

# TOBACCO

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Tobacco Control Program Coordinator



# Objectives

- ▶ History
  - ▶ Tobacco Targets
  - ▶ Tobacco Products
  - ▶ Dangers and Tobacco Tolls
  - ▶ The Trust
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# HISTORY

- ▶ America's Brown Gold
- ▶ World War I and II
- ▶ NAACP
- ▶ Nicotine= Insecticide
  - 50–70mg can kill you – one drop
  - 20mg can kill a child

# Tobacco Industry Targets

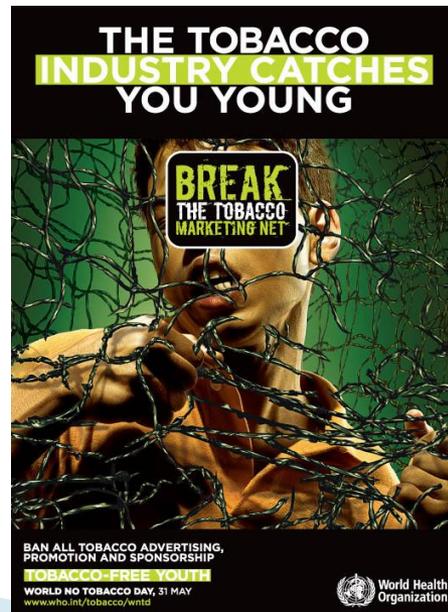
- ▶ By 18-years-old, 90% of smokers are hooked
- ▶ The Target
  - Kids
  - Teens
  - Low Income
  - Minorities

# Here Is What They Said

- ▶ **Philip Morris**: “Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...The smoking patterns of teenagers are particularly important to Philip Morris.”
- ▶ **RJ Reynolds**: “Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term.”
- ▶ **Brown & Williamson**: “Kool’s stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs . . . all magazines will be reviewed to see how efficiently they reach this group.”
- ▶ **Lorillard Tobacco**: “[The base of our business is the high school student.]”
- ▶ **U.S. Tobacco**: “Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.”

# Tobacco Products

- ▶ The major cigarette companies alone now spend about \$12.5 billion per year (or more than \$34.2 million every day) to promote their products; and many of their marketing efforts directly reach kids.
- ▶ Numerous internal tobacco industry documents, revealed in the various tobacco lawsuits, show that the tobacco companies have:
  - perceived kids as young as 13 years of age as a key market,
  - studied the smoking habits of kids, and
  - developed products and marketing campaigns aimed at them.



# Emerging New Products



# Little Cigars and Cigarillos

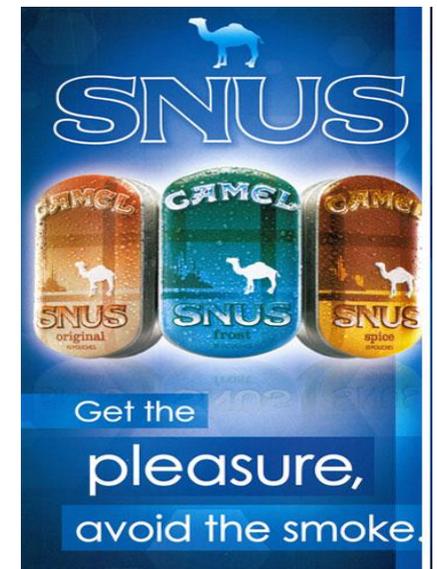
- ▶ Cigars are defined by the U.S. government as “any roll of tobacco wrapped in leaf tobacco or in any substance containing tobacco”.<sup>1</sup>
- ▶ Size Comparison:
  - Cigarette < 3 lbs. per 1000
  - Little Cigar < 3 lbs. per 100
  - Cigar > 3 lbs. per 1000  
(includes cigarillo)



1. USC 5702. Available at: [http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=browse\\_usc&docid=Cite:+26USC5702](http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=browse_usc&docid=Cite:+26USC5702)

# Snus

- ▶ A spit-free tobacco packaged in small teabag-like pouches. Modeled after a Swedish product.
- ▶ **Marlboro snus**
  - Tested starting 2007 in plastic packs, now in smaller foil packs
- ▶ **Camel snus**
  - Ads now appear nationally in magazines



# Dissolvable Tobacco

- ▶ Three new dissolvable tobacco products made of finely milled tobacco.
- ▶ Dissolve in the mouth; do not require spitting.
- ▶ Packaging appearance seems like it may appeal to youth.



