

RURAL INTERVENTIONS FOR SMOKELESS TOBACCO EDUCATION/ USE PREVENTION

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AN OUNCE OF PREVENTION LLC

PATRICIA NICHOLS

- Prior Tobacco Prevention Specialist for two frontier counties in Montana (5 years)
- Technical and Training Advisor for the Montana Tobacco Use Prevention Program for the last 14 years.
- Early presenter on Smokeless Tobacco Interventions, 2003 APHA
- Board Member for the Smokeless Tobacco Prevention Summit for the last 10 years

BACKGROUND OF EFFORTS

- Montana was among a collaborative of States and Northern Plains Indians who created the Smokeless Tobacco Prevention Summit (formerly called the Smokeless and Spit Tobacco Summit).
- Montana is overwhelmingly made up of frontier and rural counties. There are no official metropolitan counties.

MONTANA INTEREST FROM GRANTEES

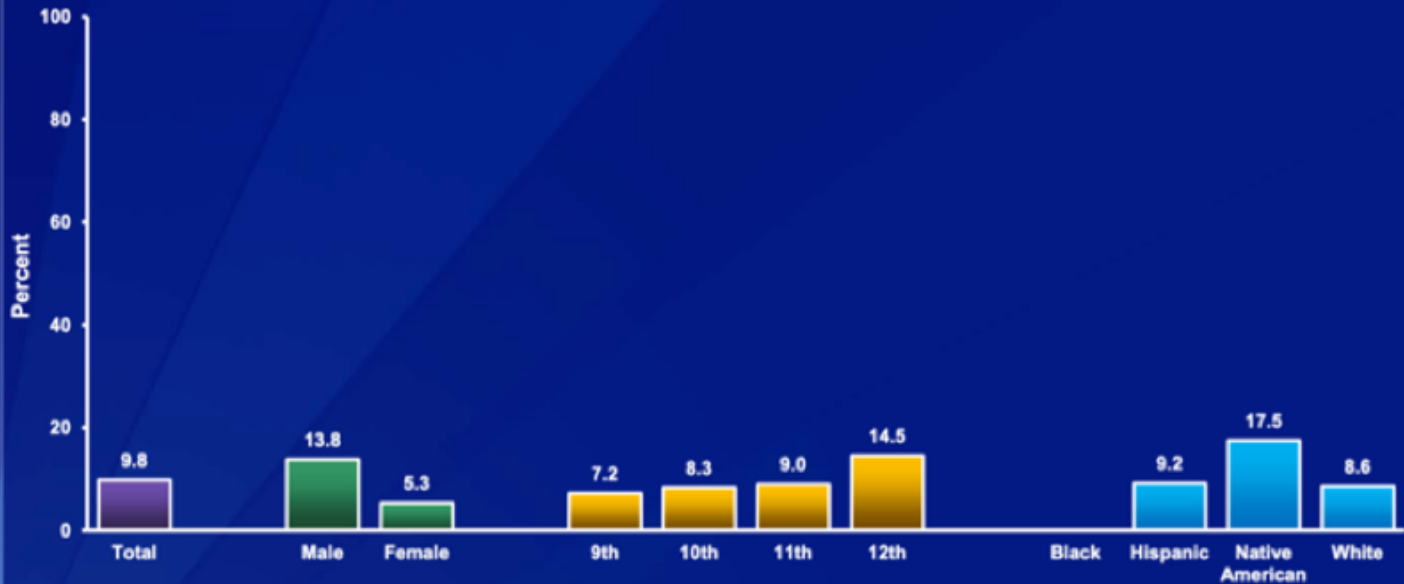
- Smokeless Tobacco Prevalence not addressed sufficiently in conferences or in best practices
- “Smokeless” tobacco not well understood by people in the community
 - Define and name what actual products were being used
 - Take the emphasis off the “less” part of the name, as the risk was still great and not well understood
 - Show representations of the packaging
 - Explain that SLT is an engineered product; it is engineered for addiction.



