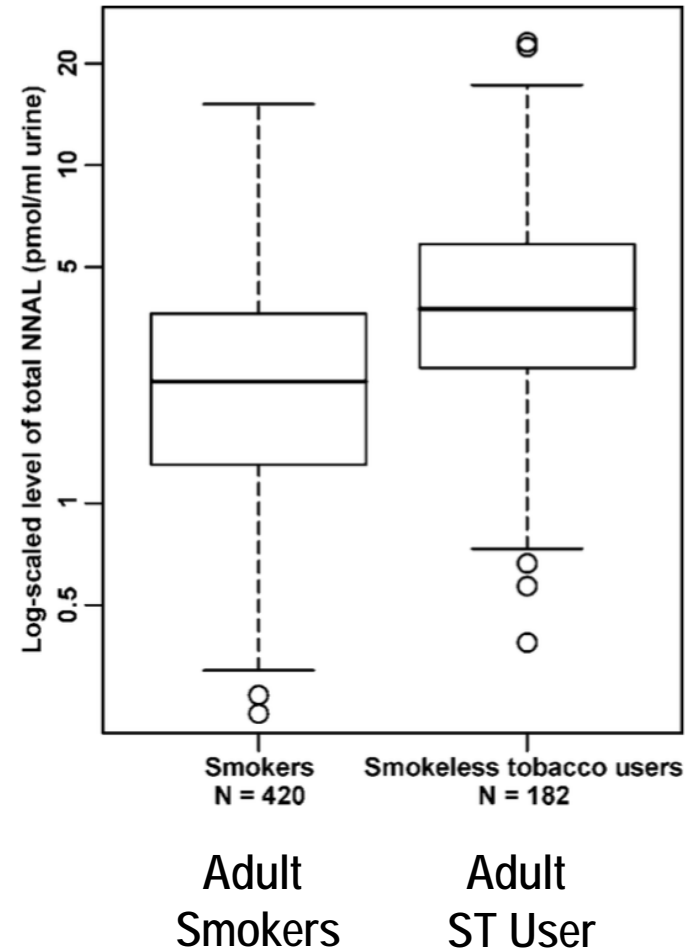
Tobacco-Specific Nitrosamines (TSNAs):

NNN - oral cancer

NNK - lung and pancreatic cancer

*Similar (or higher) levels of NNAL
(urinary marker of NNK) in adult
smokeless users vs. cigarette smokers*

Hecht, et al. (2007) Cancer Epidemiol Biomarkers





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 Proposed Rule

Tobacco Product Standard for N-Nitrosornicotine Level in Finished Smokeless Tobacco Products

A Proposed Rule by the [Food and Drug Administration](#) on 01/23/2017

FDA estimates:

12,700 cases of oral cancer prevented
2,200 oral cancer deaths prevented
in 20 years after implementation



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PR Proposed Rule

Tobacco Product Standard for N-Nitrosornicotine Level in Finished Smokeless Tobacco Products

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PD Presidential Document

Reducing Regulation and Controlling Regulatory Costs

A Presidential Document by the [Executive Office of the President](#) on 02/03/2017



Quantifying Tobacco Risk Perceptions



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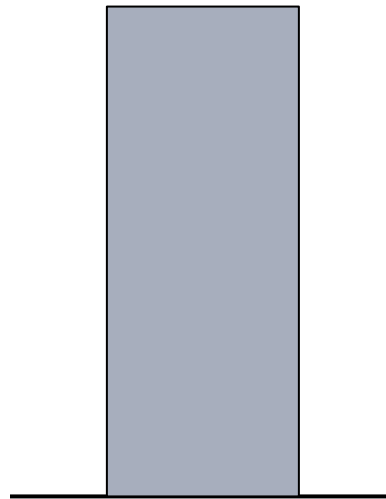
Quantifying Tobacco Risk Perceptions

In your opinion, how harmful is using dip or chew to general health?

Quantifying Tobacco Risk Perceptions

In your opinion, how harmful is using dip or chew to general health?

Use this scale
from 0 to 100
to demonstrate



100 = extremely harmful

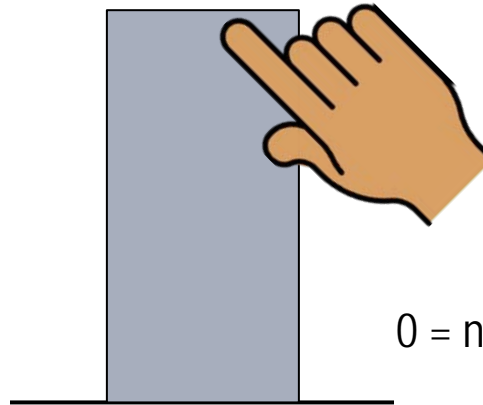
0 = not at all harmful

Quantifying Tobacco Risk Perceptions

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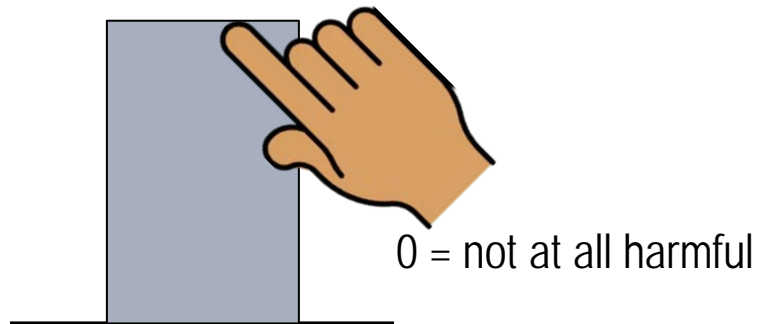
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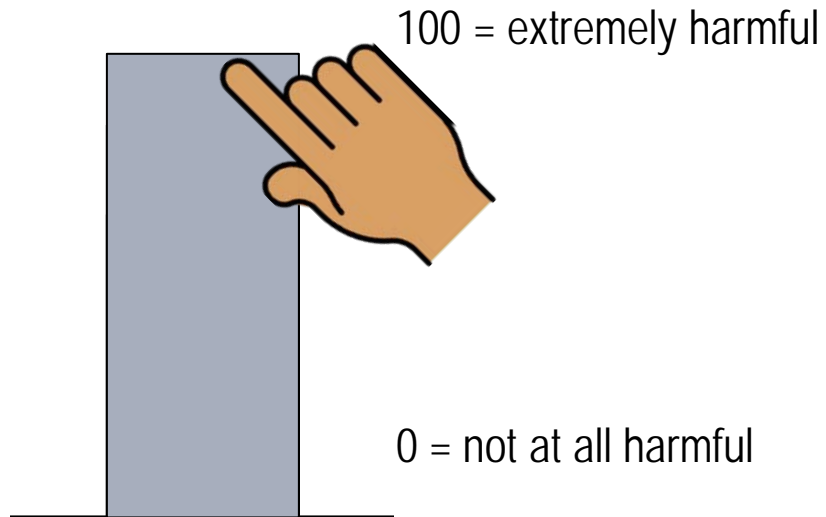
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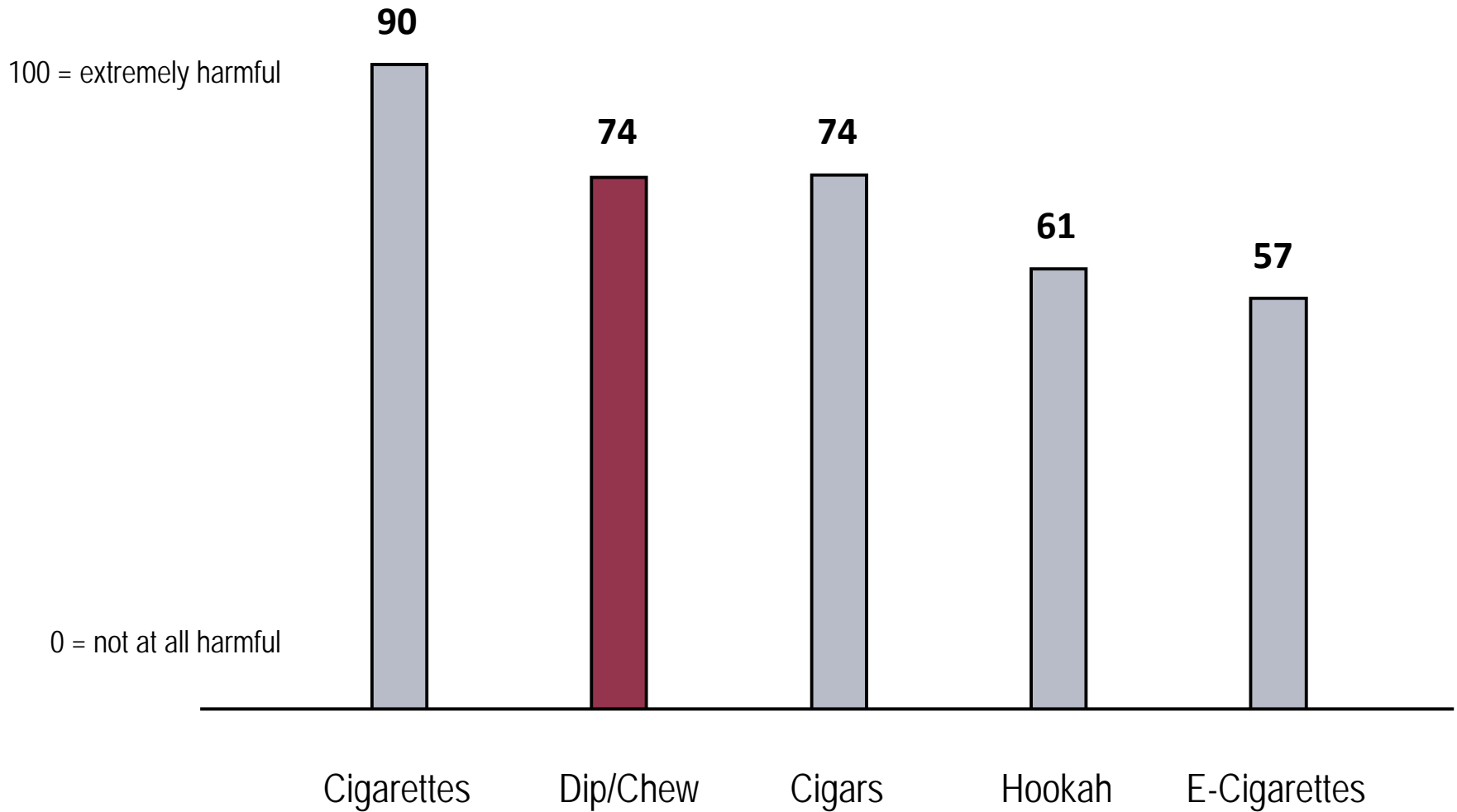
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Perceived Harm Differs by Tobacco Product

