

Emerging Tobacco Products


Thursday, November 8, 2012 - 2:00 pm ET

Welcome Pioneers for Smoking Cessation



During the Webinar

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Webinar Objectives:

- Understand the causes for concern about tobacco products other than cigarettes
- Learn about various emerging tobacco products, including little cigars and cigarillos
- Understand the impact of these products on tobacco control
- Discuss a successful statewide tobacco prevention initiative to address cigar use in Maryland

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Moderator



- Jennifer Matekuare
 - *Moderator*
 - Operations Manager
Smoking Cessation Leadership
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Agenda

- **Welcome and Greetings**
 - Jennifer Matekuare, Operations Manager, SCLC, *moderator*
 - Steve Schroeder, Director, SCLC
- **Presentation from Legacy and Maryland panel**
 - *Amber Bullock*
 - *Kristen Tertzakian*
 - *Dawn Berkowitz*
 - *Donald Shell*
- **Questions & Answers**
- **Technical Assistance and Closing Remarks**

Disclosure: Faculty speaker, moderator, and planning committee members have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.

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Welcome

- **Steven A. Schroeder, MD**
 - Director, Smoking Cessation Leadership Center
 - Distinguished Professor of Health and Health Care, Department of Medicine, UCSF



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Today's Panelist

- **Amber E. Bullock, MPH, CHES**
 - Executive Vice President,
Program Development, Legacy



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Today's Panelist

- **Kristen Tertzakian**
 - Senior TAT Manager, Program
Development, Legacy



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EMERGING TOBACCO PRODUCTS: “NEW PRODUCTS, SAME TARGETS”

Amber Bullock and Kristen Tertzakian NOVEMBER 8, 2012



LEGACY OVERVIEW

- A national nonprofit located in Washington D.C.
- Created out of the landmark 1998 Master Settlement Agreement between the 5 major tobacco companies, 46 states and five U.S. territories, and Washington, DC.
- Two-part mission:
 1. Build a world where young people reject tobacco (prevention)
 2. Anyone Can Quit (cessation)



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PRESENTATION TOPICS

- Overview of Emerging Tobacco Products
 - Little Cigars and Cigarillos
 - Snus and Snuff
 - Dissolvables
 - Hookah
 - E-Cigarettes



- State and Community Efforts



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OVERVIEW OF EMERGING TOBACCO PRODUCTS

CAUSE FOR CONCERN

- The tobacco industry continues to create new, slick products to keep their customers addicted.
- Many of these products are not subject to smokefree air laws or FDA regulation.
- Little known about use and health consequences.

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LITTLE CIGARS AND CIGARILLOS

- Cigars are defined by the US Federal government as “any roll of tobacco wrapped in leaf tobacco or in any substance containing tobacco” not intended to be sold as a cigarette.¹

Size Comparison:

- Cigarette < 3 lbs per 1000 units
- Little Cigar < 3 lbs per 1000 units
- Cigar > 3 lbs per 1000 units
(includes cigarillo)



1. USC 5702. Available at:
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=browse_usc&docid=Cite:+26USC5702

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CIGARS: CAUSE FOR CONCERN

- Cigar use is associated with cancers of the oral cavity, larynx, esophagus, and lung.[#]
- Between 2000 to 2011, consumption of large cigars increased by 233% while consumption of cigarettes declined by 33%.^{*}
- There are challenges to data collection, but several state surveys show that cigar use is on the rise.
- **Cigars are not currently regulated under the Family Smoking Prevention and Tobacco Control Act.**

[#]National Cancer Institute (1998). Smoking and tobacco control monographs: Monograph 9: Cigars: Health effects and trends. Chapter 4 (105 – 160); Bethesda, MD. National Institutes of Health, National Cancer Institute; NIH Pub. No. 98-4302.

^{*}Centers for Disease Control and Prevention. Consumption of Cigarettes and Combustible Tobacco — United States, 2000–2011. MMWR 2012;61(30):565-569.

ADULT CIGAR USE

- 10.9%^{*} of young adults, 18-25, smoke cigars in some form.
- A Legacy study examined trends in cigar use among young adults, 18-25, between 2002 and 2008:
 - Most preferred brands of cigars were those representing little cigar and cigarillo products.[#]
- Flavored cigar use is more common among cigar smokers who are young adults, female, Hispanic, LGBT, and those with lower education and income.^{*}

^{*}National Survey on Drug Use and Health, 2011, SAMSHA

[#]Cullen J, Mowery P, Delnevo C, et al. Seven Year Patterns in U.S. Cigar Use Epidemiology among Young Adults aged 18-25: A Focus on Race/Ethnicity and Brand. *American Journal of Public Health* Oct 2011.

^{*}King B, Dube S, Tynan M. Flavored Cigar Smoking Among U.S. Adults: Findings From the 2009–2010 National Adult Tobacco Survey. *Nicotine Tob Res* August 27, 2012

YOUTH CIGAR USE

- According to the 2011 YRBS, 13.1% of high school students are current cigar smokers, compared to 18.1% who currently smoke cigarettes.
 - Cigar smoking surpassed cigarette smoking among high school students in five states: Georgia, Maryland, Massachusetts, Rhode Island and Wisconsin.

CDC. Youth Risk Behavior Surveillance – United States 2011. MMWR 2012;61(4): 1-162.