MORE FROM GRANTEES

- Learn how to appeal to users – primarily males
- Tailor events to educate the public
- Assist in motivation for cessation
- Target young users –
 - Highest prevalence in male high school students
 - Association with sports and athletics
 - Advertising in rural areas

Percentage of High School Students Who Currently Used Smokeless Tobacco,* by Sex,† Grade,† and Race/Ethnicity,† 2017



*Chewing tobacco, snuff, dip, snus, or dissolvable tobacco products [such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, Copenhagen, Camel Snus, Marlboro Snus, General Snus, Ariva, Stonewall, or Camel Orbs], not counting any electronic vapor products, on at least 1 day during the 30 days before the survey

†M > F; 12th > 9th, 12th > 10th, 12th > 11th; N > H, N > W (Based on t-test analysis, $p < 0.05$.)

All Hispanic students are included in the Hispanic category. All other races are non-Hispanic.

Missing bar indicates fewer than 100 students in this subgroup.

Note: This graph contains weighted results.

PROBLEMS IN MONTANA RURAL COMMUNITIES

- Lower income and related engagement
 - Opportunities for fun involve outdoors activities
 - Agricultural settings
 - Cowboy culture – “manly men”
 - Family
 - Allegiance to country
- Tobacco industry marketing appeals to all of these



Beliefs regarding reduced risk

- No secondhand smoke, so it must be safe
- Chewing tobacco is the way that pioneers used tobacco
- Doesn't go into lungs or respiratory system, so no risk of lung cancer – or heart disease?
- If you don't swallow, it won't do damage

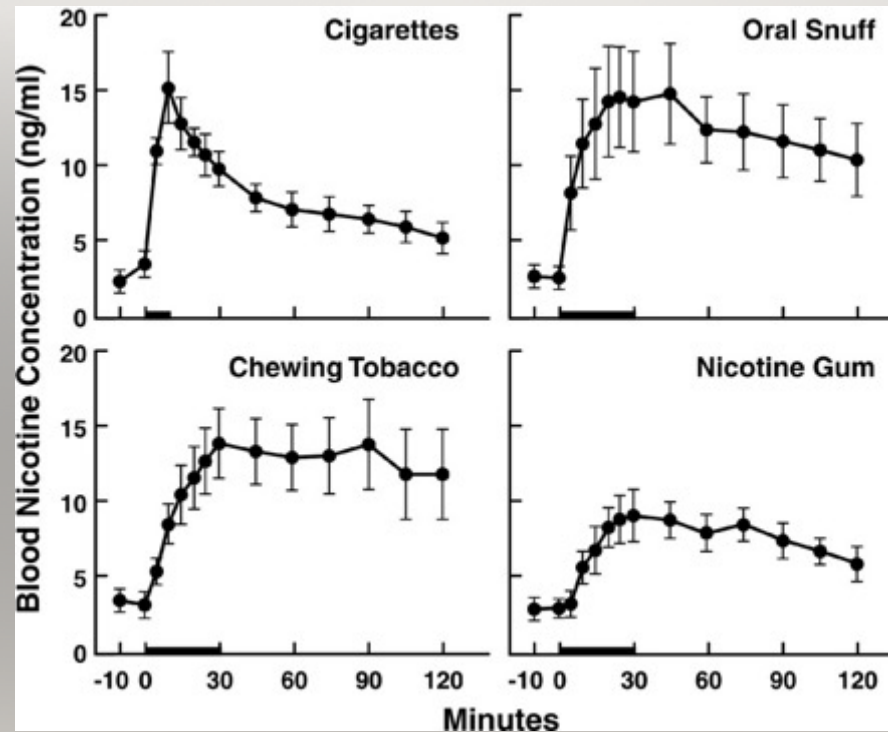
ADDITIONAL PROBLEMS OF SLT USE

- Teen users evolve into mainstream tobacco users as they mature
- Dual use (SLT and cigarettes, or vapes, etc.) is often prevalent in users; complicates cessation attempts
- Dental problems are not perceived as life threatening
- Never enough research on this issue; generally eclipsed by Big Tobacco's product *du jour*.