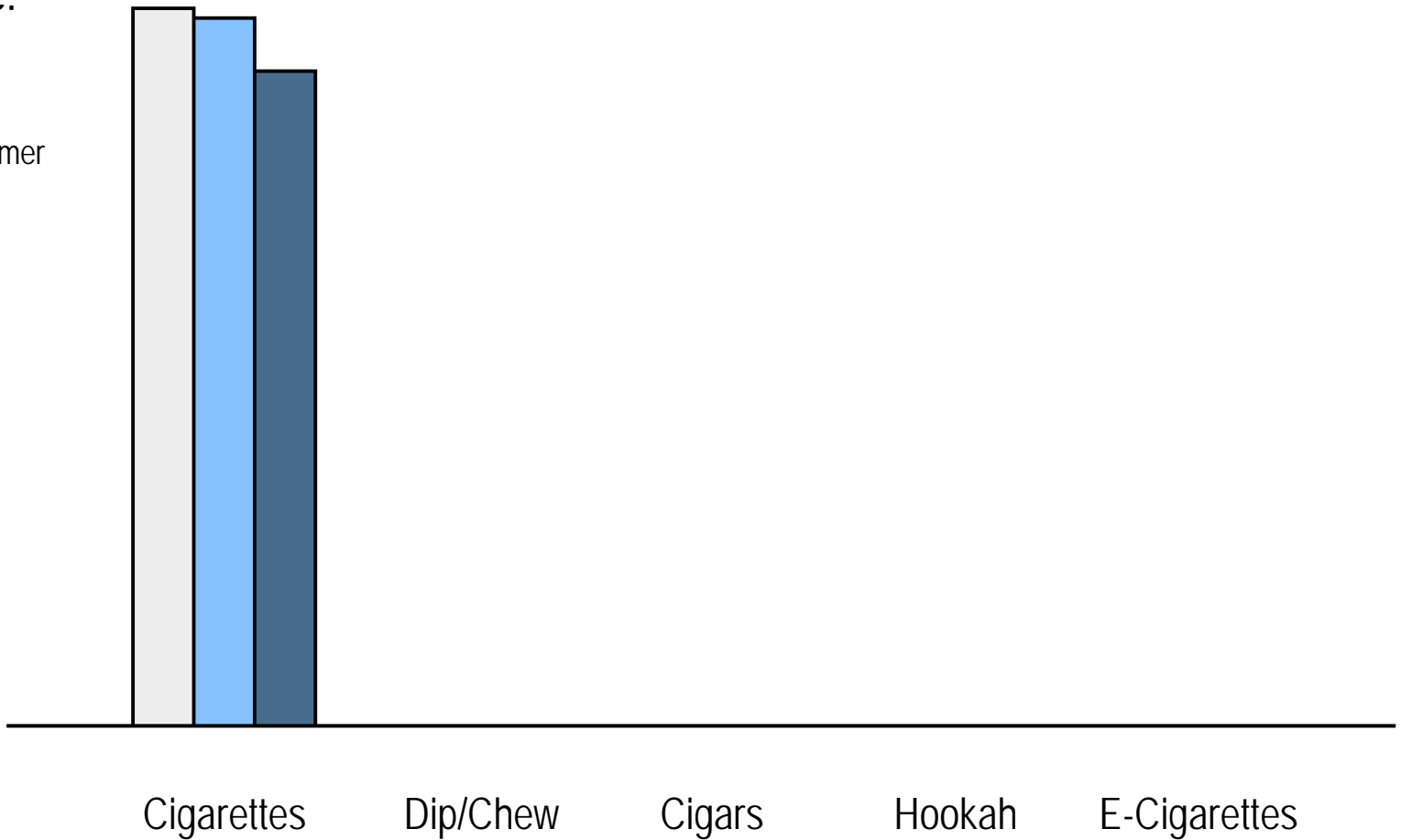


standardized for age, race/ethnicity, parental education, and intra-school clustering

Perceived Harm Differs by Tobacco Product & Use Status

Product Use:

- Never
- Tried/Former
- Current

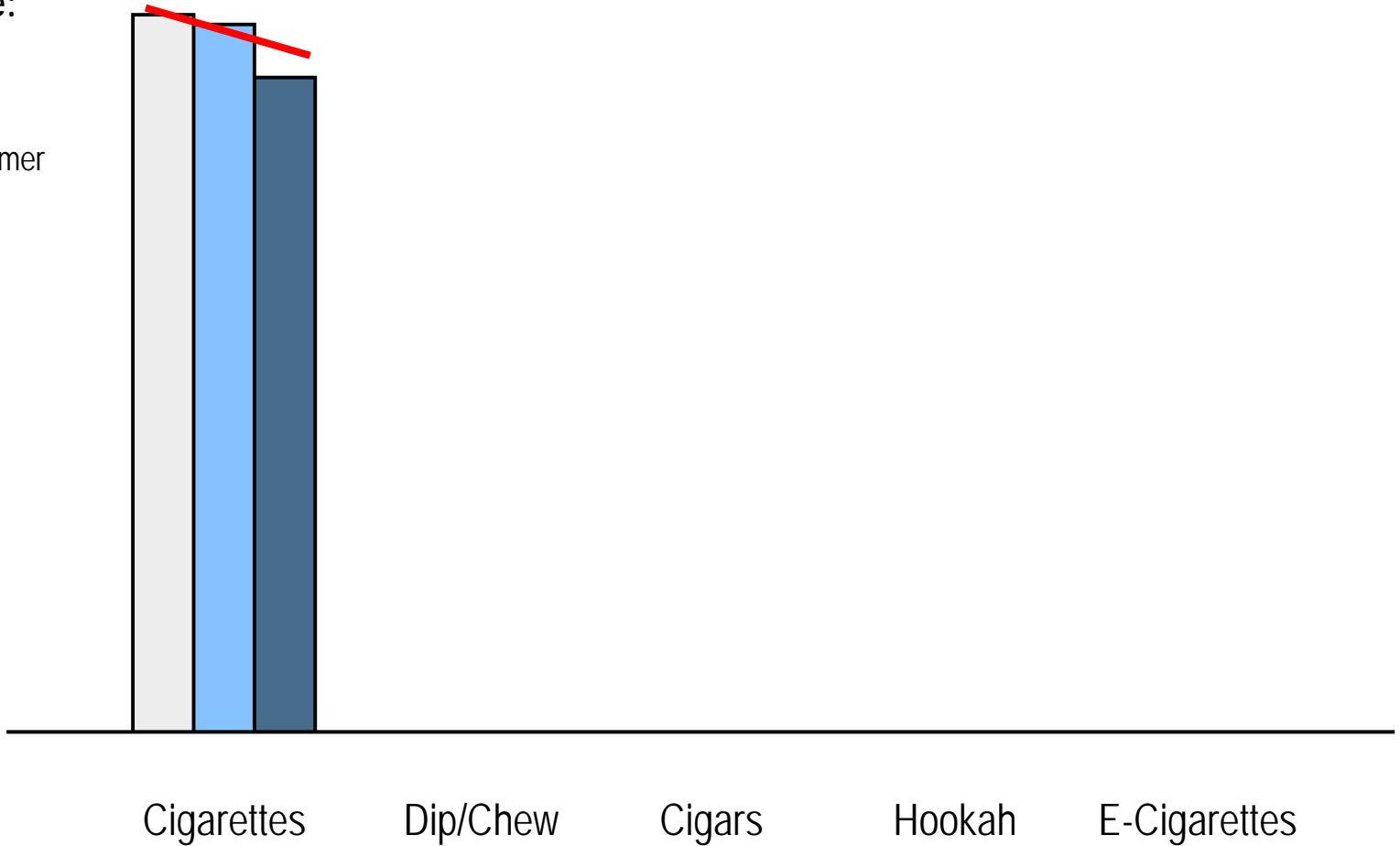


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Perceived Harm Differs by Tobacco Product & Use Status

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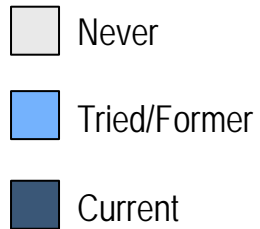
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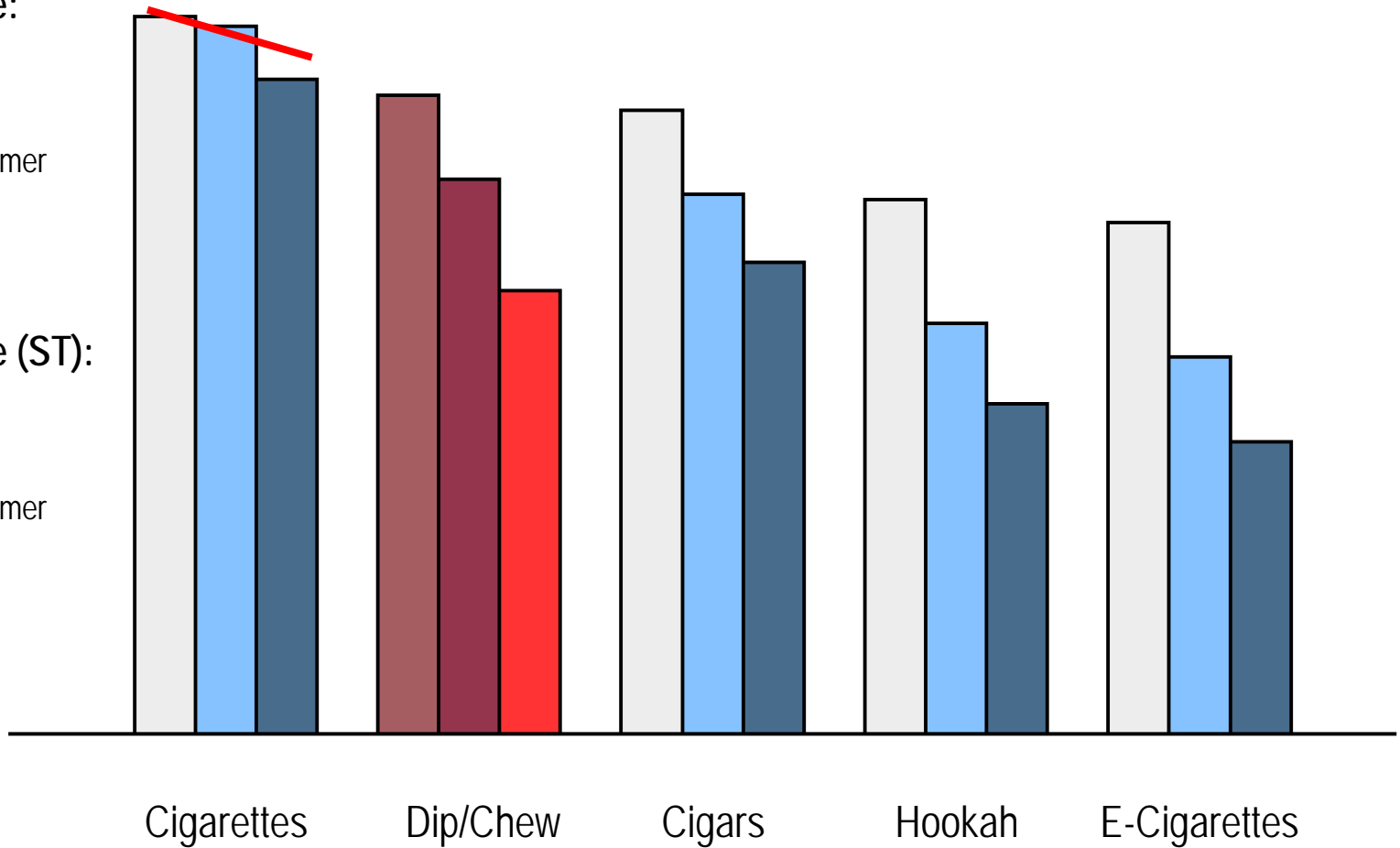
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Perceived Harm Differs by Tobacco Product & Use Status

Product Use:

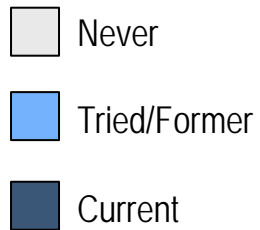


Product Use (ST):

