Alternative Tobacco Products & Emerging Trends in Tobacco

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Youth & Tobacco

What percentage of adult tobacco users begin smoking before age 18?

a. 25%

b. 45%

c. 70%

d. 90%
Why Tobacco?

Tobacco use is a sign that students are likely to be engaged in other risky behaviors.

Current smokers are:

- Less likely to feel connected to school
- 7th grade smokers are eight times more likely to be truant
- 11th grade smokers are twice as likely to report grades of C’s and D’s
Tobacco and Violence

Seventh grade students who smoke are:
• Three times more likely to fight at school
• Six times more likely to have vandalized school property
• Five times more likely to bring a gun or other weapon to school

Eleventh grade students who smoke are:
• Twice as likely to fight at school
• Three times more likely to belong to a gang
Tobacco and AOD Use

Seventh grade students who smoke are:
• Seven times more likely to report any AOD use
• Twenty times more likely to report marijuana use and binge drinking
• Ten times more likely to report inhalant use

Eleventh grade students who smoke are:
• Four times more likely to have ever been drunk or high at school
• Ten times more likely to use cocaine, ecstasy, methamphetamines, or other illicit drugs

Source: CHKS Factsheet 5
www.wested.org/pub/docs/chks/factsheets.html
New Products Trivia Game

Today we will learn about new trends in the world of tobacco and discuss a variety of tobacco products

• Break into 4 groups
• Create a name for your group – be creative
• Get the instructions for the activity
• Get your answer sheet & let’s get started
Quiz Time!
Product #1
Product #2
Product #3
Product #4
Product #5
Product #6
Product #7
Product #8
Time’s Up!
Product #1 ~ *Swisher Sweets*
What are Swisher Sweets?

Swisher Sweets are small, sweet cigars
• Contain about 0.85 mg of nicotine

Manufactured by Swisher International, America’s largest cigar exporter
• Swisher International accounts for one-third of all US cigar sales

Swisher Sweets were introduced in 1958
• The product line includes Swisher Sweets Little Cigars, Cigarillos (the company's best-selling item), Tip Cigarillos, Sweet Coronellas, Wood Tips, Slims, Perfecto, Blunt, and Kings

Swishers may be smoked as is or used split to make blunts

Blunts, popularized in hip hop culture, are popular among marijuana smokers in the US
Available in the following flavors...

Regular (Sweet)
Peach
Strawberry
Grape
Lime
Chocolate
Cinnamon
Wine
Menthol
Tequila
Candy Flavored Tobacco Products...

Appeal to young people
Young people are much more likely to use flavored tobacco products than adults, and tobacco industry documents show that companies have designed flavored cigarettes with kids in mind.

Disguise the bad taste of tobacco
Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products.

Are just as addictive as regular tobacco products
Researchers have found that many kids think flavored tobacco products are safer and less addictive than regular tobacco products. This is not true.

Have the same harmful health effects as regular tobacco products
Smoking any kind of tobacco product increases your risk of developing serious health problems, including lung cancer, heart disease and emphysema.
Product #2 ~ *Flavored Blunt Wraps*
More on Blunt Wraps

Blunt wraps are tobacco leaves designed for rolling blunts (marijuana cigars)
Blunt wraps are often flavored to taste better, camouflage the smell of marijuana, and appeal to youth
They can be found at gas stations, liquor stores and convenience stores – and they are cheap!
Product #3 ~ **Snus**
More on Snus

Snus is a moist tobacco powder that originated in Sweden – each packet has about 1 mg of nicotine. It is consumed by placing it under the lip for extended periods of time – about 30 minutes. Unlike snuff, there is no spitting. Snus is now manufactured in the US by RJ Reynolds under the name Camel Snus.
More Snus ~ Camel Snus
Product #4 ~ **Bidis**
More on Bidis

A bidi is a thin, South Asian cigarette filled with tobacco flake, wrapped in a tendu leaf, and tied with a string at one end.

Bidis are popular in India where they account for half of all tobacco consumption.

They deliver more nicotine, carbon monoxide, and tar than cigarettes.

They also carry a greater risk of oral cancers.

They are often flavored to taste like strawberry, chocolate, mandarin orange, vanilla, grape, lemon-lime, clove, mint, cinnamon, wild cherry, mango, cardamon, licorice, or raspberry.
Product #5 ~ *Cloves*
More on Cloves

Clove cigarettes (also called kretek) are made with a blend of tobacco, cloves, and other flavors – cloves usually comprise 40% of the total weight.

Kreteks are very popular in Indonesia where 90% of all smokers use them.

Djarum Black cigarettes (pictured on the slide above), contain 12mg of tar and approximately 1mg of nicotine per cigarette.
Product #6 ~ Dissolvables

“The Best Tobacco You Never Smoked”
More on Camel Dissolvables

**Cigarettes** - 20 cigarettes per package, 1 mg nicotine

**Camel Strips** (Fresh) - 20 Strips per package
• Last about 2 – 3 minutes, 0.6 mg

**Camel Orbs** (Fresh and Mellow) - 5 Orbs per package
• Last about 10 – 15 minutes, 1 mg

**Camel Sticks** (Mellow) – 10 Sticks per package
• Last about 20 – 30 minutes, 3.1 mg
More Dissolvables

"The Future of Tobacco"
Product #7 ~ Hookah
More on Hookah

A hookah, or waterpipe, is a single or multi-stemmed instrument for smoking tobacco in which the smoke is cooled and filtered by passing through water.

Hookahs are known by many names around the world including shishas, lula, and chillim.

A common belief among hookah users is that the smoke is less dangerous than cigarettes because the water makes it less irritating.

The American Cancer Society found that during a typical hookah session, which lasts about one hour, users consume about 70 times the nicotine found in one cigarette.
Product #8 ~ *E-Cigarettes*
What is an E-Cigarette?

An electronic cigarette, also known as an e-cigarette, is a battery-powered device that provides inhaled doses of nicotine by way of a vaporized solution.

In addition to purported nicotine delivery, this vapor also provides a flavor and physical sensation similar to that of inhaled tobacco smoke, while no tobacco, smoke, or combustion is actually involved in its operation.
The Anatomy of an E-Cigarette
E-Cigarette Flavorings

Tobacco
Menthol
Apple
Cherry
Coffee
Peach
Turkish Delight
Vanilla
Blueberry
Product #9 ~ *Create Your Own!*

- In groups, design a new tobacco product
- Be innovative
- Be prepared to present your product to the group
  - You can develop an ad
  - Sign a song about your product
  - Do a short skit
  - Make a poster

Group presentations
Questions?

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