New Generation Tobacco Products: Big Tobacco’s Candy Land

"We don’t smoke that s**t, we just sell it. We reserve that right for the young, the poor, the black and the stupid."

-- R.J. Reynolds, as quoted in the Times of London, August 2, 1992
Before We Start: Why Be Concerned?

- Less than a third of teens say their doctors have spoken to them about tobacco use.
- Even fewer teens reported their healthcare provider had advised them to quit using tobacco.
- Every year, 400,000 U.S. youth under 18 smoke their first cigarette.
- 1/3 of outpatient clinic visits made by 11–21 year-olds during 2004–2010 had no documentation of tobacco use status, and 80% of those who screened positive for tobacco use did not receive any cessation assistance.

Why Be Concerned?

- Many new generation products resemble candy, are brightly packaged, and are aggressively marketed toward youth.
- A recent study revealed tobacco products are flavored using the same flavorings found in Kool Aid and Jolly Ranchers!
- Many products come in small packages easily opened by children; even small amounts of nicotine can be lethal to children.
- In Michigan, 17.9% of high school students reported current tobacco use in 2013.
- Of this, 51.9% tried to quit smoking!
- ASK about tobacco use and help clients quit – we’ll show you how!

New Generation Tobacco Products

- New Generation Tobacco Products include:
  - E-cigarettes, snus, sticks, strips, orbs, hookah, dolha, other forms of dissolvables, etc.
- But don’t forget established forms of Other Tobacco Products, including:
  - Spit/Chew/Snuff, Cigars, Pipes
- Dual use of cigarettes and other forms of tobacco products is expected to rise as individuals seek to avoid smoke-free laws and policies.

IMPORTANT:

Nicotine Replacement Therapy ≠ New Generation Tobacco Products.
New Generation Tobacco Products

**Snus**
- Tobacco in a small pouch, similar to a small tea bag
- U.S. versions marketed aggressively as alternative to smoking in smoke-free environments

**Special Concerns**
- Youth attracted to many flavors.
- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with oral, esophageal and pancreatic cancer.

**Strips**
- Nisupan is nicotine-based
- Camel Strips and others are ground tobacco pressed into a strip
- Marketed as alternative to smoking in smoke-free environments

**Special Concerns**
- Easy to hide or confuse with other products.
- All forms of smokeless tobacco use associated with oral, esophageal and pancreatic cancer.

**Hookah**
- A 1-hour-long hookah session involves inhaling 100-200 times the volume of smoke inhaled from a single cigarette
- Charcoal used to heat the shisha increases exposure to carbon monoxide and secondhand smoke

**Special Concerns**
- Risk of transmitting tuberculosis, herpes or hepatitis, among others
- Hookah smokers at risk for oral, stomach, lung, esophageal cancers; reduced lung function, and decreased fertility
Old Generation Tobacco Reboot

Little Cigars and Cigarillos

- Fruit and candy flavors
- Sold individually in colorful wrappers
- Cheap – costing less than an ice cream cone or candy
- Single cigars are easy to hide from parents and teachers
- Bright colors make them easy to confuse with other products

Spit/Snuff/Dip/Chewing Tobacco

- Many candy flavors like mint, cinnamon, apple, berry, citrus, cherry, peach
- Bright colors make them easy to confuse with other products
- History of association with baseball
- Extremely difficult to quit

More on the Horizon

Sticks, Orbs, Discs

- Sticks and Orbs are made of ground tobacco pressed into stick or oval form, dissolvable
- Discs contain nicotine and do not dissolve (Verve)
- “Spitless” nature of products increase concern for oral, esophageal and stomach cancers
But Wait! ...There’s More...

What is an Electronic Cigarette?

- Allows user to inhale vapor containing nicotine and/or other substances.
- Disposable or rechargeable and/or refillable.
- Contain a cartridge filled with liquid nicotine, flavorings and glycerin or propylene glycol.
- When coil heats, it converts the contents of the cartridge into vapor.

What are E-cigarettes NOT?

- E-cigarettes are NOT an approved U.S. Food and Drug Administration (FDA) quit tobacco device and should NOT be marketed as such.
- E-cigarettes are NOT a safe alternative to other forms of tobacco.