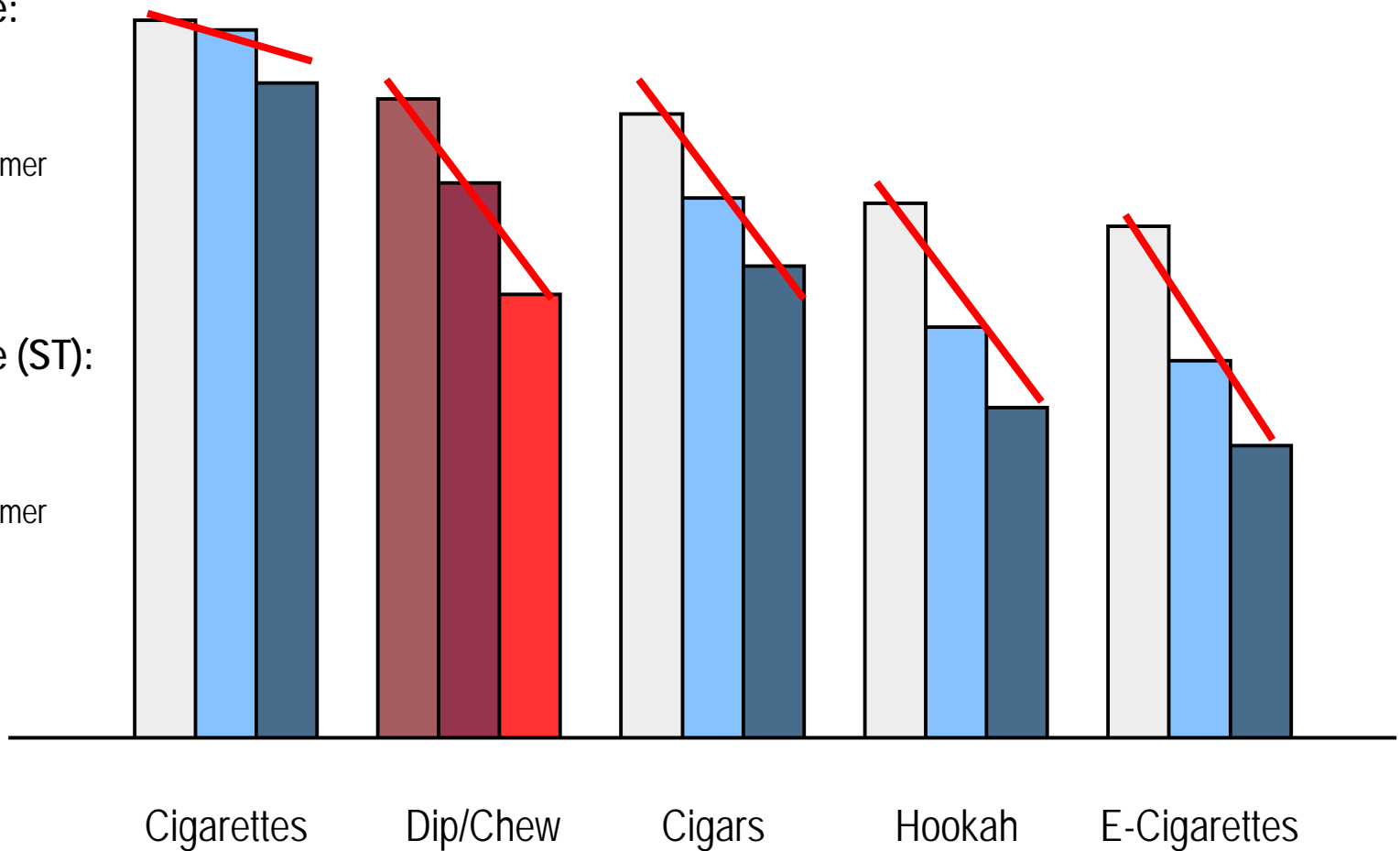


Perceived Harm Differs by Tobacco Product & Use Status

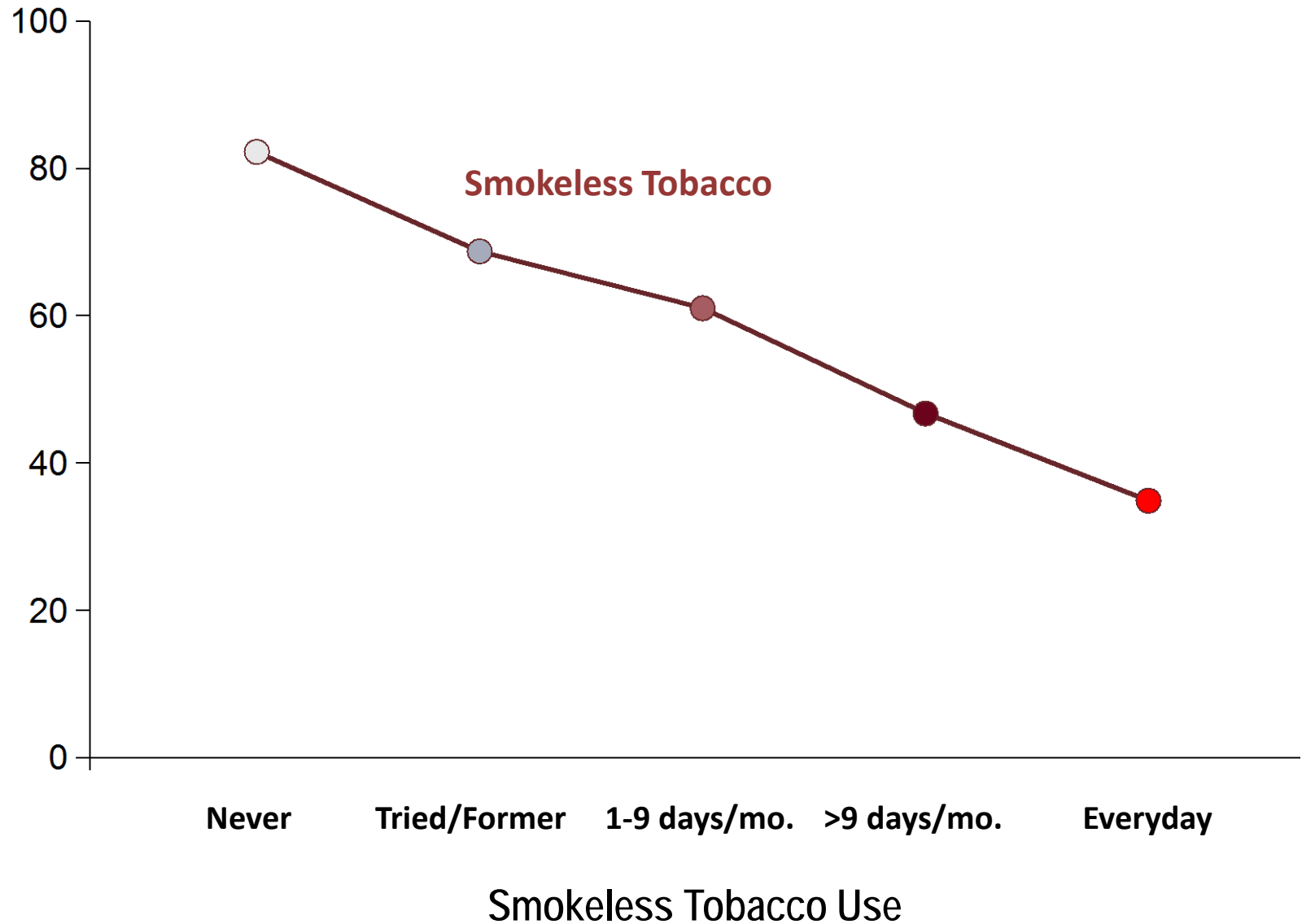
Product Use:



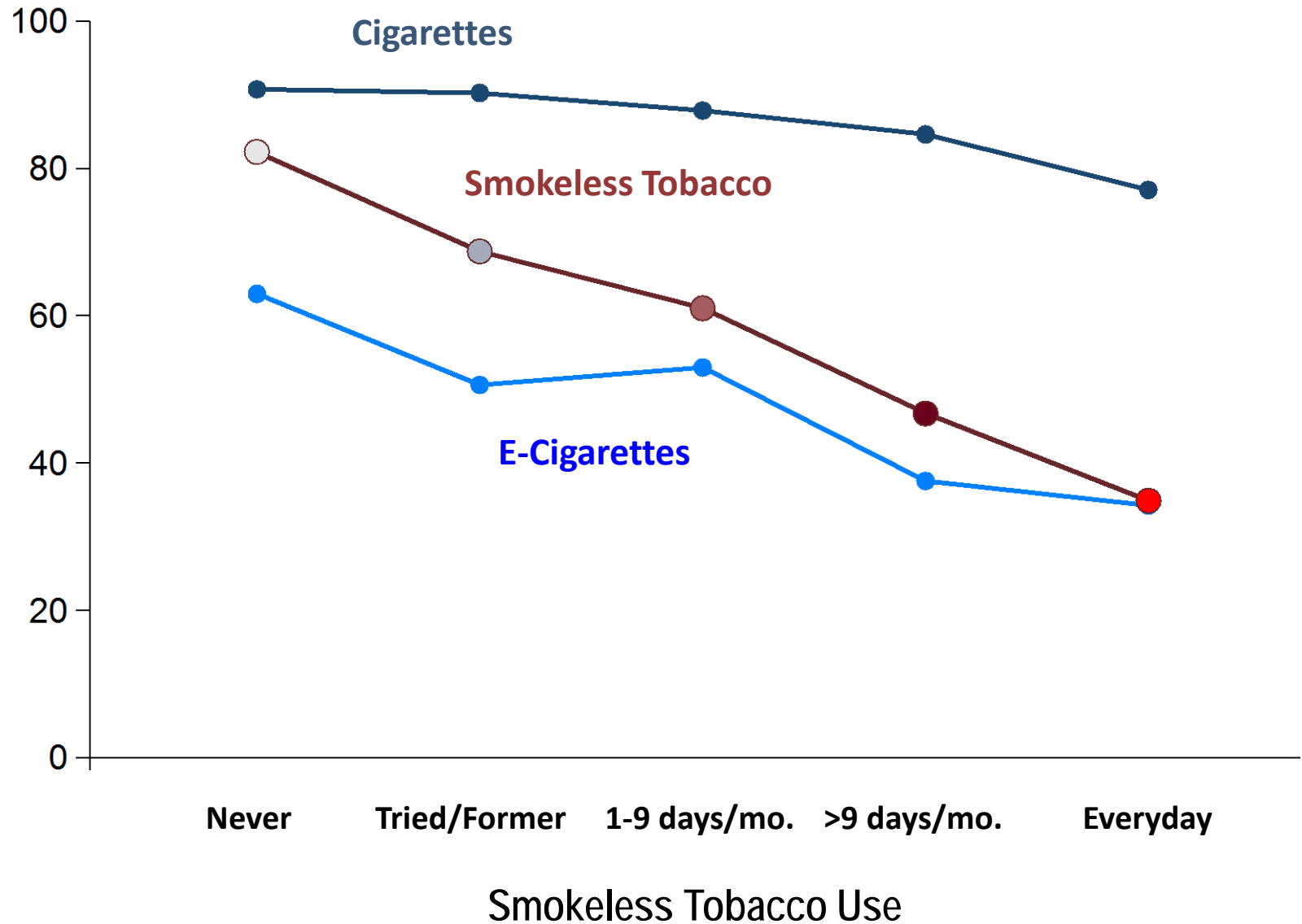
Product Use (ST):



