Emerging Tobacco Products

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

Welcome Pioneers for Smoking Cessation

During the Webinar

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- Webinar is being recorded
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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

Moderator

- Jennifer Matekuare
  - Moderator
  - Operations Manager
  - Smoking Cessation Leadership Center, University of California, San Francisco
  - jmatekuare@medicine.ucsf.edu
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**

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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 the continuing medical education activity.

Welcome

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

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

Today’s Panelist

- **Kristen Tertzakian**
  - Senior TAT Manager, Program Development, Legacy
EMERGING TOBACCO PRODUCTS: “NEW PRODUCTS, SAME TARGETS”

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)
PRESENTATION TOPICS

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

• State and Community Efforts

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.

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/cgibin/getdoc.cgi?dbname=browse_usc&docid=Cite:+26USC5702
SMALL/LITTLE CIGARS

A review of formerly-secret tobacco industry documents finds that little cigars were intended to replace cigarettes as advertising became restricted.


CIGARILLOS
CIGARS: CAUSE FOR CONCERN

- Cigar use is associated with cancers of the oral cavity, larynx, esophagus, and lung.¹

- 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.


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, SAMHSA

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.

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.

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).

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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.*

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

### 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:

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
Maryland Addresses Youth Cigar Use

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

Why Cigars?

- Many unaware of dangers/marketing
- Cigars sold singly
- Increased Youth Cigar Use
- Fruit and candy flavors
- Cigar taxes 15% wholesale price
- Cigarette tax at $2/pack
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

Source: Maryland Youth Tobacco Survey
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

An ad for a health campaign encouraging people to avoid sugar.

Concept #2

Psst... Wanna smoke some Candy?

An ad for a health campaign encouraging people to avoid tobacco.

11/8/2012
Concept #3

A Little Bit of Sugar Makes the Poison Go Down

No matter how they're sugared up... cigars kill.

Concept #4

No matter how they're sugared up... cigars kill.

WARNING: Cigars are made in the same sweat and prints at ice cream.

MAKE TOBACCO CHILD-PROOF
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
Informational Packet:
Problem…Solution…Resources

Website and Facebook

- www.TheCigarTrap.com
- www.facebook.com/TheCigarTrap
Radio ads

30s

60s

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:
    - 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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410-767-2920

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

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
• 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)

• 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 on set of conduct problems
### 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)

### 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
**Age When Smoked Whole Cigarette For First Time**

Among High School Youth Who Ever Smoked A Whole Cigarette

- <= 8 Years Old: 0.5%
- 9 - 10 yo: 7.1%
- 11 - 12 yo: 15.3%
- 13 - 14 yo: 25.3%
- 15 - 16 yo: 29.6%
- 17+ yo: 7.4%

Among Adults 18+ Who Ever Smoked A Whole Cigarette

- <= 17 Years Old: 69.4%
- 18 - 24 Years Old: 23.0%
- 25 - 30 Years Old: 4.3%
- 31+ Years Old: 2.5%

Source: CDC National Youth Risk Behavior Survey (NYRBS), 2011
Source: CDC National Adult Tobacco Survey (NATS), 2009-2010

**Depression and Poor Mental Health Days**

CDC Behavioral Risk Factor Surveillance System
U.S. and Maryland, 2011

**Adults Ever Diagnosed with a Depressive Disorder**

- US
- Maryland

**Adults With 1+ Poor Mental Health Days During Past 30 Days**

- All
- NH-White
- Hispanic
- NH-Black

Source: CDC National Youth Risk Behavior Survey (NYRBS), 2011
Source: CDC National Adult Tobacco Survey (NATS), 2009-2010
Ever Diagnosed With a Depressive Disorder by Current Cigarette Smoking Status
CDC Behavioral Risk Factor Surveillance System
U.S. and Maryland, 2011

1+ Poor Mental Health Days In Past 30 Days by Current Cigarette Smoking Status
CDC Behavioral Risk Factor Surveillance System
U.S. and Maryland, 2011
Poor Mental Health Days in Past 30 Days by Current Cigarette Smoking Status

CDC Behavioral Risk Factor Surveillance System
U.S. and Maryland, 2011

United States

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Maryland

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Current Smoking Rates

CDC Behavioral Risk Factor Surveillance System
USA, 2011

Poor Mental Health Past 30 Days

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Current Cigarette Smoking

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Cigarette Smoking Rates
CDC Behavioral Risk Factor Surveillance System
Maryland, 2011

Poor Mental Health - Past 30 Days

Current Cigarette Smoking

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
Donald Shell, M.D., MA

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Questions & Answers

- Feel free to ask questions via the chat box.
Contact the SCLC

Visit us online:
http://smokingcessationleadership.ucsf.edu

Call us toll-free:
1-877-509-3786

Closing Remarks

Please help us by completing the post-webinar survey.

Thank you for your continued efforts to combat tobacco.

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