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LCCs AND YOUTUBE

- The majority (77%) of YouTube videos depicting LCCs promoted their use, and the remainder were mostly neutral (20%).
- Several main themes emerged focused on LCCs as an alternative to cigarettes, including suggestions that they are cheaper, smoother, less harmful or come in candy flavors.

Richardson A, Vallone D. YouTube: a promotional vehicle for little cigars and cigarillos?. *Tob Control* October 9, 2012.

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SMOKELESS TOBACCO



Over the past several years, several national surveys have documented an increase in the use of STPs among young males.

Snus: A spitless tobacco packaged in small teabag-like pouches. Modeled after a Swedish product.

Moist Snuff: Finely ground tobacco packaged in cans or pouches, sold moist (placed between the lower lip or cheek and gum).



DISSOLVABLE TOBACCO

Dissolvable Tobacco: Finely milled tobacco that dissolves in the mouth. Does not require spitting.



TOBACCO-DERIVED DISCS

• Several companies have launched chewable nicotine discs or lozenges:

- Altria's Verve is only available in Virginia. Test marketing started in June 2012.
- RJR's Velo Rounds and Viceroy Flex are being test marketed in North Carolina.



HOOKAH



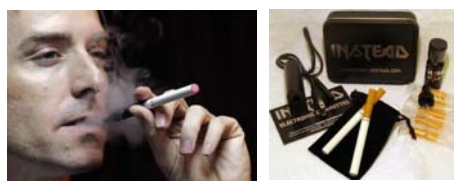
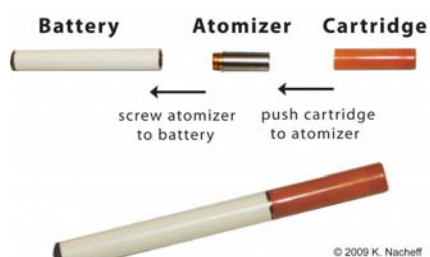
• Water pipe smoking that hails from Middle East.

• Water does not “filter” all the toxic compounds and chemicals.



E-CIGARETTES

- Battery-operated devices generally containing cartridges filled with nicotine, flavors and other chemicals. Vaporized, then inhaled.
- One small sample done by FDA found diethylene glycol (a chemical used in antifreeze, toxic to humans). Other samples FDA analyzed detected carcinogens, including nitrosamines.
- 70% of Americans believe that e-cigarettes are less harmful than regular cigarettes.*



Images: DSE901 manual, Instead electronic cigarettes, Journal Star

© 2009 K. Nacheff

* Pearson, J.L., et. Al. e-Cigarette awareness, use, and harm perceptions in US adults. Am J Public Health. 2012 Sep;102(9):1758-66. 25

YOUNG ADULT DUAL USE

- A Legacy study found that among young adults (18-34) who use tobacco, 30% are dual-users:
 - 98% smoke cigarettes
 - 26% smoke little cigars
 - 23% smoke cigars
 - 17% smoke hookah
 - 12% use dip or snuff
 - 12% use chewing tobacco
 - 9% smoke e-cigarettes
 - 3% use dissolvables

Rath J, Villanti A, Abrams D, Vallone D. Patterns of Tobacco Use and Dual Use in US Young Adults: The Missing Link between Youth Prevention and Adult Cessation. *Journal of Environment and Public Health* May 2012.

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EXAMPLES OF STATE AND LOCAL POLICY

- **Maine** - Legislation to ban most flavors of cigars and cigarettes took effect July 1, 2009.
- **New York City and Providence** - banned sale of flavored tobacco products (PVD currently in litigation).
- **Baltimore City** - banned single sales of cheap cigars, requiring that they be sold in packs of 5 (currently in litigation).
- **Boston** - bans e-cigarette use in public places (treated as cigarettes) and bans its sale to minors.
- **Guam** - Enacted legislation prohibiting the importation and sale of several emerging products.
- **CA, CO, MN, NH, NJ, and UT** - prohibit the sale of e-cigarette to minors.

STATE INITIATIVES



- Massachusetts: Community research, public education, and youth activism
- Florida: Nearly 100 communities have adopted resolutions urging businesses to stop selling flavored tobacco products.
- Wisconsin's Campaign:

FIGHT AGAINST BIG TOBACCO'S LIES
FIGHTWITHFACT.COM  **Manipulicious**

GET INVOLVED

- Educate youth advocates and the community-at-large about these harmful products.
- Research gaps: Add product/brand-specific questions for little cigars and cigarillos to state and local surveys.
- Ensure that materials, campaigns and resources for tobacco prevention and control are culturally competent and linguistically appropriate.


THANK YOU

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Today's Panelist

- **Dawn Berkowitz, MPH, CHES**
 - Chief, Division of Federal and Special Tobacco Control Initiatives, Maryland Department of Health and Mental Hygiene



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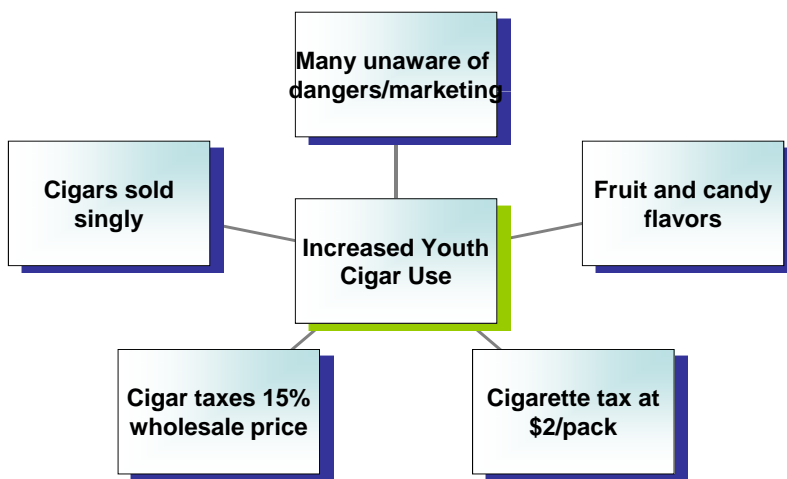