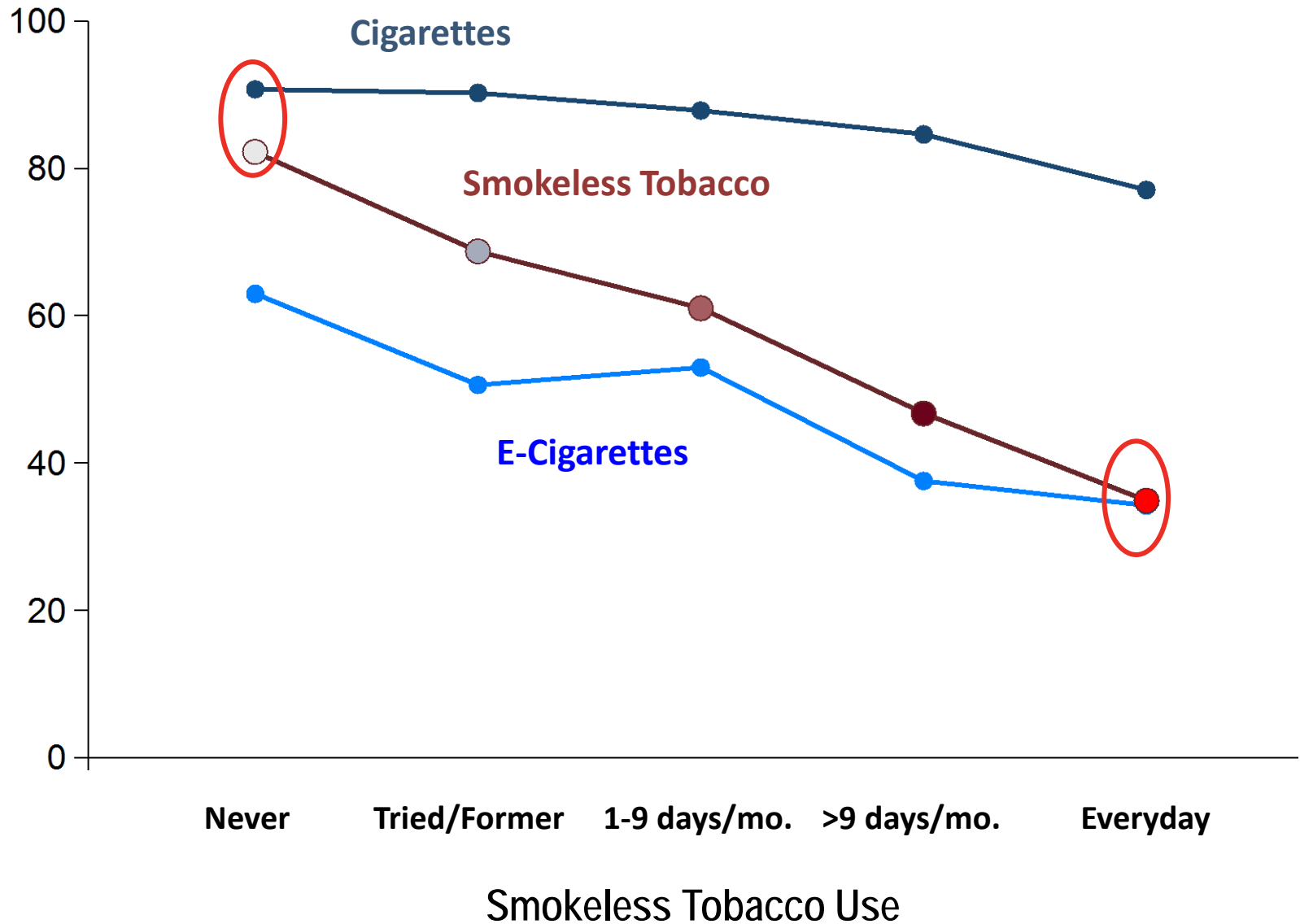
Perceived ST Harm Declines with Use Frequency



Perceived ST Harm Declines with Use Frequency



Perceived ST Harm Declines with Use Frequency



Quantifying *Specific* Tobacco Risk Perceptions

Imagine you used dip/chew.

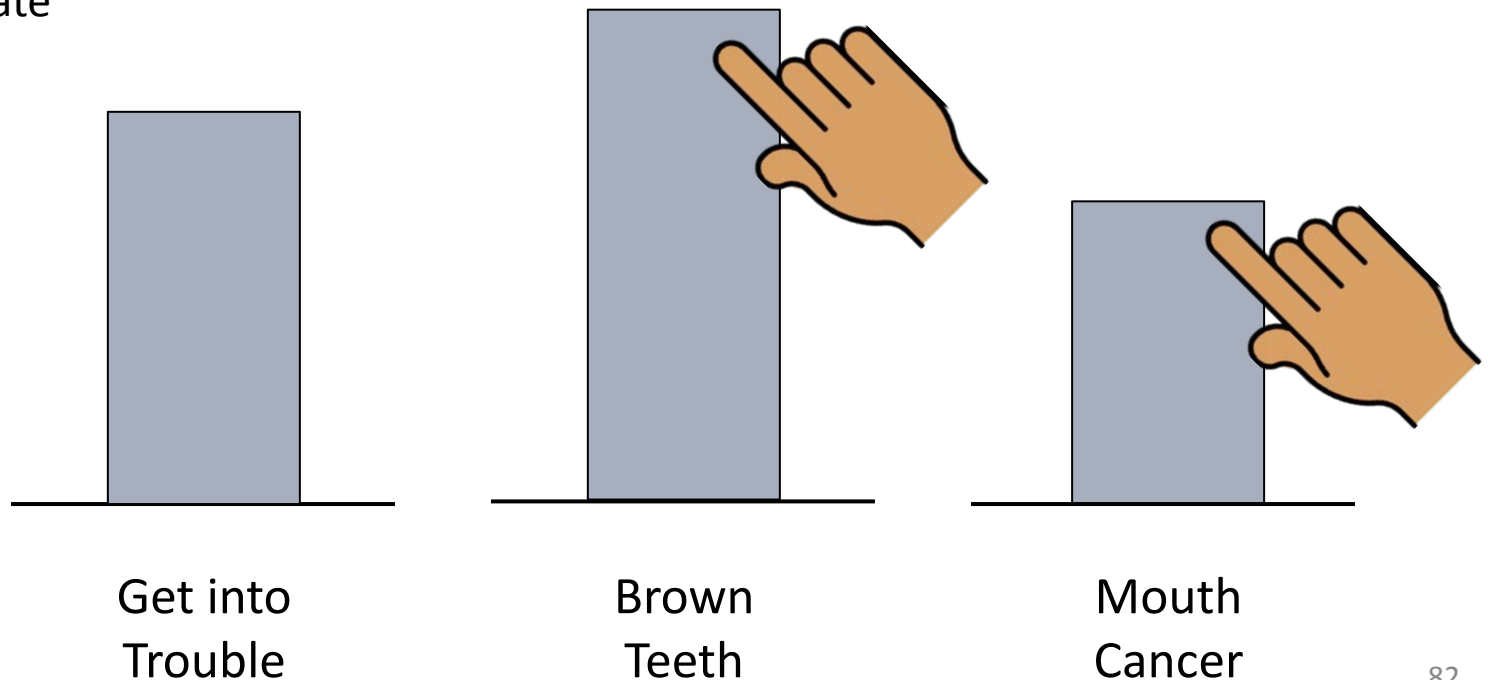
How likely will _____ happen to you?

Quantifying *Specific* Tobacco Risk Perceptions

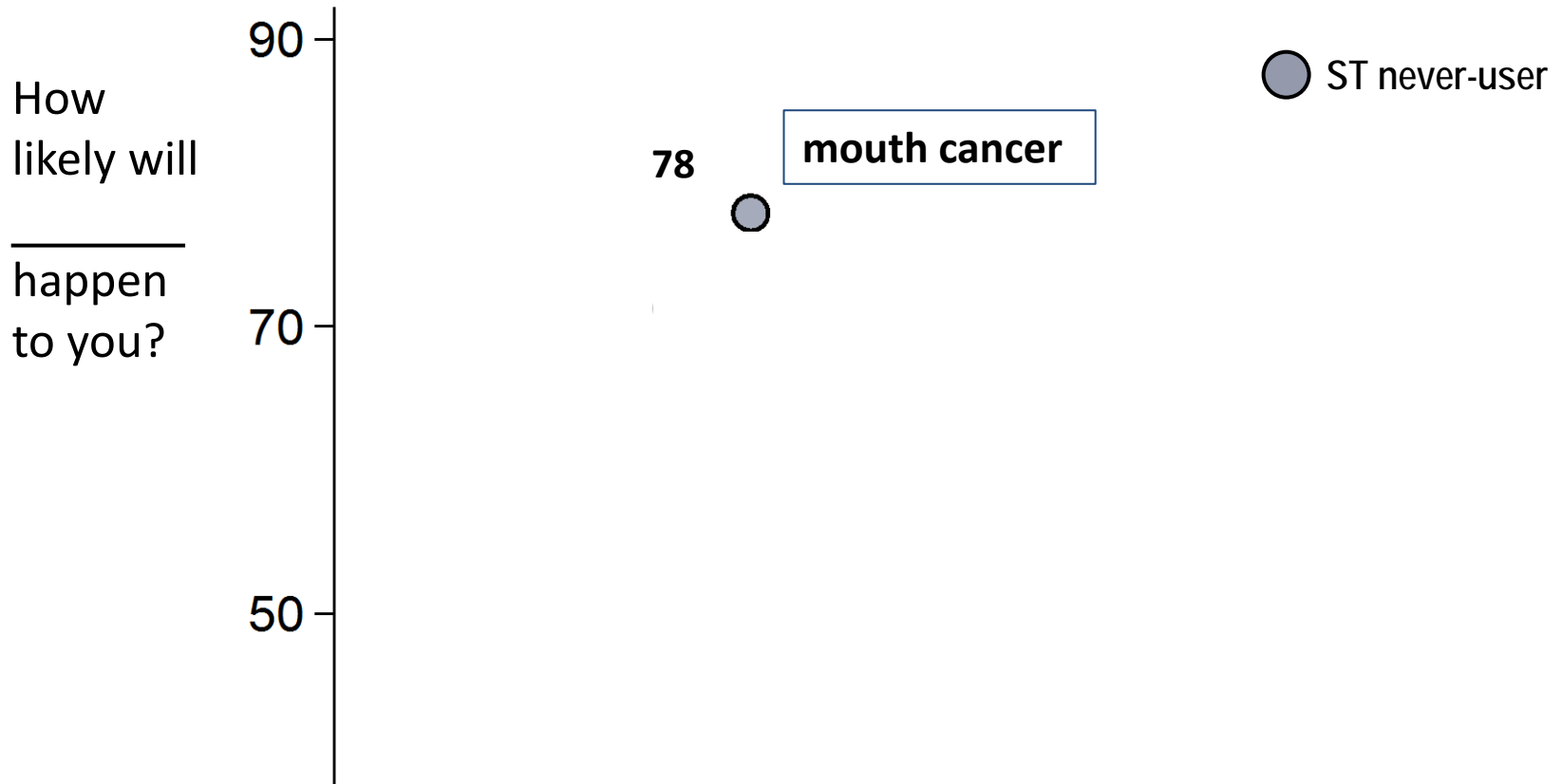
Imagine you used dip/chew.

How likely will _____ happen to you?

