

A PINCH OF TRUTH:

Educating Youth About Spit Tobacco

Lessons to supplement a
comprehensive tobacco
prevention curriculum

REVISED FALL '07



ACKNOWLEDGEMENTS

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THE ISSUE

- Colorado's Tobacco-Free Schools Law
- Colorado's Clean Indoor Air Act 2006
- Prevalence of Spit Tobacco Use
- The Toll of Tobacco in Colorado
- Dental Association Position Statements



COLORADO'S TOBACCO-FREE SCHOOLS LAW

Colorado's Tobacco-Free Schools Law (CRS 25-14-103.5) was passed in 1994 and revised in 1998. The statute is provided for teacher reference purposes and will assist in responding to questions related to the Colorado Tobacco-Free Schools Law.

NOTES

25-14-103.5. Prohibition against the use of tobacco on school property - legislative declaration - education program - special account.

(1) The general assembly finds that many of the schools in this state permit the use of tobacco in and around school property. The general assembly further finds that second-hand smoke generated by such activity and the negative example set and frequently imitated by our school children are detrimental to the health and well-being of such children as well as to school teachers, staff, and visitors. Accordingly, the general assembly finds and declares that it is appropriate to create a safe and healthy school environment by prohibiting the use of tobacco products on all school property.

(2) As used in this section, unless the context otherwise requires:

(a) "School" means a public nursery school, day care center, child care facility, head start program, kindergarten, or elementary or secondary school through grade twelve.

(b) "School property" means all property, whether owned, leased, rented, or otherwise used by a school, including, but not limited to, the following:

(I) All interior portions of any building used for instruction, administration, support services, maintenance, and storage and any other structure used by a school; except that such term shall not apply to a building primarily used as a residence;

(II) All school grounds surrounding any building specified in subparagraph (I) of this paragraph (b) over which the school is authorized to exercise dominion and control. Such grounds shall include any playground, athletic field, recreation area, and parking area; and

(III) All vehicles used by the school for the purpose of transporting students, workers visitors, or any other persons.

(c) "Tobacco" means cigarettes, cigars, cheroots, stogies, periques, granulated, plug cut, crimp cut, ready rubbed, and other smoking tobacco, snuff, snuff flour, cavendish, plug and twist tobacco, fine-cut and other chewing tobaccos, shorts, refuse scraps, clippings, cuttings and sweepings of tobacco, and other kinds and forms of tobacco, prepared in such manner as to be suitable for chewing or for smoking in a cigarette, pipe, or otherwise, or both for chewing and smoking. "Tobacco" also includes cloves or any other product that is packaged for smoking.

(d) "Use" means the lighting, chewing, and smoking of any tobacco product.

(3) (a) (I) The board of education of each school district shall adopt appropriate policies and rules which mandate a prohibition against the use of all tobacco products on all school property by students, teachers, staff, and visitors and which provide for the enforcement of such policies and rules.

(II) Repealed.

COLORADO'S CLEAN INDOOR AIR ACT 2006

SmokeFreeColorado
Good health is good business

Colorado Clean Indoor Air Act 2006

Implementation Date: July 1, 2006

Overview of the law

Declares that the purpose of the act is to preserve and improve the health, comfort, and environment of Colorado residents by limiting exposure to tobacco smoke.

Requires Indoor Areas to be Smoke-Free

Including but not limited to:

- Public places and buildings such as elevators, restrooms, theaters, museums, libraries, schools, educational institutions, retirement facilities and nursing homes
- Lobbies, reception areas, hallways, and any other common-use areas
- Any place of employment not exempted
- Restaurants, bars, limited gaming facilities, billiard or pool halls, bowling alleys, grocery stores, and any food service establishment
- Indoor sports arenas, gymnasiums, and auditoriums
- Health care facilities, hospitals, health care clinics, doctor's offices, and child day care facilities
- No less than 75% of hotel or motel sleeping quarters rented to guests
- Jury waiting and deliberation rooms, courtrooms, and public meetings
- Government-owned mass transportation of any kind

Entryway

- Entryways of establishments covered by this law must be smoke-free.
- "Entryway" means the outside of the front or main doorway leading into a building. Entryway also includes the area of a public or private property within a specified radius outside of the doorway. The specified radius shall be determined by the local authority or, if the local authority has not acted, the specified radius shall be 15 feet.
- A local authority may specify a radius of less than 15 feet for the area included within an entryway.