Maryland Addresses Youth Cigar Use

Dawn Berkowitz, MPH, CHES
Chief, Division of Federal and Special
Tobacco Control Initiatives
November 8, 2012

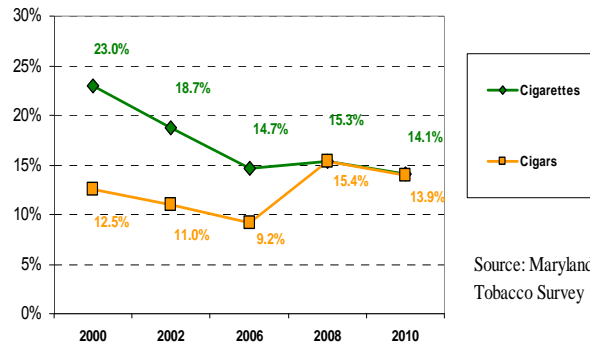


Why Cigars?



Converging use

Percent of High School Students < 18 Years Smoking Cigarettes and Cigars in Last 30 Days



Maryland High School Cigar Users

Maryland Youth Tobacco Survey 2010

- 80% purchased **flavored** cigars
- 75% purchased **cigarillos**
- 65% purchased **less than 4** cigars/time
 - **Over half** of these youth purchased 1 cigar at a time
- >17% use cigarettes & cigars **concurrently**
- Data suggests Hispanic use highest for all cigars followed by African American and White youth
- Highest flavored cigar use – girls and white youth

National Data

- Little cigar sales up 240% from 1998 – 2007 (American Legacy Foundation)
- Cigarillo sales up 150% from 1998 – 2007 (American Legacy Foundation)
- 1 in 5 high school males reported smoking cigars (2012 Surgeon General's Report)
- Cigar use increasing among African American females (2012 Surgeon General's Report)

Qualitative Research

Youth reality

- Cigarillos sold out of ice cream truck – 80¢/ea
- Carry-out businesses selling cigarillos (with matches)

Adult perception

- Associate all cigars with upper-class older males
- Many unaware of marketing for little/small cigars

What to do?

- Hard data and anecdotal evidence → need for education!
- Develop a “hard-hitting” health communications campaign
- Utilize various media avenues to reach more Marylanders
- Work with youth coalitions and partners to educate community members

Campaign Messaging

- Target → Parents and adult community members
- Overcome misperceptions
 - Cigar products are NOT safer than cigarettes
 - Cigars DO contain the same cancer-causing chemicals as cigarettes
 - Cigars ARE just as addictive as cigarettes
 - Youth ARE using cigar products

Campaign Messaging

- Cigars are attractive, accessible, and affordable
 - Available in same flavors and prices as ice cream cone or candy
 - Sweet flavors mask the harshness of tobacco
 - Cheap – often <\$1
 - Often sold individually, decreasing price point and increasing affordability
- Seemingly harmless products can lead to a lifelong **trap** of addiction

Informal Pre-testing

- Several creative concepts developed
- Contacted partners for feedback
 - Tobacco Control Program staff
 - State Resource Centers
 - National partners
 - CDC
 - FDA Center for Tobacco Products
 - American Legacy Foundation
 - Campaign for Tobacco Free Kids
- Feedback helped to drive focus group testing and final product

Concept #1



**A Little Bit of SUGAR
Makes the Poison Go Down**

No matter how they're sugarcoated ... cigars kill.

Imagine: Sweet cigars that taste like grape, Or chocolate, Or cherry. The tobacco companies have literally sweetened the deal with candy flavored cigars and it's working. Children are smoking these products at an alarming rate. What's worse, these cigars can be sold one at a time for less than the price of most candy bars. Cigars in any form are a toxic substance. It's time to treat all tobacco equally, and protect Maryland's children.

Make Tobacco Child-Proof.
Visit www.facebook.com/mdehsigarcas
for more info on this and for how your voice is heard.

MARYLAND
Department of Health and Mental Hygiene

Concept #2



**Pssst ...
Wanna smoke some
Candy?**

Imagine: Sweet cigars that taste like bubblegum, Or chocolate, Or cherry. Who do you think the target audience for this is? Cigar aficionados? Not so fast! It's the entire cigarette smoking population, especially young kids. Maryland lacks the high school industry, the use of duty reports and oversight, to see the real. Especially among our own youth? ... Maryland's children. The tobacco companies have literally sweetened the deal with candy flavored cigars. What's worse, these can be sold one at a time for less than the price of a candy bar.

It's time to treat all tobacco equally, and protect Maryland's children.
Visit www.facebook.com/mdehsigarcas
Make Tobacco Child-Proof.

MARYLAND
Department of Health and Mental Hygiene

Concept #3

**A Little Bit of SUGAR
Makes the Poison Go Down**

No matter how they're sugarcoated ... cigars kill.