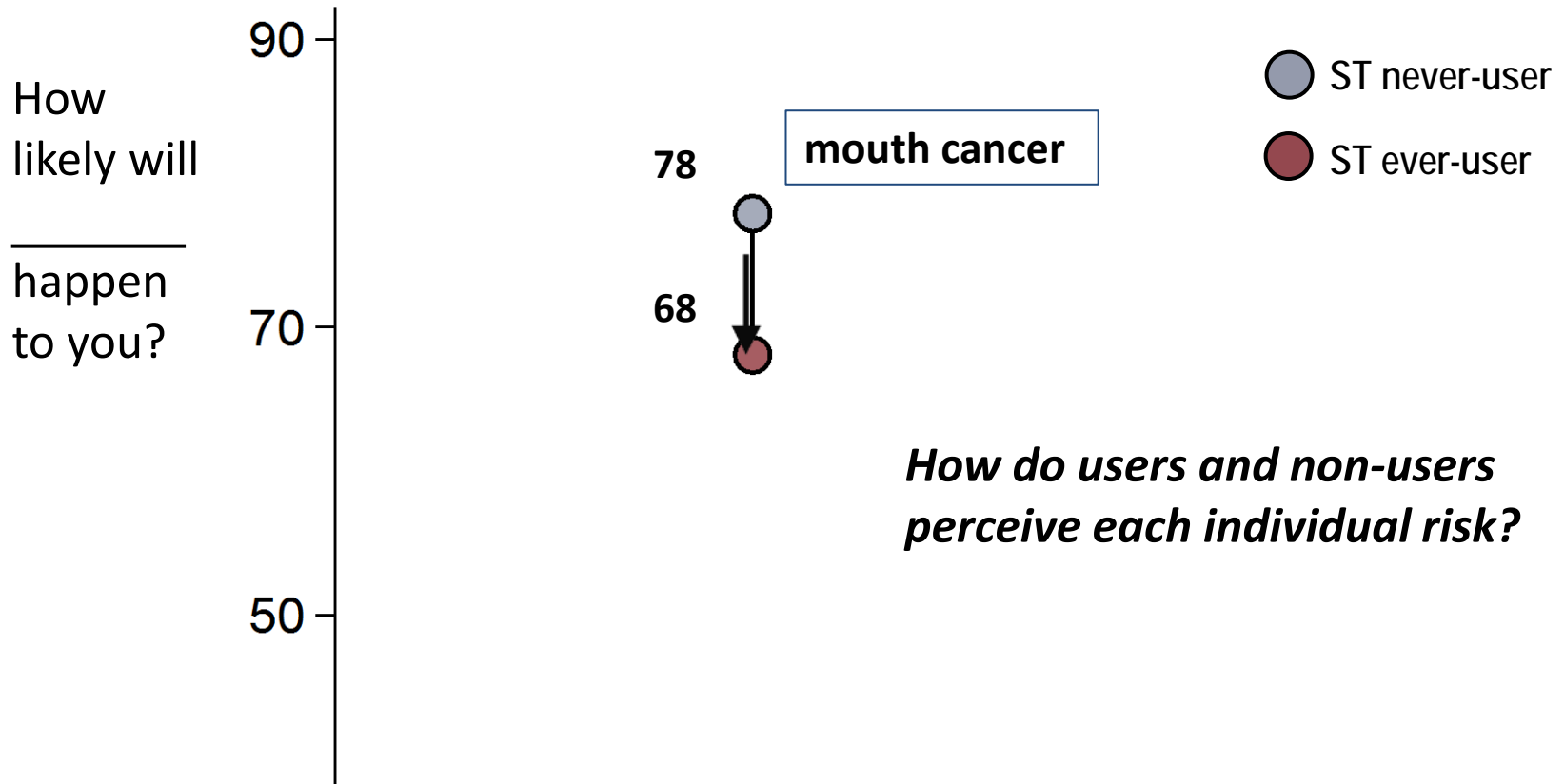
Use this scale
from 0% to 100%
to demonstrate



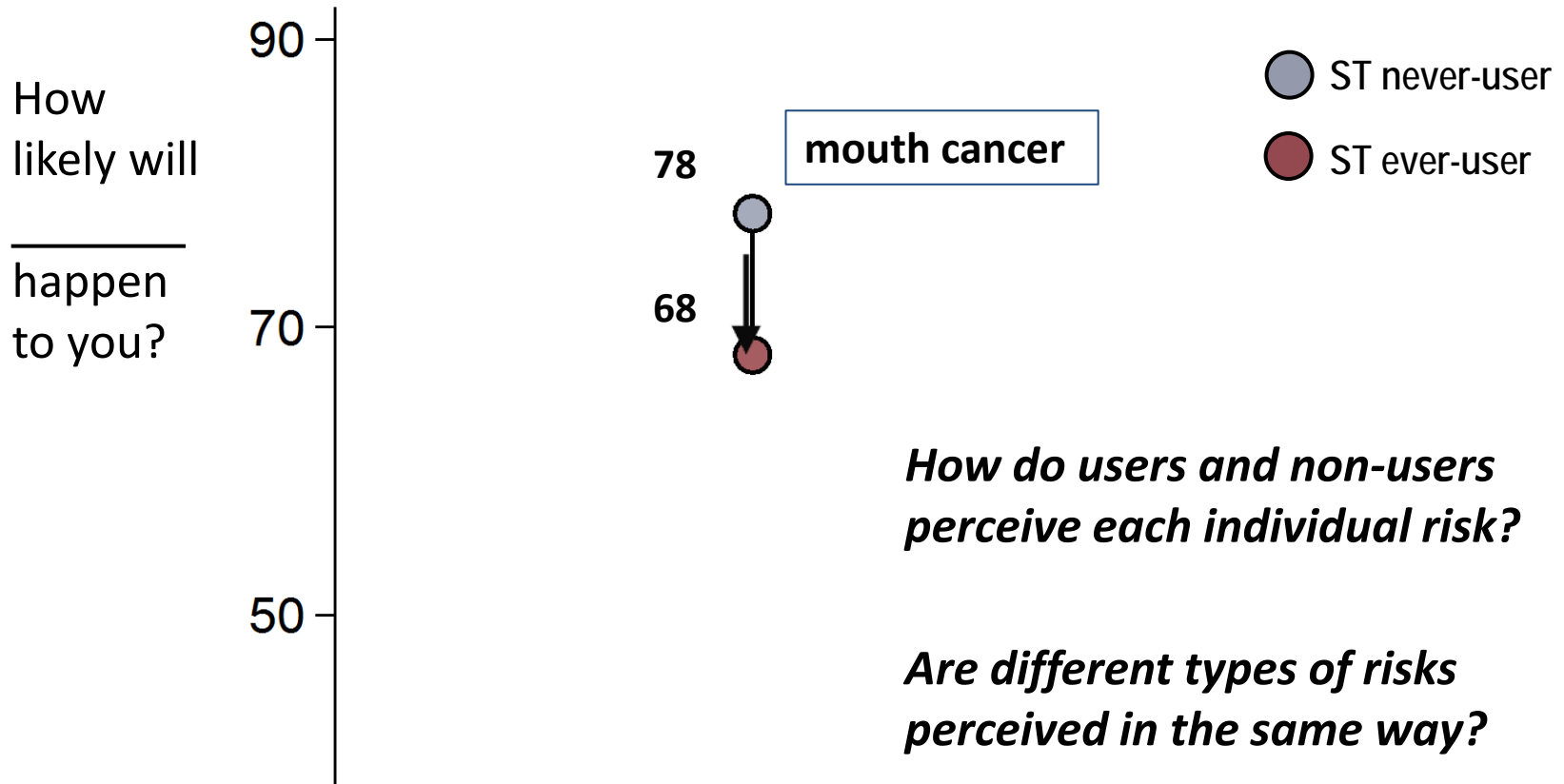
Quantifying *Specific* Tobacco Risk Perceptions



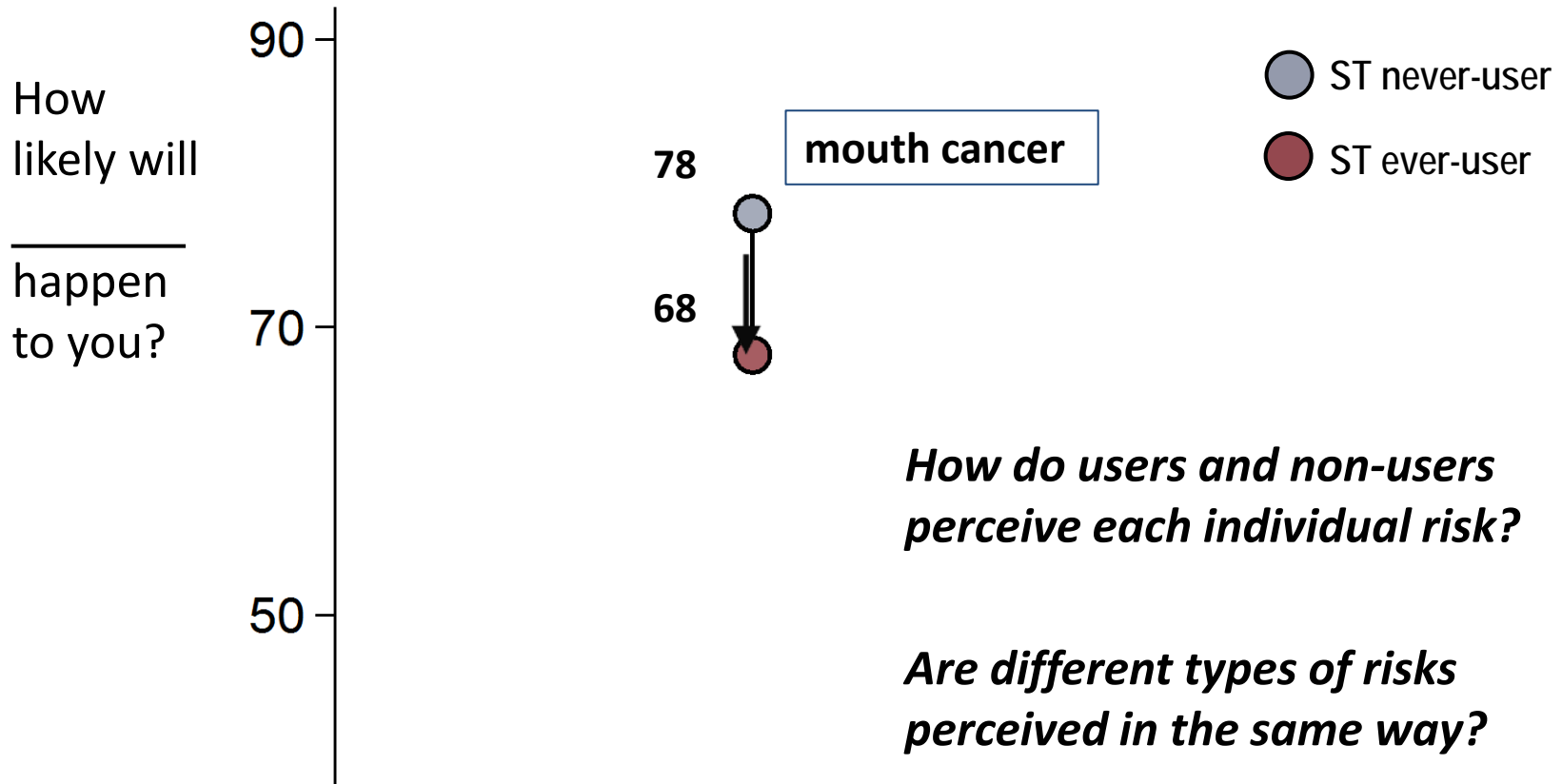
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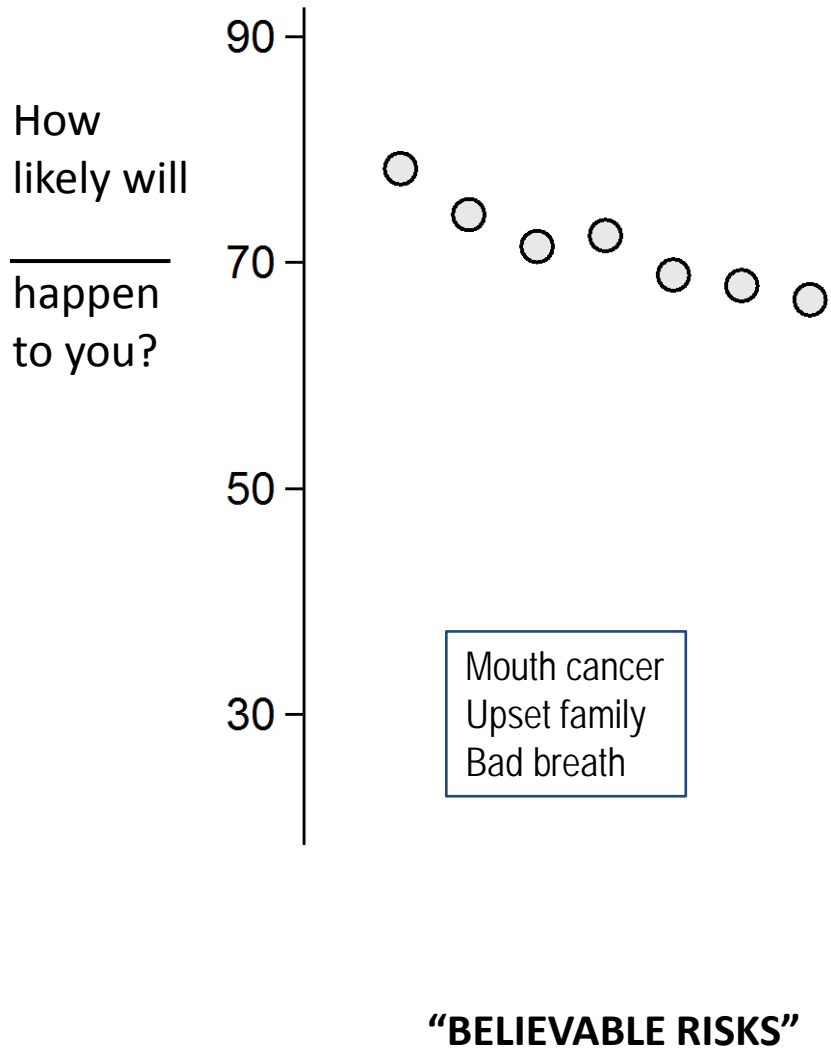


How do users and non-users perceive each individual risk?