## Camel Orbs – Looks like tic tac

- Two Styles: Fresh and Mellow
- 15 Orbs per package
- Last 10–15mi
- 1–3 milligrams of nicotine per Orb
- Test marketing began Jan. 2009

## Camel Sticks– Looks like Toothpicks

- One Style – Mellow
- 20 Sticks per package
- Last 20–30 mi
- 3.1 milligrams of nicotine per stick



## Camel Strips–Like Breath Strips

- One Style: Fresh
- 20 strips per package
- last about 2–3 minutes
- .6 milligrams of nicotine per strip

# Hookah

- ▶ Water pipe smoking that originates from Middle East.
- ▶ Water does not “filter” all the toxic compounds and chemicals.



# Newer Products

- ▶ **Virginia Slims Superslims:** Introduced late 2008 - early 2009; come in “purse packs.”
  - Public health groups have called them out for marketing toward women and younger girls with fashionable colors and sleek sparkling boxes.
- ▶ **Camel Crush:** Introduced fall 2008; Filter contains capsule to be crushed by squeezing, releasing menthol flavor
- ▶ **Marlboro Blend No. 54:** Introduced summer 2009, Mentholated



Introducing **New Marlboro BLEND No. 54**

FULL FLAVORED MENTHOL MILDLY, BLENDED FLAVORS

**AVAILABLE JUNE 17, 2009**

Here is what Adult Smokers said about Marlboro Blend No. 54:  
"FULL MENTHOL TASTE." "MODERN"  
"CONTEMPORARY" FOR TODAY'S SMOKER

Source: Smokers' Attitudes and Expectations about Cigarettes Research Report, December 2008. Among adult smokers of all brands. Results may not be representative of the larger adult smoker population.

**LAUNCH SUPPORT**

**Introductory Price Promotion**  
**\$2 off per pack / \$20 off per carton**

• Promotion Period: June 17, 2009 – July 26, 2009  
• Marlboro Blend No. 54 Introductory Price Promotion will be in addition to all other Promotional Allowances available on Marlboro Blend No. 54 during the June 2009

# Electronic Cigarette

**Battery**



**Atomizer**



**Cartridge**



screw atomizer  
to battery



push cartridge  
to atomizer



# Toll of Tobacco in America

## Deaths & Disease In The U.S. from Tobacco Use

- ▶ People who die each year from their own cigarette smoking:  
**400,000**
- ▶ Adult nonsmokers who die each year from exposure to secondhand smoke:  
**50,000**
- ▶ People in the USA who currently suffer from smoking-caused illness:  
**8.6 million**
- ▶ Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides *combined*, with thousands more dying from spit tobacco use.
- ▶ Of all the kids who become new smokers each year, almost a third will ultimately die from it. In addition, smokers lose an average of 13 to 14 years of life because of their smoking.

**EACH CIGARETTE SMOKED TAKES  
SEVEN MINUTES OF YOUR LIFE!**



92,542



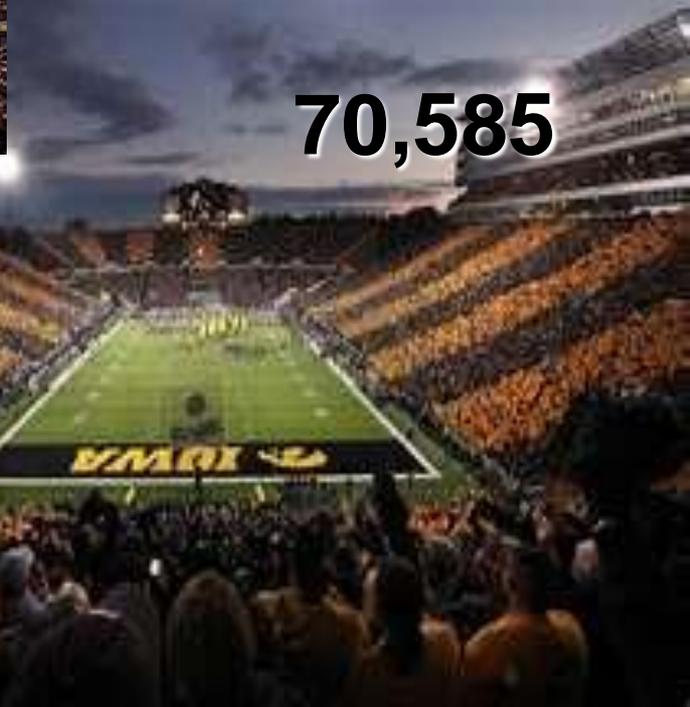
80,000



81,069



76,468



70,585

# Tobacco Tolls of America

- ▶ Smoking – caused health costs and productivity losses per pack sold in USA (low estimate):
  - **\$10.47 per pack**
- ▶ Average retail price per pack in the USA (including sales tax)
  - **\$5.29**