Flavored, Cigarillo, Armani. These deadly toxins are based on cigars and cigar smoke. Fresh and smooth flavored cigars give the illusion of safety and are targeted to children. And that targeting is working. Little cigar and cigarillo use is on the rise among youth. These products are attractive to youth because:

- They are available in fruit and candy flavors.
- They can be used singly but are often the end of most candy bars.
- They are sold at a much lower rate than cigarettes.

It's time to treat all tobacco equally and protect Maryland's children!

Visit www.factbook.com/tobacco for more information and to have your voice heard.

MARYLAND
Department of Health and Mental Hygiene.

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Concept #4

NO MATTER HOW THEY'RE SUGARCOATED... CIGARS KILL

WARNING: cigars are made in the same flavors and prices as ice cream.

MAKE TOBACCO CHILD-PROOF

- Maryland's children are becoming sick and injured.
- Cigars in any flavor and as little as cigarettes.
- Little cigars and cigarillos are more attractive to children because they:
 - are fruit and candy flavored.
 - single cigars are sold for less than the cost of most ice cream cones.
 - little cigars are less expensive because they are sold singly, not in packs, making them more affordable to children.

It's time to treat all tobacco equally and PROTECT MARYLAND'S CHILDREN! Visit www.factbook.com/tobacco for more information and to have your voice heard.

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Tag lines

- “Make tobacco child-proof”
- “Protect our children”
- “Psst...wanna smoke some candy?”
- “A little bit of sugar makes the poison go down”
- “No matter how they’re sugarcoated... cigars kill”

Focus groups

- Parents ages 25 – 64 with child between the ages of 10 – 20
- Income >\$25,000
- Mix of gender and racial and ethnic backgrounds
- Non-smokers
- Involved within their communities

Testing goals

- Identify awareness and knowledge of youth cigar use
- Obtain reactions to creative and copy of print and radio ads
- Determine social media usage
- Obtain reactions to *Google* ads
 - Cigars Kill: No matter how they sugar coat it, candy flavored cigars are toxic.
 - Make Tobacco Child-Proof: Candy cigar flavors tempt our kids. Find out what you can do.
 - Flavored Cigars Kill: Fruit and candy flavors are tempting and toxic. Protect your children.
 - Protect Your Children! Cigars flavored and priced like candy contribute to child cigar use.

Reactions > Products

- Mixed knowledge about the products (w/o visual cues)
 - Some generally aware of products
 - Few were aware of how products are marketed and sold
- Shocked when shown packaging and flavors



In their own words...

- “My first impression when I looked at the packages is that they don’t look like cigar packages...they almost look like candy!”
- “It’s like picking up a pack of gum. It’s going to catch your eye.”
- “...it doesn’t even smell like a cigar. You’re not exactly sure what you’re buying.”

Reactions > Creative

- Participants preferred messaging that:
 - Clearly states Maryland youth are being targeted
 - Clearly states cigars are just as toxic and harmful as cigarettes
 - Lists out ingredients found in cigars
- Most preferred an “official” website vs solely social media (i.e. Facebook page/Twitter)

Winning Creative



- “I love the graphics in it. I think it gets to the point. It’s kind of exciting to follow it and then read below to see what point they’re making. If I was reading this in a magazine, I’d ...rip it out and take it home.”
- “It brings home the fact that access to cigars is as easy as the ice cream truck. For a lot of kids, it’s easy to get and it’s something that you as a parent should worry about.”

Refinements



- Modified tag line
- Added: ‘It’s a trap...Cigars in any flavor are addictive and as toxic as cigarettes.’
- Compared flavors and prices to ice cream cone
- Listed out ingredients
- Website developed
- Posters, transit ads and billboards

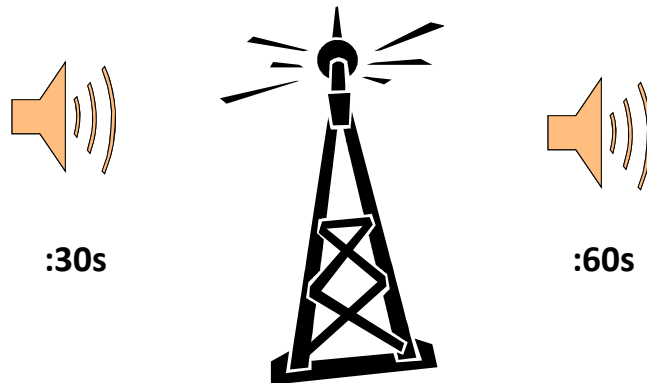
Informational Packet

- Provides further information about the dangers of youth cigar use
- Easy to use and reference
- Professional design
- Printed hard copies, but available on website as well