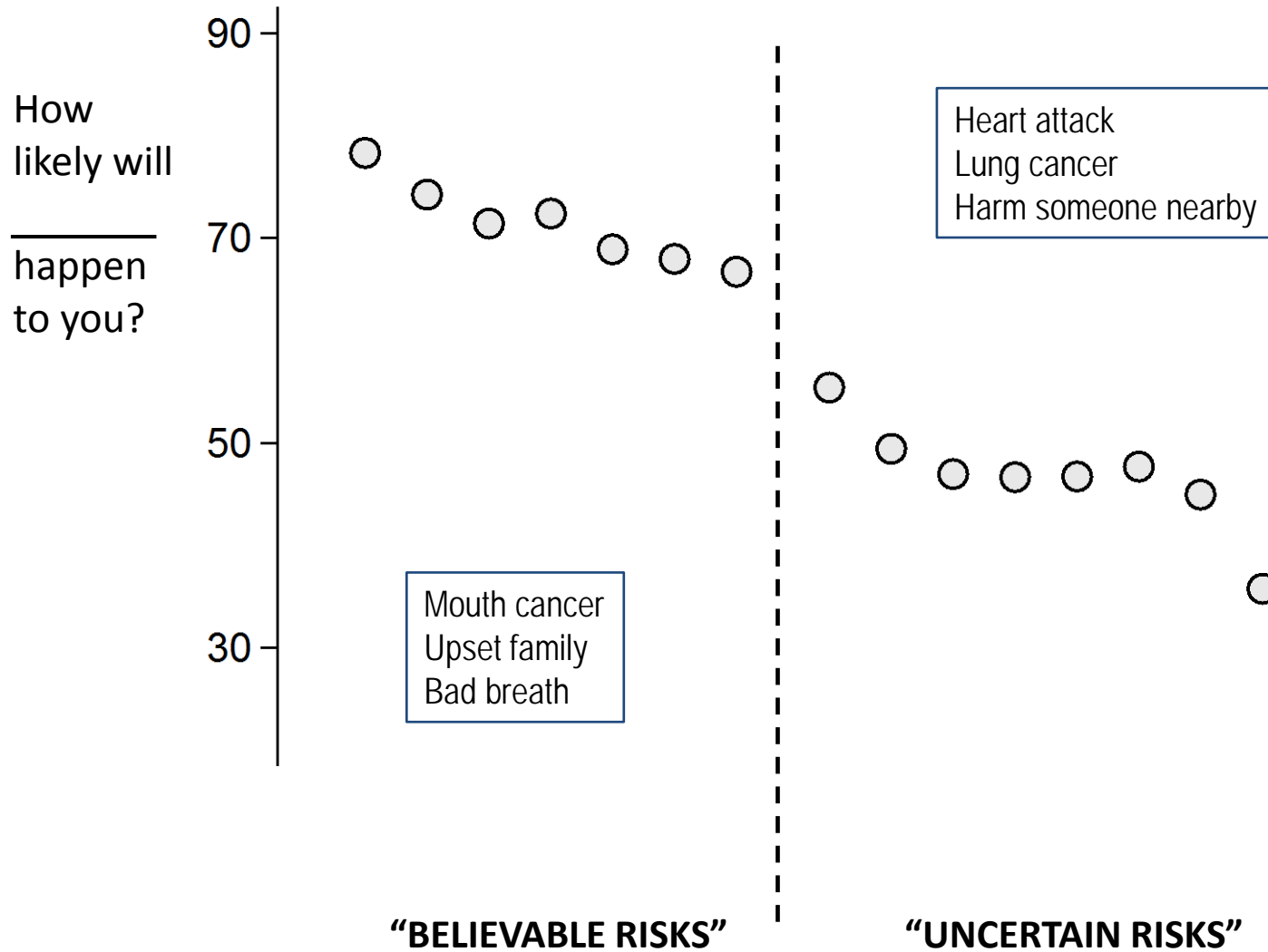
Are different types of risks perceived in the same way?

How are different types of risks perceived across tobacco products?

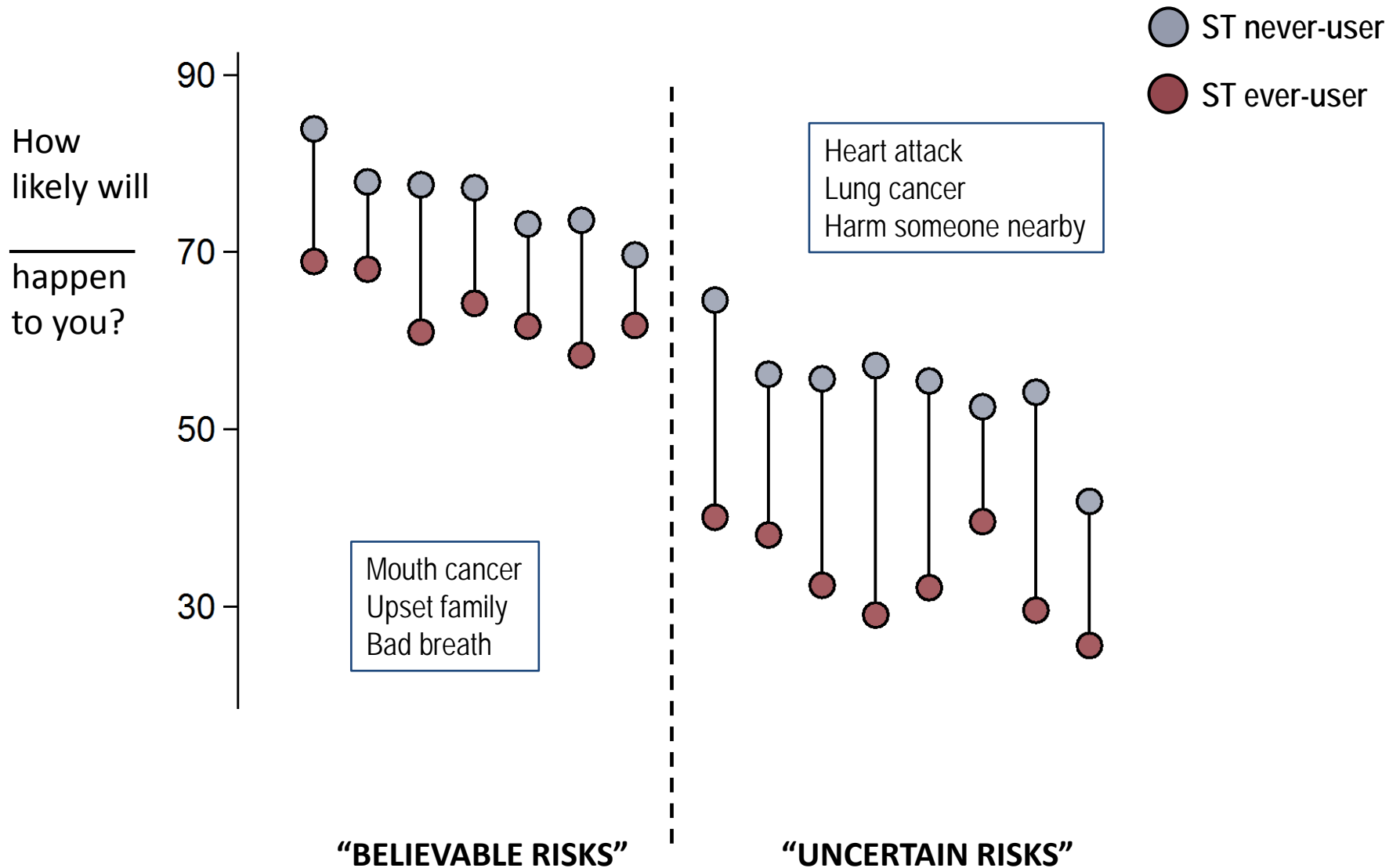
Smokeless Tobacco Risk Perceptions: Two Classes