Exemptions

- Private homes, residences, and automobiles unless being used for child care or day care.
- Limousines under private hire
- Up to 25% of rented hotel or motel rooms
- Retail tobacco businesses
- An establishment that met the definition of a "cigar-tobacco bar," as of December 31, 2005
- The outdoor area of any business, excluding entryways as described above
- The retail floor plan of casinos
- Fully enclosed and independently ventilated airport smoking concessions at Denver International Airport
- Employers with three or fewer employees who do not allow access to the public
- A private, non-residential building on a farm or ranch that has an annual gross income of less than \$500,000

COLORADO'S CLEAN INDOOR AIR ACT 2006

SmokeFreeColorado

Colorado Clean Indoor Air Act 2006

Penalties

A violation of this law is a Class 2 Petty Offense.

- It is unlawful for a person who owns, manages, operates, or otherwise controls the use of a premises subject to this law to violate any provisions of this law.
- It is unlawful for a person to smoke in an area where smoking is prohibited by this law.
- 1st violation within a calendar year - \$200 fine
- 2nd violation within a calendar year - \$300 fine
- Every violation per day thereafter within a calendar year - \$500 fine

Each day of a continuing violation shall be deemed a separate violation.


Enforcement


- This law will be enforced by local authorities.

For a copy of the law, go to: www.SmokeFreeColorado.org

PREVALENCE OF SPIT TOBACCO USE

The following fact sheet is provided by Get R!EAL, Colorado's youth movement against the tobacco industry. For more information, visit getrealcolorado.com.



CHEW ON THIS: 

The R!EAL Facts on Spit Tobacco

Spit Tobacco	(aka Smokeless Tobacco, Snuff, Dip, Plugs, Twist, Loose Leaf) Spit Tobacco is usually sold as leaf tobacco (packaged in a pouch) or plug tobacco (in brick form) and both are put between the cheek and gum. Users keep chewing tobacco in their mouths for several hours to get a continuous high from the nicotine in the tobacco. However, smokeless tobacco comes in other forms like Snuff (powder form,) Snus (moist powder form,) and new spit-free tobacco products.
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Is Spit Tobacco as Bad as Cigarettes?

Do you think chew (also known as smokeless tobacco, spit tobacco or snuff) isn't as bad as cigarettes? Well, think again! The truth is that chew contains cancer-causing chemicals, 30 different metals, and a radioactive material called polonium-210, in addition to its main ingredient, nicotine. In fact, the amount of nicotine in one dip or chew of spit tobacco can deliver up to five times the amount of nicotine found in one cigarette.

The R!EAL Truth About Spit Tobacco

- Since 1970, spit tobacco has gone from a product used mostly by older men to one used mostly by young men and boys.
- Colorado middle school and high school youth are saying that they have tried spit tobacco more often than youth from around the U.S. (23% of Colorado high school youth have ever tried; 18% of high school youth across the nation have ever tried; 10% of Colorado middle school youth have ever tried; 6% of middle school youth across the nation have ever tried).
- Nearly twice as many Colorado middle and high school males have tried chew compared to females of the same age. However, rates for both female and male youth in Colorado are higher than national rates.
- Over the last 10 years, the largest increase in spit tobacco use was with 6 to 17 year olds.

What Spit Tobacco Does to Your Body

- Spit tobacco is still tobacco—and it has the same key ingredient that gets people hooked—nicotine. People who chew have a hard time quitting and are likely to start using cigarettes.
- Because you hold spit tobacco in your mouth for minutes at a time, you are allowing more chemicals to enter your body than if you smoke a cigarette.
- Spit tobacco can stain teeth a yellowish-brown color. It also gives the user bad breath.
- People who use chew are four times more likely to have tooth and root decay and/or gum disease than those who don't use chew.
- Chew can cause bleeding gums and sores in the mouth that never heal. Fifty percent of teens that chew have pre-cancerous lesions, and one in three get gum disease.
- Constant exposure to spit tobacco juices causes cancer of the mouth, throat, stomach, and pancreas.