Occupational connection

- Agriculture, forestry, mining, fire-fighting – peer usage
- Military, veterans
 - Smokeless tobacco is easily concealed and a single chew can last a half hour or more
 - Provides a longer “high” from nicotine; can do without food or rest longer
 - No visible use in war zones
 - Peer usage
 - Succeeds cigarettes as the most common new tobacco addiction in military populations

GEORGE F. KOOB, ... MICHEL LE MOAL,
IN DRUGS, ADDICTION, AND THE BRAIN, 2014



COUNTER-MARKETING OPPORTUNITIES

- Rodeo – related outreach – Montana approach
 - Cowboys that DON'T use smokeless
 - Tobacco Free High School Rodeo
 - Tobacco Free Settings for Rodeo (fairs, arenas)
 - Rewards for tobacco free athletes (scholarships)



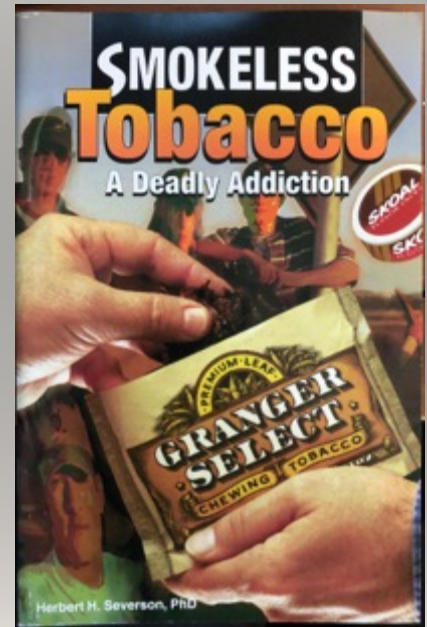
YOUTH INTERVENTIONS

- Sports-Athletic Coach **education**

All coaches are not health education experts

Educating these key people helps reach target audience

Support effective school policy



Through with Chew Events

- Event originally created in Wyoming; now celebrated in several states and by the US Dept of Defense
- A week of dedicated activity to educate and promote prevention and cessation for smokeless
- Awareness advertising (social media, schools assemblies and contests, local events)
- One day, usually Thursday – “Great American Spit Out”

The thought of quitting smokeless tobacco forever might be overwhelming,
but could you give it up for just 24 hours?

GREAT AMERICAN SPIT OUT FEBRUARY 21, 2019

Participate in the Great American Spit-Out (GASpO), taking place on February 21, 2019, and pledge to go tobacco-free for one day.
The support and resources that are available make the GASpO a great time to start your effort to quit.
One day could jump start a lifetime of healthier living!

QUIT TOBACCO
UCanQuit2.org

Quit Kits available at the Troop Store, MCO, and Gas Station
All locations that sell tobacco products, all sales will be suspended per OCCC 1202.271 on 21 February 2019.

For more info: 466-6467



med.navy.mil/sites/nmcphc/health-promotion/Pages/ReproMaterial-Spit-Out.aspx

NAVY AND FEDERAL GOVERNMENT EMPLOYEES

THROUGH WITH CHEW WEEK!



POST YOUR BEST TOBACCO-FREE PHOTO
ON INSTAGRAM USING THE HASHTAG
#THROUGHWITHCHEW

THROUGH WITH CHEW PLUS

- Dental office outreach/education
 - Dental hygienists are first line of user intervention
 - Provide free brochures from national orgs
 - Encourage use of QuitLine and/or other cessation.
 - Peer Support: Kill the Can - Killthecan.org
 - MyLastDip.com - Teen quitting website
 - TPS/Coalition can make requests for nicotine-less chew to be carried in local C-Stores
 - Smokey Mountain – highly recommended by quitters
 - Nicotine-less chew found to be helpful – Herb Severson Ph.D.