Informational Packet: Fact Sheets



Radio ads

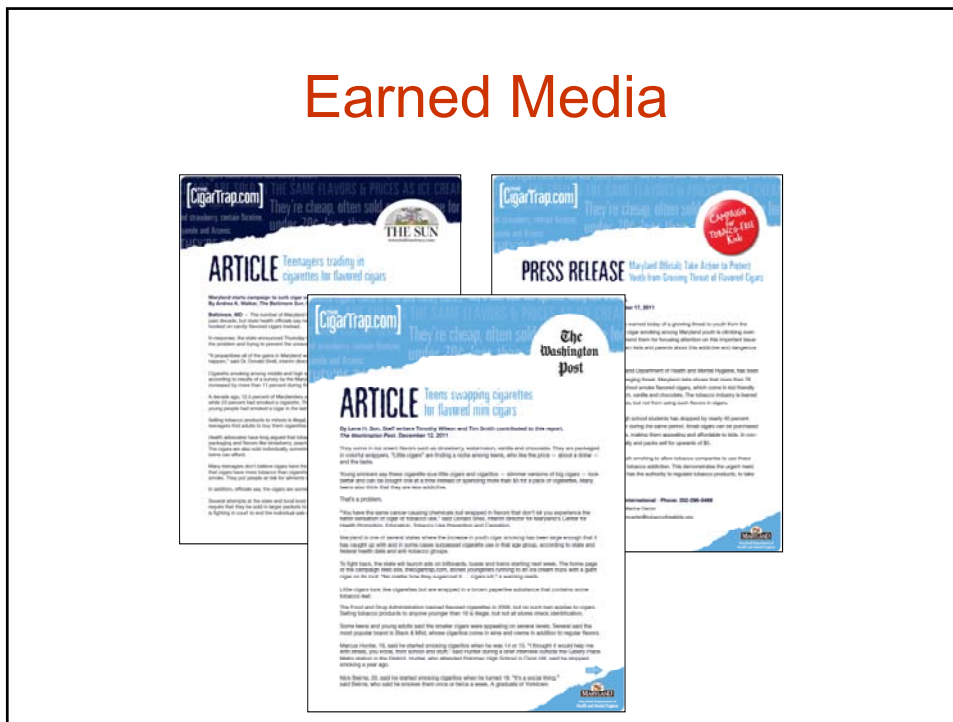


Press Conference



- Coincided with Great American Smoke-out
- At vocational high school in Baltimore City
- Data report release and media preview
- DHMH and Baltimore City administration
- Youth coalition members

Earned Media



Who, what, when, where, why?

- Keep partners in the loop!
 - Statewide meetings
 - Updates on campaign

- Kick-off meeting – (12/7/11)
 - Components of campaign & background
 - Distributed informational packets

Placement

- Dates:
 - December 19, 2011 – January 15, 2012
 - May 14, 2012 – June 10, 2012
 - Collaboration with Center for Cancer Surveillance & Control
- Buses, billboards, commuter trains, subways, print and radio placement, Ocean City trams
- Added value for radio – interviews and web ads



Success!



Next Up!

- Revamp focus – flavors
- Continue Facebook updates and materials distribution
- Maryland Community Transformation Implementation Grant
 - Provide materials and files to Local Health Departments






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Today's Panelist

- **Donald Shell, MD, MA**
 - Director, Center for Chronic Disease Prevention and Control; Interim Director for the Center Tobacco Use Prevention and Control; Prevention and Health Promotion Administration, Maryland Department of Health and Mental Hygiene






Preventing Nicotine Drug Use and Addiction Among Youth and Young Adults

Emerging Tobacco Products

November 8, 2012

Donald Shell, MD, MA
Director, Center for Chronic Disease Prevention & Control
Interim Director, Center for Tobacco Prevention & Control
Prevention and Health Promotion Administration
Maryland Department of Health and Mental Hygiene


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Predictors of Smoking Behaviors in 9th to 12th Graders

- Determinants of Trajectories of Smoking Behaviors - *Preventing Tobacco Use Among Youth and Young Adults – A Report of the Surgeon General 2012*
 - Early adopters compared to never smokers (Audrain-McGovern & colleagues 2004)
 - Depressive symptoms, Poorer academic performance
 - Rapid escalation from novice (13yo) to heavy tobacco use
 - Male gender, Poor academic performance


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Behavioral and Mental Health and Youth Tobacco Use

- Individuals with serious mental illness, such as...depression, may be self medicating and thus using nicotine to modulate symptoms related to their illness by influencing neurologic pathways (Ziedonis et al. 2008)
- Cross sectional studies + association between depression symptoms, diagnosis & tobacco use/nicotine dependence (Acierno et al. 2000)


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Behavioral and Mental Health and Youth Tobacco Use

- Psychiatric comorbidity is common in adolescent cigarette smokers (Upadhyaya and colleagues, 2002)
 - Disruptive behavior (oppositional, conduct, ADHD)
 - Major depressive disorders
 - Drug and alcohol use
 - Robust markers psychopathology later in life
 - Onset of cigarette smoking < 13 y.o.
 - Early onset of conduct problems


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Behavioral and Mental Health and Youth Tobacco Use

- Adolescents with depressive disorders > non-depressed peers more likely to
 - Initiate experimental tobacco use
 - Become regular users (Patton et al. 1998)
 - To be nicotine dependent (Breslau et al. 1993)
- Relationship between depressive symptoms and smoking among young adults in college (Kenney and Holahan 2008)