Spit Tobacco ("Graduation" Theory)

According to internal company documents, tobacco companies developed a strategy some time ago to hook new spit tobacco users, which really means addicting kids. They know that new users of smokeless tobacco are most likely to begin with products that are milder tasting, flavored, and easier to hold in the mouth. As an individual's habit progresses, he/she would "graduate" to

Continued

getrealcolorado.com Updated August 2006

PREVALENCE OF SPIT TOBACCO USE

smokeless tobacco products that were full bodied, less flavored, and have a stronger tobacco taste.

Smokeless Tobacco, Big Tobacco's Answer to Smokefree Environments

With smoking restrictions now widespread, people are having to seek out alternatives to cigarettes. Big Tobacco sees this as an opportunity to create new avenues to promote their other tobacco products, like "Smokeless Tobacco."

Tobacco companies are starting new "Smokeless Tobacco" product lines, and testing new products that are not only smoke-free but spit-free. For example US Smokeless Tobacco is promoting their new product, Dry Skoal, a new spit-free product which in their own words, "Can be enjoyed anywhere, anytime with the assurance of quality from the experts in smokeless tobacco."

Tobacco companies are tricky, and they will take every opportunity to get you hooked to nicotine, because they know you could be a lifelong customer!

Spit Tobacco Marketing—Don't Buy It!

- Tobacco companies will get you to try and use spit tobacco by:
 - Giving away free samples (which are supposed to be given to adults only, but...)
 - Giving away t-shirts, hats, or other FREE items with their logos.
 - Using young, good-looking models in their ads to create an image of the types of people who use spit tobacco (riders, cowboys, athletes).
 - Sponsoring car races, rodeos and other sports events.
- You can counter industry marketing by:
 - Refusing free samples or gear displaying tobacco company product logos.
 - Refusing to buy industry lies that imply that using smoke-free products will increase your popularity.
 - Refusing to attend events that are sponsored by tobacco companies.
 - Spreading the RIEAL word to those who need to know the tobacco industry targets youth with its deceptive advertising.

What a Chew Habit Costs Each Year

1 Can of Chew = \$5.50 x 365 days/year = \$2,000

What Else Could the Money Buy?

Item	Average Price
Mountain bike	\$400.00
Snowboard	\$300.00
Video game	\$40.00
Six Flags (day pass)	\$45.00
Movie ticket	\$8.50
Athletic shoes	\$50.00
Jeans (name brand)	\$50.00
Skateboard	\$99.00
Motocross bike	\$5,000.00
Fast food meal	\$10.00
Music DVD	\$18.00
Computer (basic)	\$700.00
iPod Nano	\$200.00
Football	\$30.00
Electric guitar (basic)	\$300.00
Airline ticket to Disney	\$240.00

Resources

- Campaign for Tobacco Free Kids
- Youth Tobacco Use in Colorado: Results from the Colorado Youth Tobacco Survey, Executive Summary, Colorado Department of Health and Environment, State Tobacco Education and Prevention Partnership, April 2001
- Oral Health America, National Spit Tobacco Education Program, www.nstep.org, 2001.
- The S.T.O.P. Guide: A Comprehensive Directory of Smokeless Tobacco Prevention and Cessation Resources, Applied Behavioral Science Press, 1997.
- Hatsukami, D. & H. Severson, Oral Spit Tobacco: Addiction, Prevention, and Treatment, *Nicotine and Tobacco Research*, 1998, 1:21-44.
- Tara Leonard, *Smokeless Tobacco*, Journeyworks Publishing, 1996.
- The Marketing of Nicotine Addiction by One Oral Snuff Manufacturer, *Tobacco Control*, Spring, 1995, 4(1).
- How a Tobacco Giant Doctors Snuff Brands to Boost Their Kick, *The Wall Street Journal*, 26 October, 1994.
- Tomar S.L., Chewing Tobacco Use and Dental Caries Among U.S. Men, *Journal of American Dental Association*, 1999, 130:160.