...despite this, we are seeing a lot of false claims...
Health Concerns

- **Poison:** American Association of Poison Control Centers report rising incidents of exposure to e-cigarette devices or nicotine refill fluid from 29 and 1 in 2010 to 447 and 12 in 2012, respectively.
  - Consuming 0.1-1 mg of nicotine per kilogram of body weight is considered to be a LETHAL dose for a young child. Most toddlers weigh about 10 kg.
  - Most e-cigarette refill bottles are approximately 10 mL, which is over 10 times the expected lethal dose for a child.
  - MI: 31 incidents of poisoning in 2013, and 20 thus far in 2014.
  - Nicotine exposure, whether through inhalation, ingestion, or skin contact, can be hazardous to the health and safety of children, young people, pregnant women, nursing mothers, people with heart conditions and the elderly.

- **Primary and Secondhand Vapor Exposure:** Some studies have indicated adverse health impacts for both the user and bystander, but additional studies are needed to confirm this.
  - Propylene glycol: found in asthma inhalers and e-cigarettes. No study to date has investigated its impact as used in e-cigarettes. (Few actuations per day for an inhaler versus up to 400 per day for a typical disposable e-cigarette)
  - Another study has shown that secondhand exposure to e-cigarettes results in involuntary exposure to nicotine. The long-term impact is currently unknown.

- **Reported Impacts to FDA:**
  - Pneumonia
  - Congestive heart failure
  - Disorientation
  - Seizure
  - Hypotension, and others...

- **Lack of quality control**
  - In 2009, the FDA tested the ingredients of cartridges from two leading brands of e-cigarettes and found levels of cancer-causing and toxic chemicals, including diethylene glycol, an ingredient in antifreeze.
  - In some cases cartridges labeled as containing no nicotine had nicotine.

- **Lack of regulation**
  - FDA is not regulating the manufacture of e-cigarette components or contents at this time.
  - It is currently legal for minors to purchase e-cigarettes, e-hookah, their components, and refills in Michigan.
Safety Concerns

- Lack of regulation
  - Consumer Product Safety Commission is not regulating the manufacture of e-cigarettes or components.
  - Charger danger
    - As Big Tobacco enters market, expect quality to improve.

- E-cigarette Risks
  - Explosions
  - Fires
  - Poisoning
  - Enables discreet use of other drugs (heroin, marijuana, crack, cocaine)
  - Hazardous Waste & Litter

Social Concerns

- Social norm reversal
- Marketed to maintain addiction
- Playing out of Big Tobacco’s playbook:
  - Back on TV
  - In the workplace
  - In schools
  - False health claims
  - Aimed at youth

Clinical Concerns: E-Cigarettes

- Not FDA-approved for cessation
- Not FDA-regulated for safety
- Promote dual use or shifting addiction from conventional cigarettes to e-cigarettes
- Health impacts largely unknown; studies ongoing
- Attractive to youth; gateway phenomenon
- Poison and children
What’s a Healthcare Provider To Do?

- **Educate Yourself!**
  - Stay current on the latest tobacco products – they’re being marketed to youth.
  - Find out and promote awareness of your school district’s tobacco policy. Don’t know it? Ask your district or MDCH!

- **Educate Clients, Staff, and the Community!**
  - Reminder that e-cigarettes are not FDA-approved cessation medication, and are not even regulated for safety
  - Evidence-based medication: 7 FDA-approved medications or nicotine-replacement therapy

What’s a Healthcare Provider To Do?

- **Use the 5 As**
  - Ask
    - Remember to ASK about all forms of tobacco by name – most users DO NOT consider hookah, e-cigarettes, snus, or other new generation products to be tobacco!
  - Advise
  - Assess
  - Assist
  - Arrange

What’s a Healthcare Provider To Do?

- **Refer to the Michigan Tobacco Quitline**
  - 1-800-QUIT-NOW (1-800-784-8669)
  - Fax referral available: [https://michigan.quitlogix.org/providers_partners/all_partners.aspx](https://michigan.quitlogix.org/providers_partners/all_partners.aspx)

- **NEW!** Tell the FDA about faulty tobacco products!
  - [www.safetyreporting.hhs.gov](http://www.safetyreporting.hhs.gov)
Questions?

Contact MDCH Tobacco Section for other questions:

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