# The Toll of Tobacco in America

- ▶ Total annual public and private health care expenditures caused by smoking: **\$96 billion**
- ▶ Annual Federal and state government smoking-caused Medicaid payments: **\$30.9 billion**
- ▶ Federal government smoking-caused Medicare expenditures each year: **\$27.4 billion**
- ▶ Annual health care expenditures solely from secondhand smoke exposure: **\$4.98 billion**
- ▶ Productivity losses caused by smoking each year: **\$97 billion**
- ▶ Taxpayers yearly fed/state tax burden from smoking-caused government spending: **\$70.7 billion (\$616 per household)**

# What Smoking Costs You

Each Day, I Smoke About	1 Year	5 Years
1 Pack of Cigarettes	\$1,938.15	\$9,690.75
2 Packs of Cigarettes	\$3,876.30	\$19,381.50
3 Packs of Cigarettes	\$5,814.45	\$29,072.25

- ▶ Annual health care costs in Louisiana directly caused by smoking: **\$1.47 billion**
- ▶ Residents' state & federal tax burden from smoking-caused government expenditures: **\$636 per household**

# Tobacco Producing: Third World Countries

- ▶ Slavery (5–14 year olds)
  - ▶ Causing widespread famine
  - ▶ Killing children
  - ▶ Companies making a bigger profit
- 

# Third World Tobacco Producers



# Tobacco Cessation: Programs to Help Kick the Habit

- ▶ The Trust
  - ▶ 1-800-Quit-NOW
  - ▶ [QuitwithUs.org](http://QuitwithUs.org)
  - ▶ Medicaid
- 

# The Trust

- ▶ The Qualifications
    - Louisiana resident
    - Smoked a cigarette before Sept. 1, 1988
  - ▶ Doctor's Visits
  - ▶ Medication
    - What medication covered
    - Helpful hints
  - ▶ Counseling
    - Individual
    - Group
- 

# The Rest

- ▶ 1-800-Quit-NOW
- ▶ Medicaid
  - “Physician-Supervised Behavioral Program”
  - Hand-written prescriptions signed by prescribing practitioner.
  - Medication Covered
    - Gum, Patch, Zyban
    - With authorization: Chantix, Inhaler, Spray

# Questions



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# Smoking Cessation

Presented by

Valery Peters, RN - BSN



Louisiana

# Why Should I Quit?

- Increased risk for:
  - Heart Disease
  - Stroke
  - Many types of cancers
- Leading cause of preventable death in U.S.
  - 438,000 deaths each year
  - Secondhand smoke causes more than 41,000 deaths each year
- More than 7,000 chemicals in tobacco smoke



# What's In a Cigarette?



# What Works to Help Smokers Quit?

- Tobacco dependence is a chronic disease that often requires multiple attempts to quit.
- Treatment is not one-size-fits-all.
- Effective treatments can significantly increase rates of long-term abstinence.
- Individual, group, and telephone counseling are effective, and efficiency increases with treatment intensity.