Updated August 2006

THE TOLL OF TOBACCO IN COLORADO

Youth Tobacco Use In Colorado

ST E P P

STATE TOBACCO EDUCATION
& PREVENTION PARTNERSHIP

YOUTH TOBACCO USE IN COLORADO

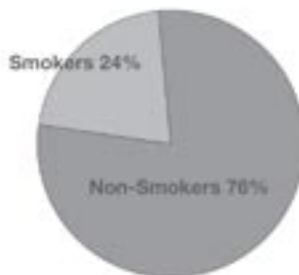
EACH YEAR, MORE THAN 11,000 COLORADO YOUTH UNDER 18 YEARS OF AGE BECOME DAILY SMOKERS. AT THIS RATE, NEARLY 100,000 COLORADO YOUTH ALIVE TODAY WILL DIE AN EARLY, PREVENTABLE DEATH BECAUSE OF A DECISION MADE AS A CHILD.⁴

MANY FACTORS INTERACT TO ENCOURAGE TOBACCO USE AMONG YOUTH, INCLUDING TOBACCO ADVERTISING AND PROMOTION, TOBACCO USE BY PEERS AND FAMILY MEMBERS, AND EASY ACCESS TO TOBACCO PRODUCTS.³

HOW MANY YOUTH IN COLORADO ARE SMOKING CIGARETTES?

- More than 24 percent of Colorado students in grades 9 to 12 report smoking cigarettes at least once during the past month.⁵
- Forty-one percent of young smokers (students in grades 9 to 12), report having smoked their first whole cigarette when they were 12 years old or younger.⁶
- About 56 percent of Colorado students in grades 9 to 12 report having tried smoking cigarettes.⁷
- More than 40 percent of young smokers (students in grades 9 to 12), report having smoked cigarettes on school property at least once during the past month.⁸

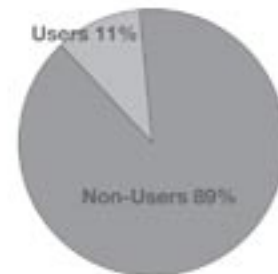
CURRENT CIGARETTE SMOKERS



MORE THAN 4 MILLION ADOLESCENTS UNDER THE AGE OF 18 IN THE UNITED STATES SMOKE CIGARETTES.¹ EACH DAY, MORE THAN 6,000 YOUNG PEOPLE TRY A CIGARETTE AND NEARLY 3,000 BECOME REGULAR SMOKERS — THAT ADDS UP TO MORE THAN ONE MILLION NEW SMOKERS EACH YEAR.²

HOW MANY YOUTH IN COLORADO ARE USING SPIT TOBACCO?

- About 11 percent of young men in grades 9 to 12 report having used spit tobacco at least once during the past month.⁹
- Twenty-four percent of young men in grades 9 to 12 report having tried spit tobacco.¹⁰
- Significantly more young men than women (11% vs. 3%, respectively) currently use spit tobacco.¹¹



WHAT DO YOUTH THINK ABOUT USING TOBACCO?

- Youth who smoke (Colorado students in grades 9 to 12) are less likely than youth who don't smoke to believe that cigarette smoking is harmful.¹²
- Youth who smoke (Colorado students in grades 9 to 12) are more than three times as likely than youth who don't smoke to believe that it is safe to smoke cigarettes for a year or two.¹³