MT PREFERRED CHEWING HABIT SUBSTITUTE – SMOKEYSNUFF.COM





Smokeless tobacco products are not a safe alternative to cigarettes or cigars.

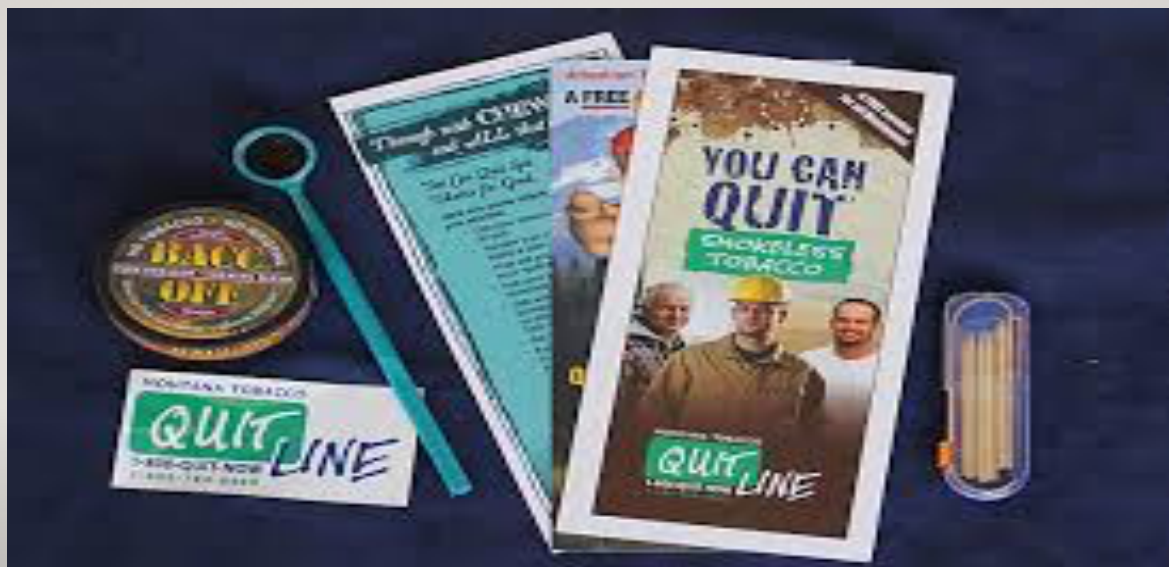
**There are no
harmless
tobacco
products**



MONTANA
**TOBACCO USE
PREVENTION PROGRAM**

THROUGH WITH CHEW EVENTS

- Targeted- vulnerable population outreach
 - Paycheck stuffers for local businesses that have high level of smokeless users: mining, agriculture, timber
 - Quit Spit Kits (QuitLine brochure, dental mirror, smokeless non-nicotine chew, sunflower seeds, chewing gum)
 - Promotion of dentists/hygienists who will offer free oral cancer checkups.
 - Visiting Spit-tobacco cancer survivors – public event



POLICIES!!!

- Montana Tobacco Prevention – recognizes Through With Chew as performance deliverable for County and Tribal Programs
- Local prohibition of Smokeless tobacco use
 - In sports venues such as ballparks, rodeos
 - School athletics
 - Montana High School Rodeo POLICY adopted
 - Wrestling is a strongly associated sport; smokeless is often used for weight control
 - Baseball – TFK proposed Knock Tobacco Out of the Park – now in 15 of 30 major league ballparks

FAMILIARIZE WITH FDA: REAL COST CAMPAIGN



QUESTIONS

- Patricia Nichols: itzpat.Nichols@gmail.com
- National Smokeless Summit: <https://smokelesssummit.org/>
- Ronnie Trentham/Tobacco Tour:
Ronnie_Trentham@yahoo.com
- The Real Cost:
<https://therealcost.betobaccofree.hhs.gov/dip>
- Knock Tobacco Out of the Park:
<https://tobaccofreebaseball.org/>