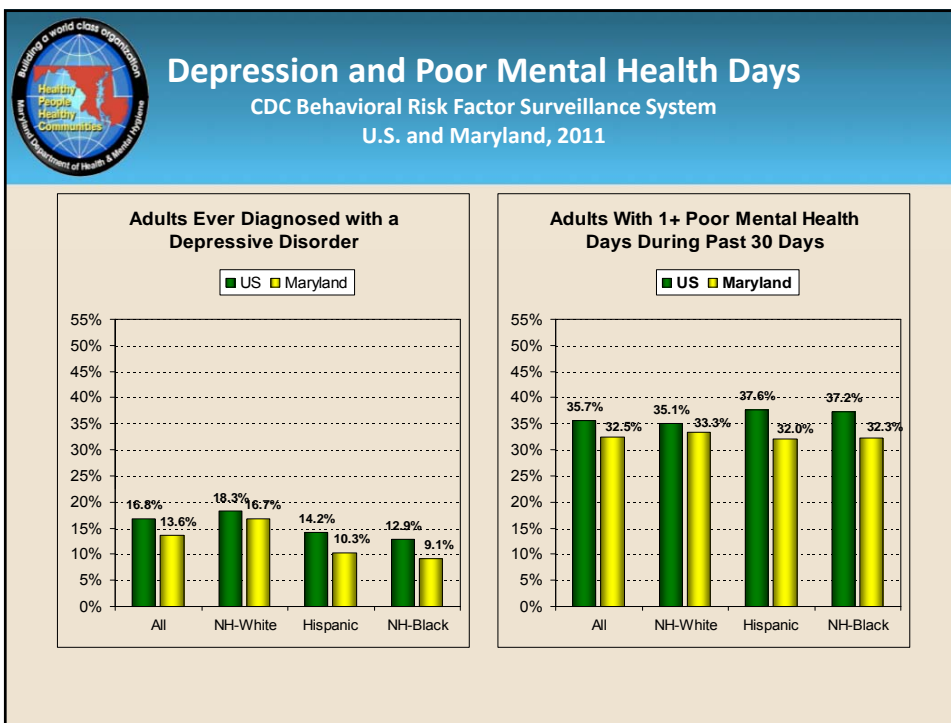
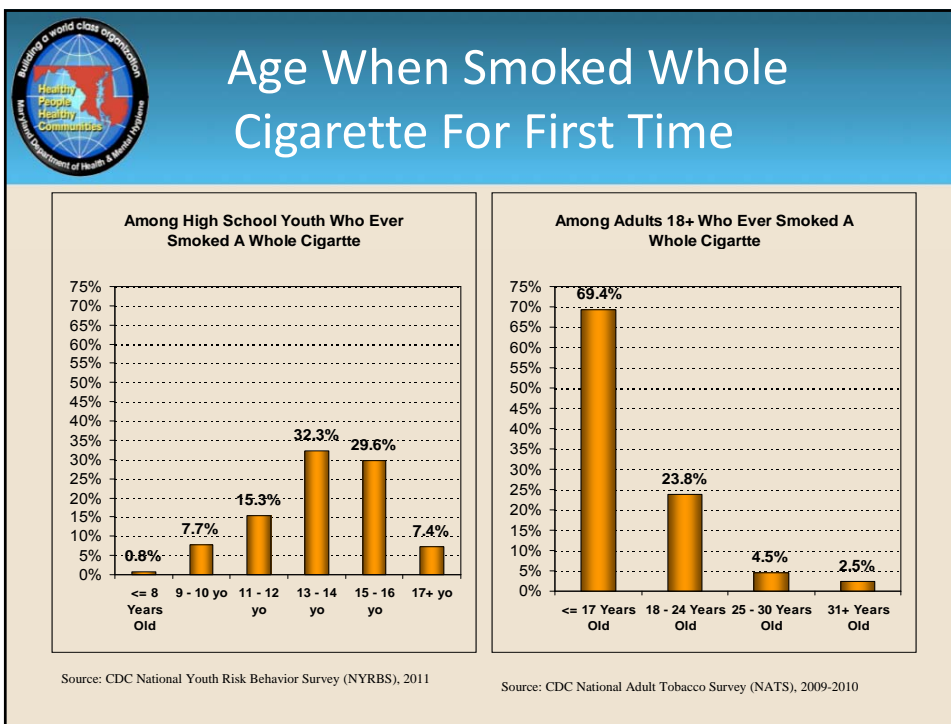
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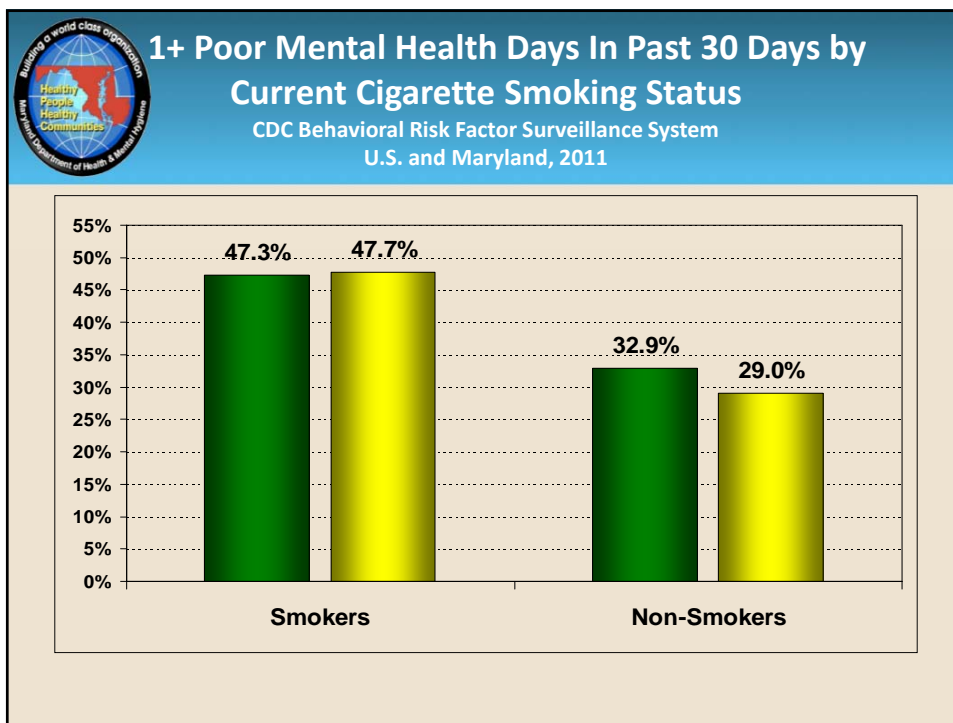
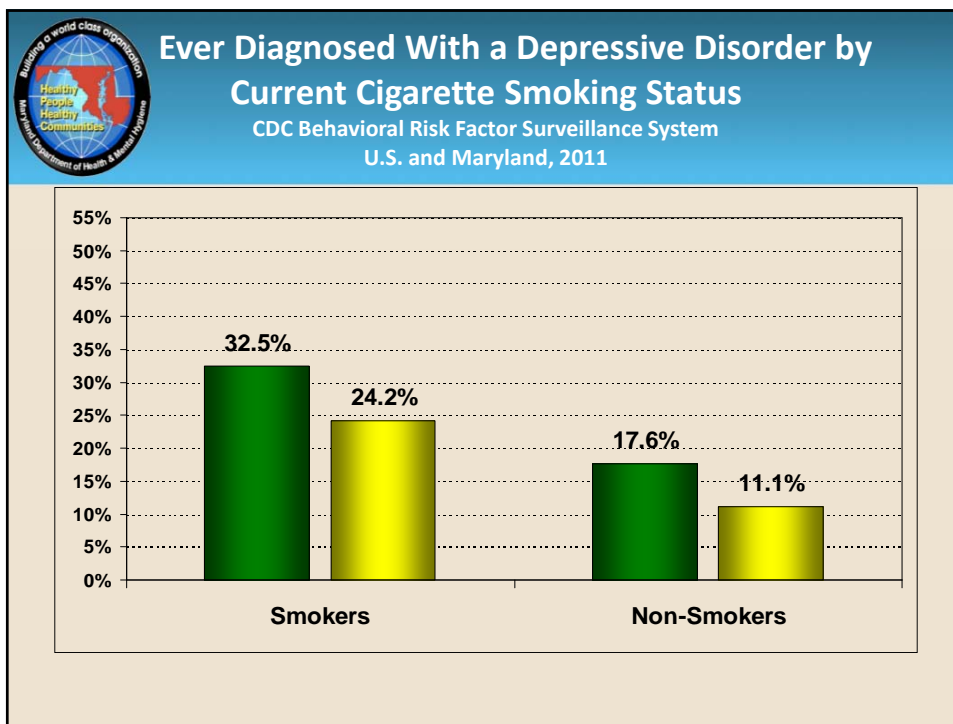