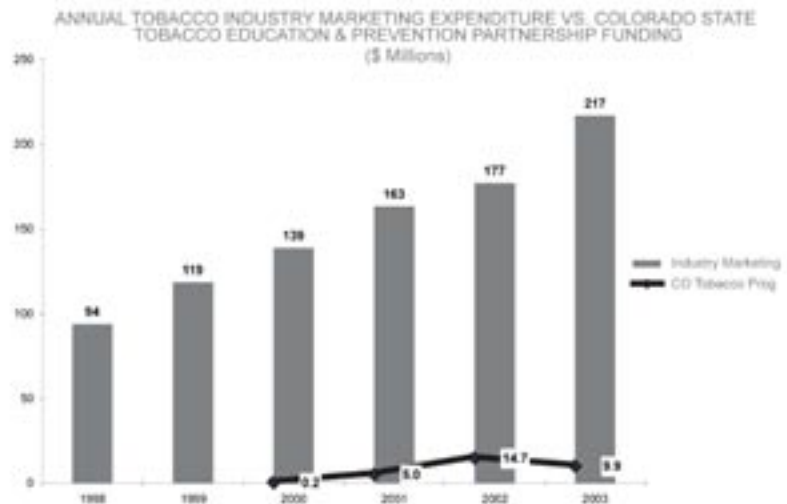
WHAT DOES COLORADO DO TO PREVENT UNDERAGE YOUTH FROM BUYING TOBACCO?

The Colorado Department of Revenue, Tobacco Enforcement Unit, enforces the state law that prohibits the sale of tobacco products to minors. In addition to conducting compliance checks and inspections at retail sales outlets, the program provides merchant education and assures compliance with Federal Synar requirements.

THE TOLL OF TOBACCO IN COLORADO

Youth Tobacco Use In Colorado

DOES THE TOBACCO INDUSTRY TARGET YOUTH?
IN 2003, THE TOBACCO INDUSTRY SPENT MORE THAN \$593,000 PER DAY ON MARKETING IN COLORADO, WITH MUCH OF THAT ADVERTISING EFFECTIVELY REACHING CHILDREN.⁶



COLORADO'S YOUTH-FOCUSED EFFORTS TO COUNTER TOBACCO INDUSTRIES MARKETING EXPENDITURES

The State Tobacco Education and Prevention Partnership funds agencies and organizations with statewide reach to address various youth tobacco prevention and cessation strategies:

STEPP in Schools: K-12 Tobacco Prevention Initiative

- Select schools throughout the state receive funding, curricula, training and technical assistance from the Rocky Mountain Center for Health Promotion and Education to implement comprehensive tobacco prevention and education strategies.

Youth Smoking Cessation Initiative

- One hundred high school and community-based organizations throughout the state implement a research-based youth tobacco cessation program with interested high-school aged youth who smoke.

Get R!EAL: Youth Empowerment Initiative

- Nearly 50 youth coalitions and adult partners across the state are funded to promote youth advocacy and empowerment as a strategy to expose tobacco industry marketing to children and teenagers.

Tony Grampas Tobacco Initiative

- Select community-based organizations currently funded under the Tony Grampas Youth Services Project are working on youth tobacco prevention strategies in their communities.

REFERENCES

¹ Substance Abuse and Mental Health Services Administration. Annual national drug survey results from the 1998 National Household Survey on Drug Abuse. Office of Applied Studies, August 1999.

² Centers for Disease Control and Prevention. Incidence of Initiation of Cigarette Smoking — United States, 1965-1995. MMWR;47:837-840.

³ U.S. Department of Health and Human Services. Reducing Tobacco Use: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2000.

⁴ Gallogly, Meg. "Key State-Specific Tobacco-Related Data & Rankings." March, 2005. Campaign for Tobacco Free Kids. August 17, 2005. <http://www.tobaccofreekids.org/research/factsheets/pdf/0176.pdf>.

⁵ Colorado Department of Public Health and Environment. (2003). Unpublished survey findings. Colorado Youth Tobacco Survey.

⁶ Campaign for Tobacco-Free Kids. Retrieved August 17, 2005 from <http://www.tobaccofreekids.org/research/factsheets/pdf/0271.pdf>

⁷ Colorado Department of Public Health and Environment. (2003). Unpublished survey findings. Colorado Youth Tobacco Survey.

Colorado Dental Association's Position on Tobacco Use & Effects

The Colorado Dental Association (CDA) is opposed to the use of smoking and spit tobacco. The CDA supports all tobacco intervention efforts, especially those that emphasize prevention for children.

The CDA's program, "Quit the Spit," is a youth education and prevention tool. Quit the Spit is available in Colorado schools, health departments and through the CDA.

In 1994, the CDA House of Delegates accepted the American Dental Association's position on tobacco.