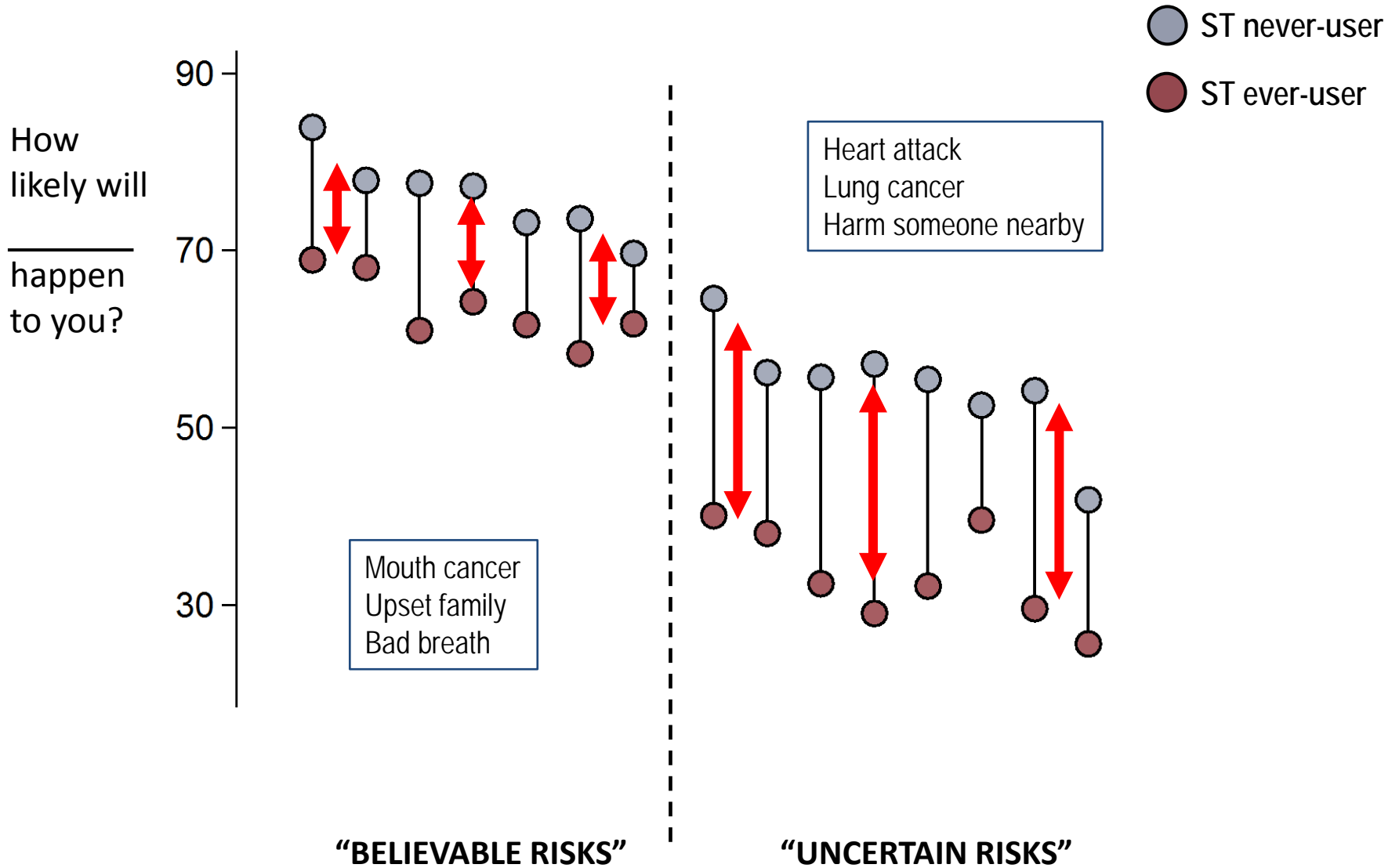
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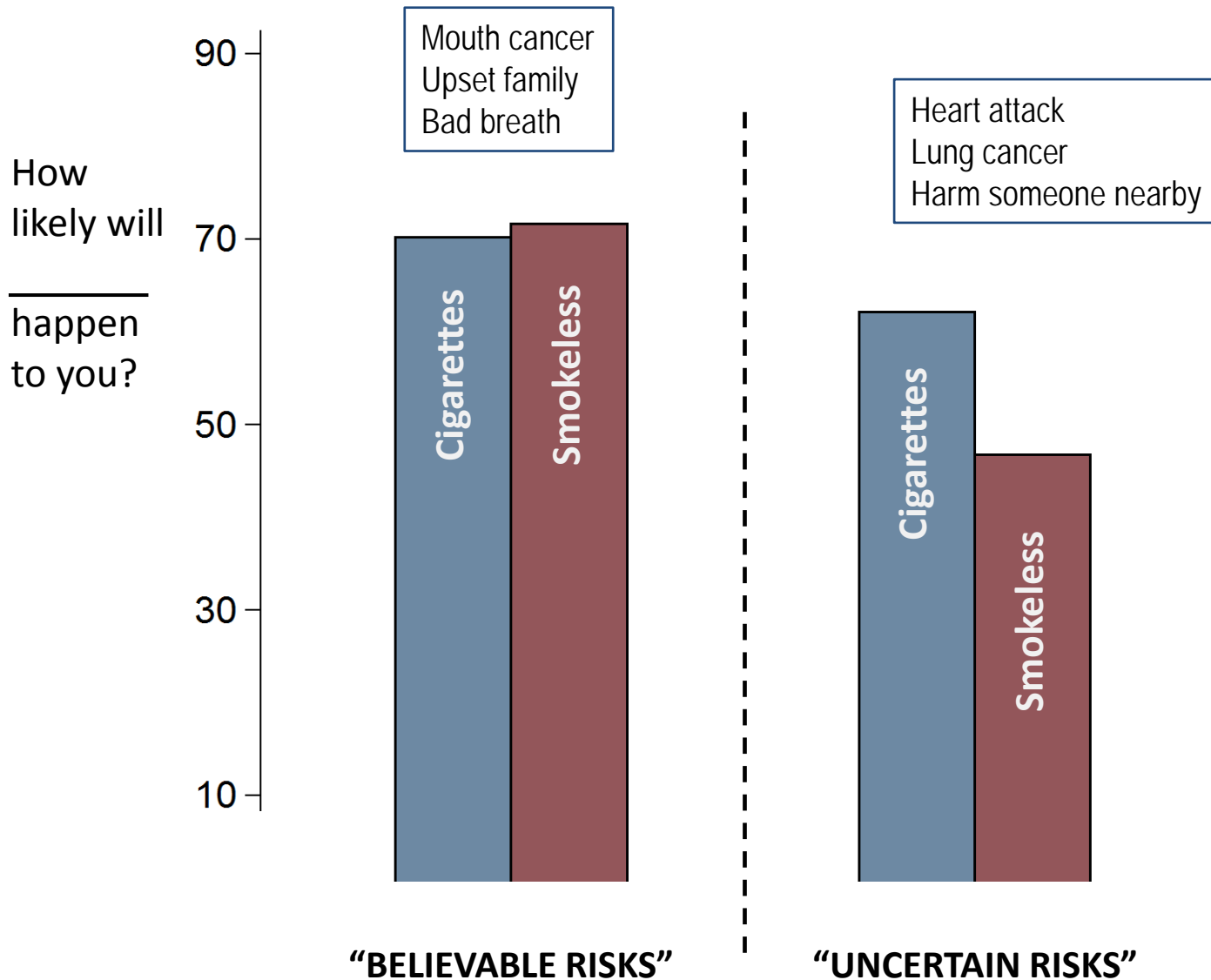
Smokeless Tobacco Risk Perceptions: Two Classes



Smokeless Tobacco Risk Perceptions: Two Classes



Smokeless Tobacco Risk Perceptions: Two Classes



Variation in Smokeless Tobacco Products

Form, brand, flavors, price

Available nicotine & carcinogen content

Positioning of specific products to appeal to novice users



Flavor Associations

Flavored ST associated with appealing non-tobacco products:
chewing gum, breath mints, fruit, candy, and alcohol



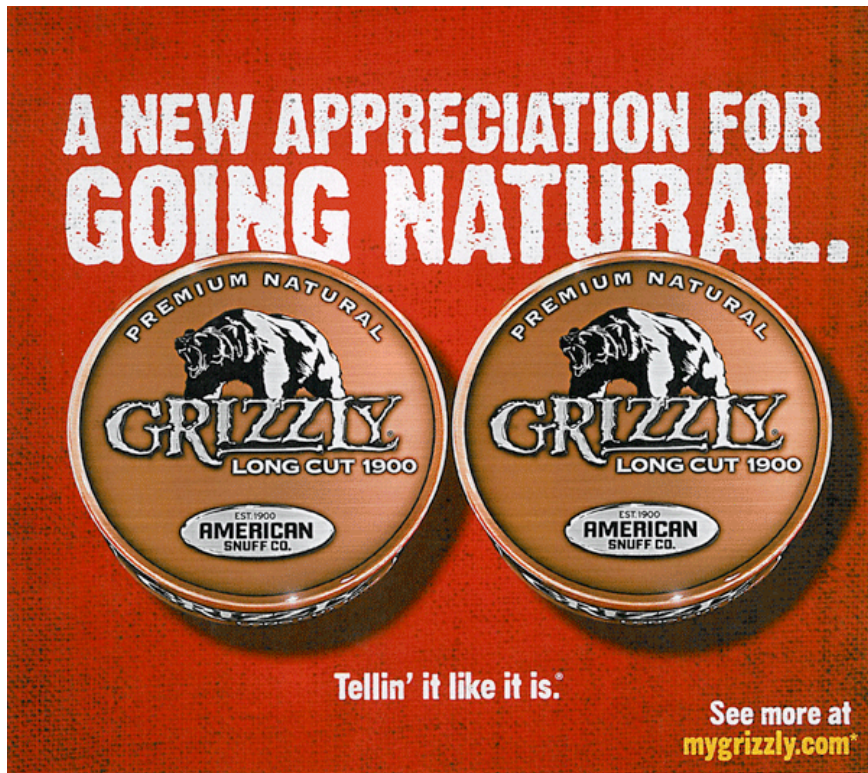
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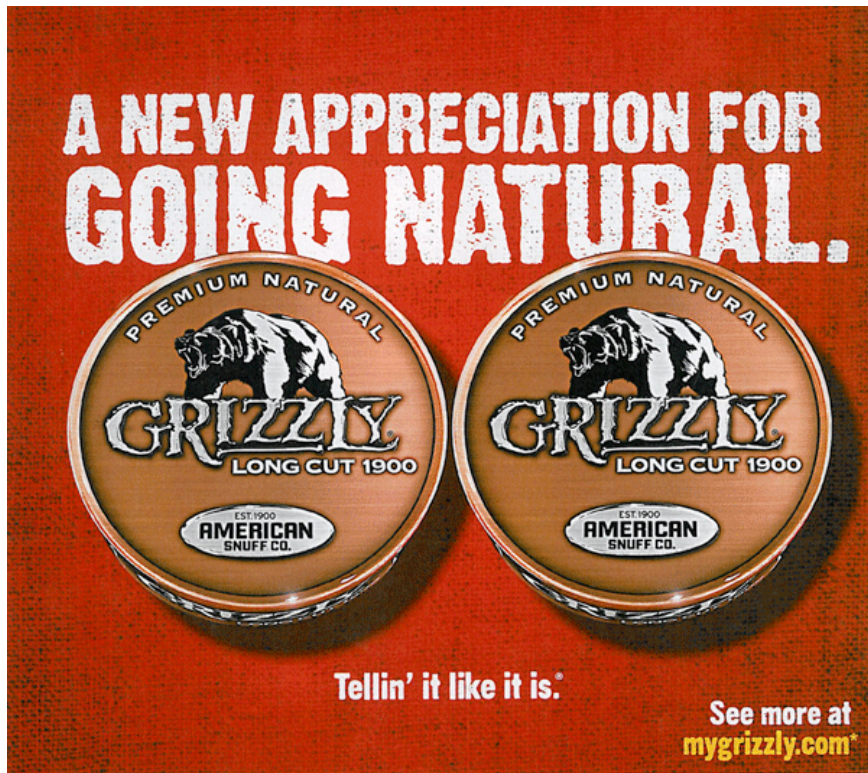
Flavor Associations

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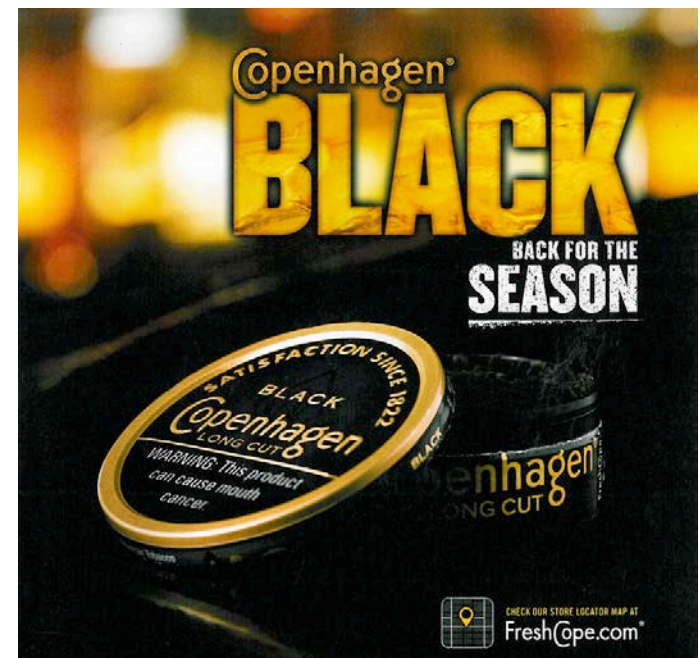
“Flavored [ST]... makes me feel like it's not real....The stuff that I used the most when I was on it a lot was straight, because in my mind it was just straight tobacco. It didn't have all this other stuff in it.”