# Cessation Medications

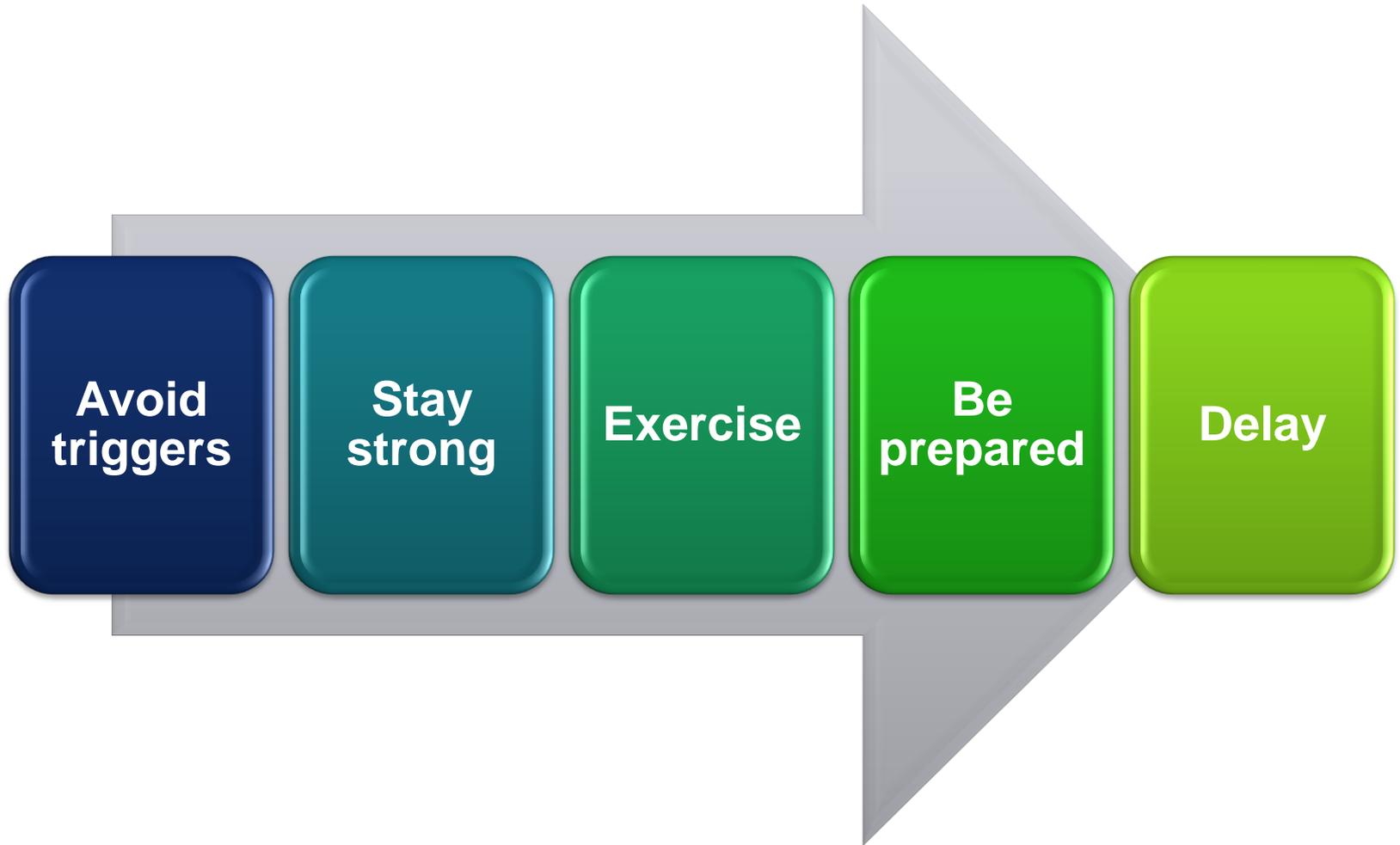


- Nicotine Replacement
  - Nicotine Gum
  - Nicotine Inhaler
  - Nicotine Lozenge
  - Nicotine Nasal Spray
  - Nicotine Patch
- Non-Nicotine
  - Zyban
  - Chantix

# What Can You Expect?

- Cravings
  - The constant background craving
    - This decreases in intensity over several weeks after quitting.
  - Sudden urges to smoke
    - Triggers: feeling happy or sad, having an argument, feeling stressed, drinking alcohol, after eating
    - These tend to get less frequent over time but their intensity can remain strong even months after quitting.

# Change Your Behavior



# Want to Quit? Not Sure Where to Start?

- Talk to your physician to determine what combination of options are best for you.
- Determine your “quit date.”
  - Tell others who will hold you accountable.
- If you are using medications to quit, ask your doctor to write your prescription so you can have them for your “quit date.”



# Want to Quit? Not Sure Where to Start?



- Brainstorm ways you can avoid triggers and plan ahead for cravings.
- Begin engaging in counseling – phone, group, or individual – and find a friend or family member who can help you when it becomes difficult.

# What Happens When You Quit?

- **20 minutes after quitting**
  - Heart rate and blood pressure drop
- **12 hours after quitting**
  - Carbon Monoxide level drops to normal
- **2 weeks to 3 months after quitting**
  - Heart attack risk begins to drop
  - Lung function begins to improve
- **1 to 9 months after quitting**
  - Coughing and shortness of breath decrease



# What Happens When You Quit?

- **1 year after quitting**
  - Risk of heart disease is half that of a smoker's
- **5 years after quitting**
  - Stroke risk is reduced to that of a nonsmoker's 5-15 years after quitting.
- **10 years after quitting**
  - Lung cancer death rate is half that of a smoker's
  - Risk of many different cancers decreases
- **15 years after quitting**
  - Risk of heart disease is that of a nonsmoker's



# How Do I Help My Friend or Loved One Quit?

- Remind your friend that there are many benefits of quitting
- Remember that this addiction is very strong and playing a supportive role can help your friend come to you for help when he or she is ready to quit
- Offer to be available to help them in their quitting process and be firm when needed

# Help Your Friend Make a Plan

- American Lung Association HelpLine
  - 1-800-LUNGUSA
- Your friend will need help during the first 7-10 days
  - Slip ups are common, but remind them of the good reasons to stay quit.
  - Remind that cravings will occur less often over time
- If your friend starts smoking again, don't blame or guilt them.
  - They are still learning how to quit – not failing. Remind your friend how well he or she did without cigarettes.

# Questions?