The American Dental Association's Position on Tobacco

- Is opposed to the advertising of cigarettes, pipes, cigars and smokeless tobacco products in both electronic and print media, and supports national legislation to this effect.
- Urges continued research into the adverse health effects of tobacco use.
- Endorses the mandating of warning labels on tobacco products.
- Supports national and state legislation that would prohibit or limit the ways and places that tobacco advertising and promotion practices can be used, particularly that which appeals to children and teenagers.
- Supports the enactment and enforcement of laws setting age restrictions for the sale of tobacco products in addition to bans on free sampling.
- Supports licensing requirements for sellers of tobacco products and enforcement of bans on the sale of tobacco products through vending machines.
- Supports the enactment of federal and/or state legislation to significantly increase taxes on tobacco products as a means to discourage the initiation and continuation of tobacco use.
- Supports the enactment and enforcement of legislation and regulations to reduce the exposure of non-smoking adults and children to environmental tobacco smoke (ETS), with emphasis on facilities and activities that expose the greatest number of people to ETS for the longest periods of time, such as work places, schools, daycare centers and health care facilities.
- Urges federal, state and local governments to strengthen and expand their roles in tobacco-use education, prevention, research and cessation efforts.
- Urges that state tobacco settlement funds be targeted toward improving health and reducing the morbidity and mortality associated with tobacco-related diseases, especially oral diseases, in collaboration with health-related organizations and agencies.
- Urges that a portion of state tobacco settlement funds be targeted toward tobacco control programs that reduce tobacco use, particularly in children and adolescents.

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DENTAL ASSOCIATION POSITION STATEMENTS

NOTES

Continued from previous page

The Colorado Dental Association supports and confirms the following statements about smoking and spit tobacco:

Tobacco use is the leading cause of preventable death and disability in Colorado, the U.S. and the world. It is Colorado's most serious public health issue, killing 4,200 people annually — more people than AIDS, drug and alcohol abuse, homicide, suicide, car accidents and fires combined. (Colorado Department of Public Health and Environment)

Smoking Tobacco

- Cigarettes can cause cancer of the mouth, pharynx, larynx and the esophagus.
- Smokers are more likely to have periodontal disease – and have it more severely – than nonsmokers. Smokers have larger deposits of tartar on their teeth than nonsmokers. Smoking stains teeth, tooth restorations and the tongue. It causes bad breath, and dulls taste and smell.
- Tobacco smoke irritates tissues in the mouth and delays healing after a tooth extraction or surgery.
- 10,800 Colorado youth under age 18 become daily smokers each year. (Colorado Department of Public Health and Environment)

Spit Tobacco

- There has been an alarming increase in the use of spit tobacco among children and young adults. An estimated 10-16 million Americans use spit tobacco products each year. (National Spit Tobacco Education Program)

- Spit tobacco contains 28 cancer-causing agents and many other dangerous chemicals including: formaldehyde (embalming fluid), arsenic (rat poison), acetaldehyde (irritant), hydrazine (toxic chemical), cadmium (used in car batteries), polonium (nuclear waste), cyanide (used in gas chambers) and lead (banned in paint products). (National Cancer Institute)
- Spit tobacco users drastically increase their risks of oral cancers of the lip, tongue, cheeks, gums, floor/roof of mouth, throat, larynx and esophagus. Tobacco can also cause cancers of the stomach, pancreas and prostate. (American Cancer Society)
- Spit tobacco is responsible for more than 30,000 oral cancer diagnoses and more than 8,000 oral cancer related deaths in the U.S. each year. (Office on Smoking and Health)
- More Colorado adults have used spit tobacco than their national counterparts. (Colorado Department of Public Health and Environment)
- Chronic bad breath, yellowing of teeth, tooth abrasion, decay, tooth loss, gum disease, receding gums and bone loss are often the result of spit tobacco use. (American Cancer Society)
- Seventy-three percent of daily spit tobacco users have leukoplakia (thickened, white patches/sores that form on the gums, the inside of cheeks and sometimes on the tongue), which can become cancerous. (American Cancer Society)

Updated June 2006