(former-user, age 16)

Product Switching & Special Offers

Users sampled brands, flavors out of curiosity or to “switch things up”

Special or seasonal offers generated buzz and created urgency to purchase. Some followed ST websites to track new products



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WARNING

THIS PRODUCT IS NOT A SAFE ALTERNATIVE TO CIGARETTES



Perceived Product Qualities

Users perceived higher “strength” and nicotine content based on brand, type, or flavor

THEY ASKED FOR A
BOLDER WINTERGREEN.
WHO ARE WE TO SAY NO?



SKOAL® Smokeless Tobacco



IT'S NOT JUST BOLD. IT'S ONE MEAN WINTERGREEN.

New Skoal Edge is here. Why? Because Skoal dippers don't settle. Ever.

Have your say at SkoalBrotherhood.com

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Perceived Product Qualities

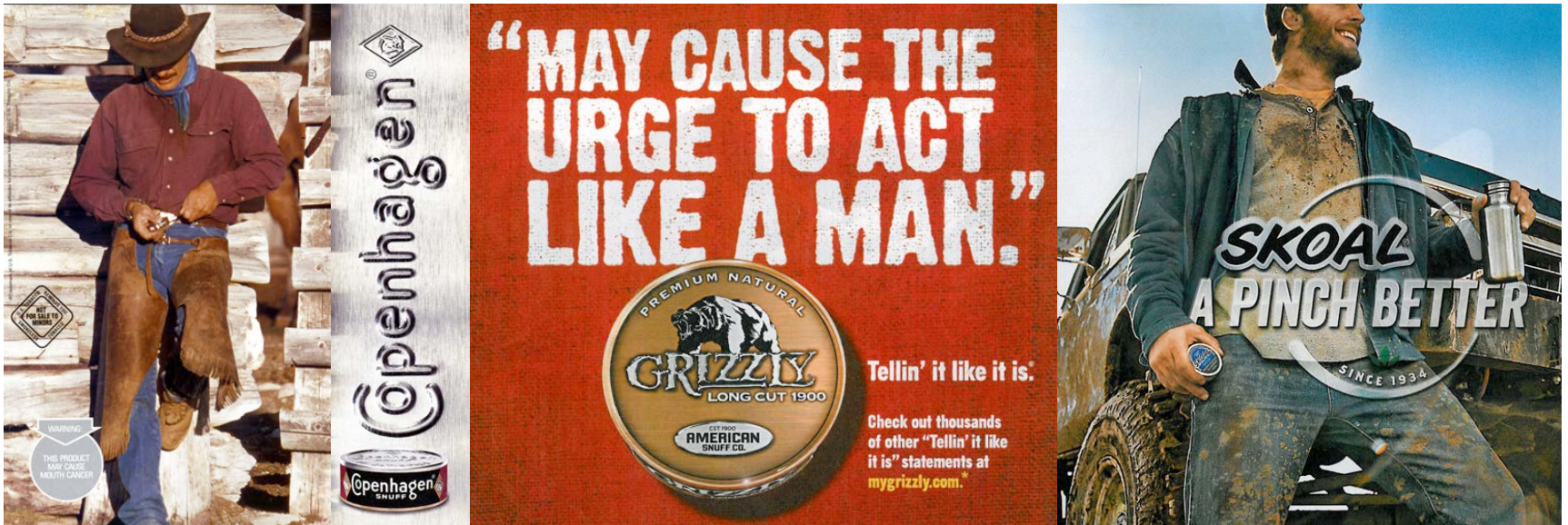
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“Copenhagen Wintergreen will give you a real big head rush. It will make you feel different than Copenhagen Straight.”

(former-user, age 16)

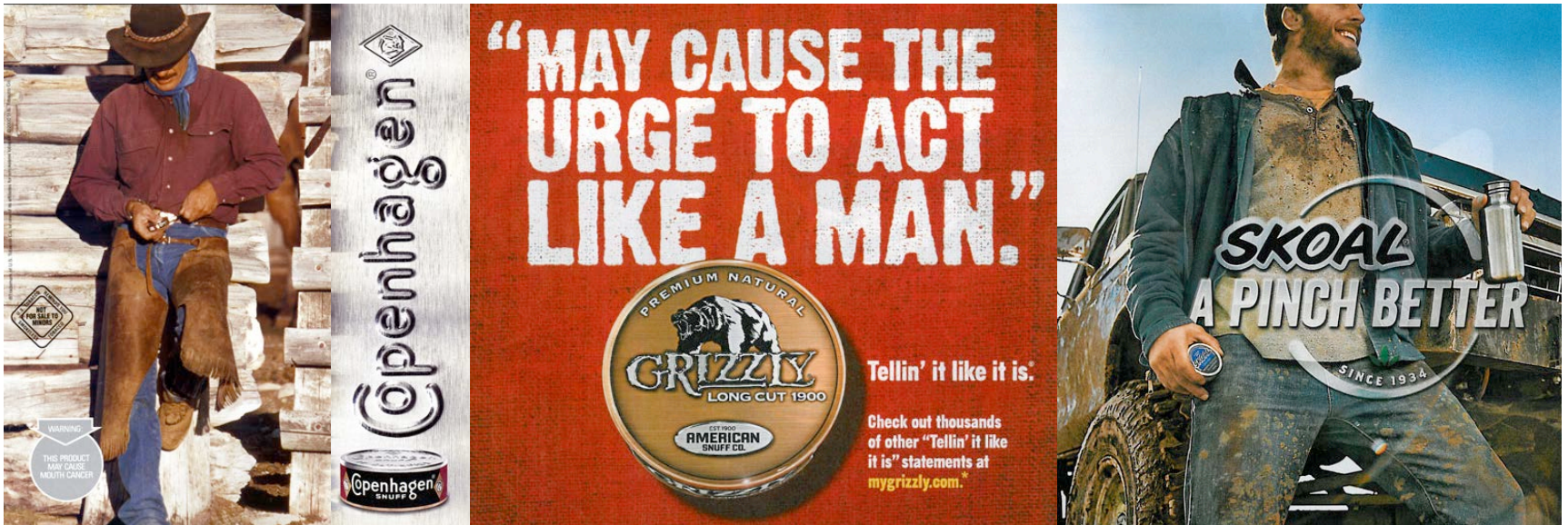
Perceived Brand Qualities

Social pressure was associated with using certain ST products, partly based on perceived product strength (and user toughness)



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“They say if you chew Skoal, you're a little girl.”

(current-user, age 17)

Perceived Brand Qualities

Many users also expressed loyalty when discussing their usual brand

“I think Copenhagen just doesn't need to advertise really. They're just like Marlboro is for cigarettes... Like Nike is for shoes. They're just like the top of the top.”

(current-user, age 17)

**100%
AMERICAN GROWN**

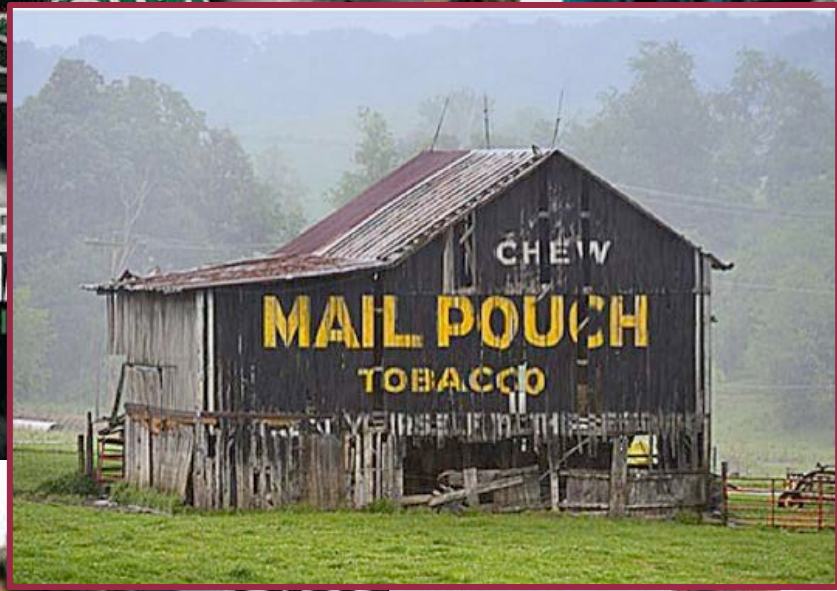
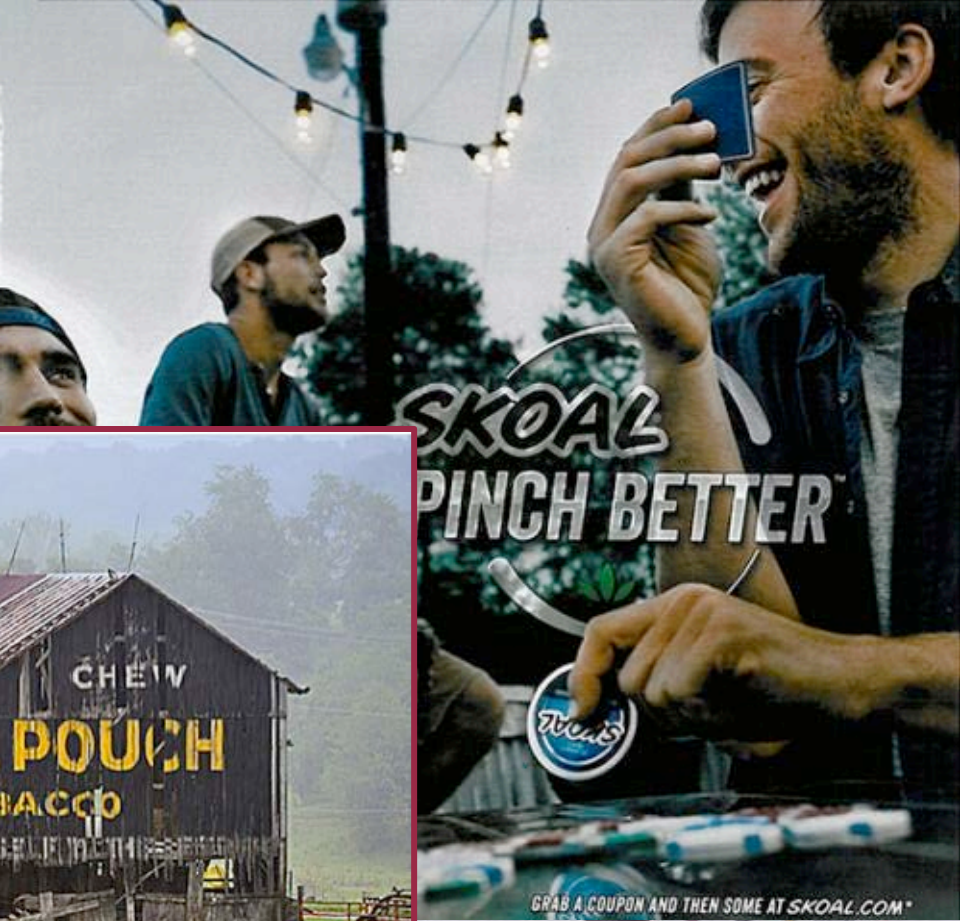
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COPENHAGEN**
SATISFACTION SINCE 1822

FreshCope.com*

SKOAL
A PINCH BETTER™

GRAB A COUPON AND THEN SOME AT SKOAL.COM*





Implications

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Don't overlook rural communities in policy & research

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Eliminate flavors

Restrict ads in youth-oriented magazines

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Today, nearly 1,000 males below age-18 will use ST for the first time

Q&A

- Submit questions via the **chat box**



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SCLC's next One-Hour Power Break webinar :

“The Power of Partnerships: Behavioral health and public health working together to combat smoking in Kentucky”

with the National Behavioral Health Network for Tobacco & Cancer Control and the American Lung Association and the State of Kentucky

Tuesday, September 19, 2017 at 1pm EDT

Registration is open now!

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