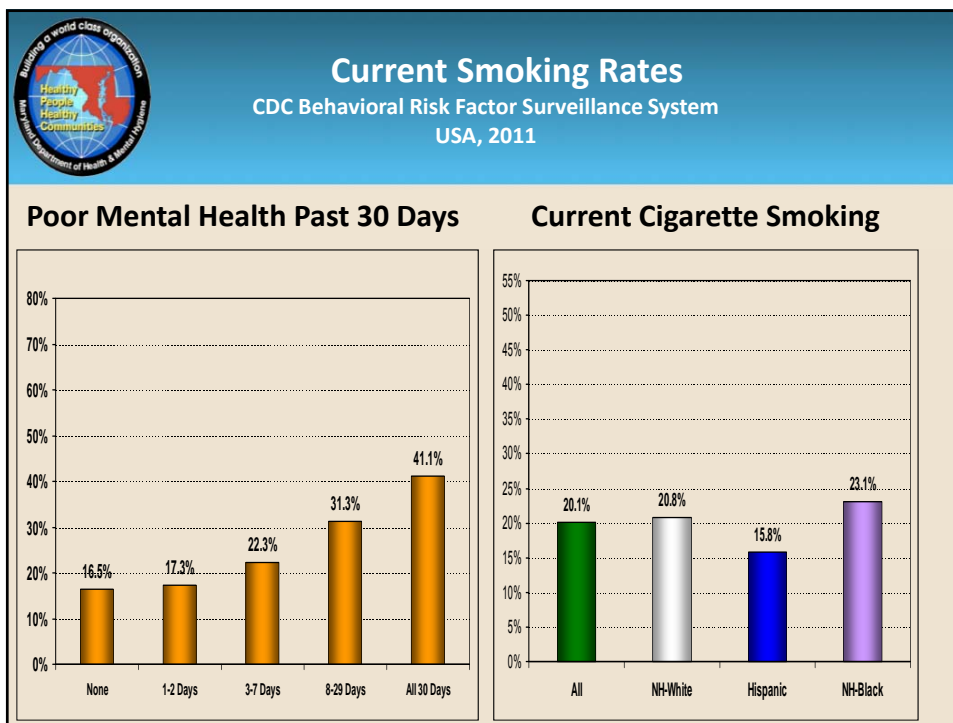
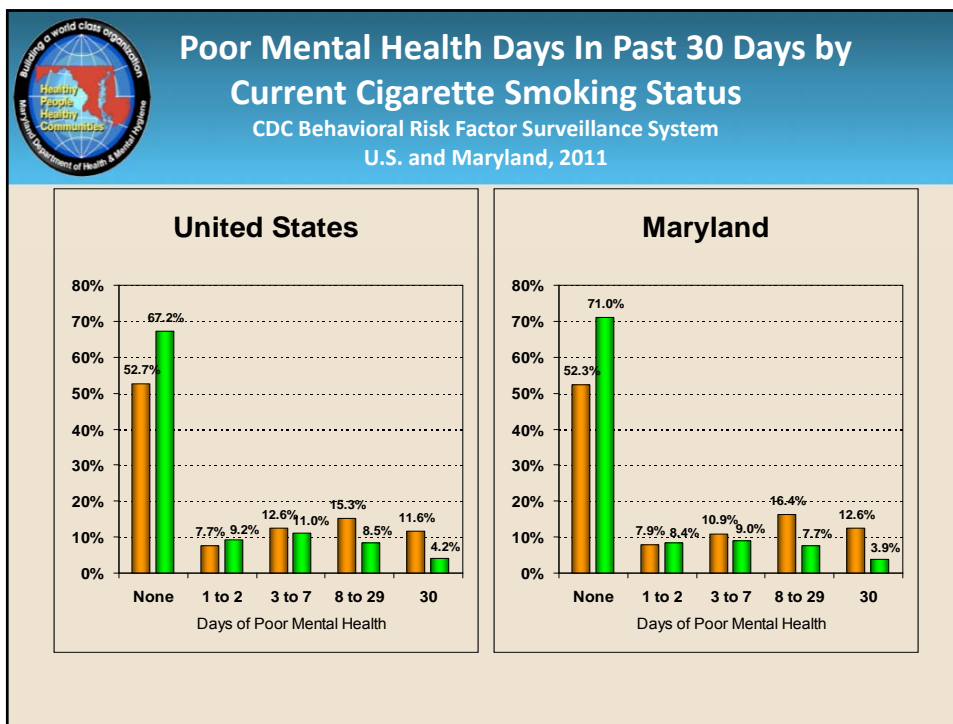
Behavioral and Mental Health and Youth Tobacco Use

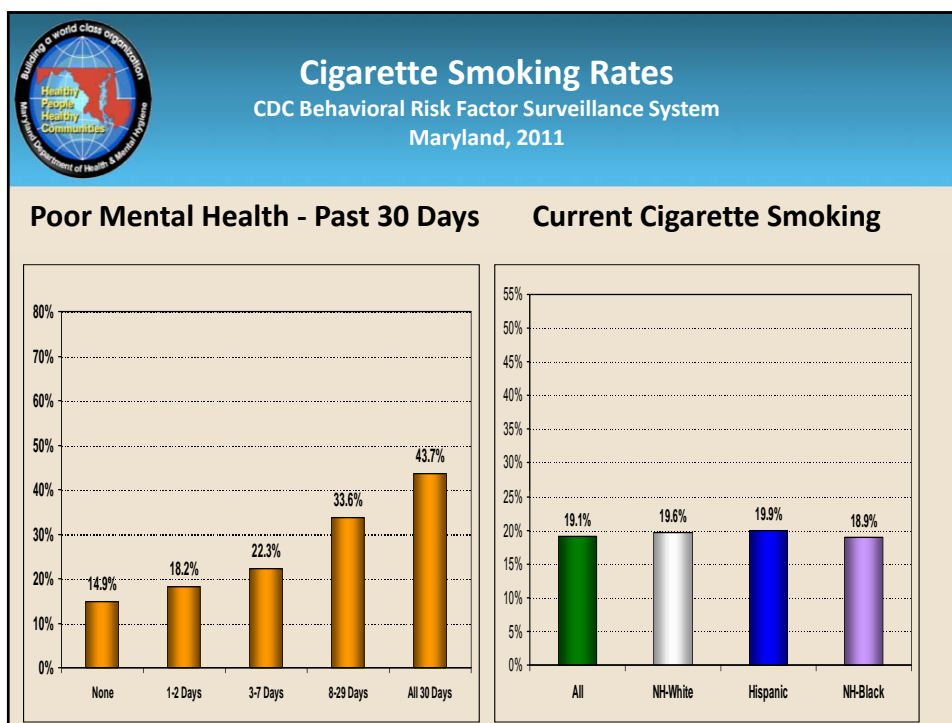
- Hospitalized adolescents (Illomaki 2008)
 - Temporal relationship between onset of daily smoking and psychiatric disorders
 - Substance use, psychotic and depressive disorders
 - Follow the initiation of daily smoking
 - Conduct or oppositional defiant disorders appear to
 - Precede daily smoking

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Life's Early Years and Life Long Mental Health

- Of all lifetime cases of mental, emotional, and behavioral disorders (Kessler 2005; IOM 2009)
 - Half begin by age 14
 - Three-quarters by age 24
- Depression is among most common mental disorders children
- Early intervention - can delay or prevent the onset of mental, emotional, and behavioral disorders (IOM, 2009)
- Nicotine is not the treatment of choice

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Donald Shell, M.D., MA

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Questions & Answers

- Feel free to ask questions via the **chat box.**



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Contact the SCLC

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<http://smokingcessationleadership.ucsf.edu>

Call us toll-free:

1-877-509-3786



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Closing Remarks

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