

# TOBACCO IS TARGETING YOUR KIDS

IN DEVIIOUS AND "TASTY" NEW WAYS



No matter what form it takes,  
tobacco is not safe.



DELAWARE HEALTH AND SOCIAL SERVICES

Division of Public Health

Tobacco Prevention and Control Program

# THE GOOD NEWS: FEWER KIDS ARE SMOKING. THE BAD NEWS: BIG TOBACCO HAS COME UP WITH MORE WAYS TO GET THEM HOOKED.

**IT'S OFFICIAL.** According to data from the National Youth Tobacco Survey, cigarette smoking among high school and middle school students has declined over the past decade. While that's a victory for young people, it has also provided a new avenue for tobacco companies to keep kids hooked on tobacco, even as they turn away from cigarettes. There are plenty of new temptations, such as e-cigarettes, vape pens, and flavored little cigars. Tobacco companies know that the earlier kids start using nicotine or tobacco, the more likely they are to get hooked and become lifelong customers.

## Almost 90 percent of today's adult smokers started before age 19.<sup>1</sup>

So Big Tobacco developed e-cigarettes that emit no smoke, ash, or telltale smell, in flavors young people like — including apple, berry, mint, cognac, cream, and wine. They've also developed cigar products and smokeless tobacco, like chew and snuff, plus products like snus and dissolvable tobacco. Snus is powdered tobacco in a teabag-like pouch that is easily hidden from view when tucked under the lip, while dissolvable tobacco mimics the look of candy, mints, toothpicks, and breath-freshening strips.

Tobacco companies market these products in small, brightly colored packages, as if they were selling candy and mints instead of toxic, addictive tobacco.



# TOXIC.



## All tobacco is harmful.

Many kids believe that if it isn't a cigarette, it isn't that harmful. Not true. Research suggests that the nicotine in all tobacco products is as addictive as heroin and cocaine. And tobacco can cause health problems even if it's not smoked. According to the Centers for Disease Control and Prevention (CDC), smokeless products contain 28 cancer-causing agents and are known to increase the risk of oral and pancreatic cancers. Even cigar smokers, whether they inhale or not, are at higher risk for lung, esophageal, laryngeal, and oral cancers than nonsmokers.

In every form, tobacco is **TOXIC. ADDICTIVE. DEADLY.** Get to know it in its many forms so that you can warn teens and preteens about what Big Tobacco has in store for them.

# ADDICTIVE. DEADLY.

# E-CIGARETTES

An insidious new phenomenon is sweeping Delaware and the nation.

## The CDC reports:

- E-cigarettes are battery-operated but do not burn tobacco.
- E-cigarettes heat nicotine, propylene glycol, and glycerin into an inhalable vapor.
- Nicotine exposure during adolescent brain development can disrupt the growth of brain circuits that control attention, learning, and susceptibility to addiction.
- In 2015, more than 3 million youth in middle school and high school, including about one in every six high school students, used e-cigarettes.
- E-cigarettes' aerosol vapors contain harmful ingredients, including diacetyl; volatile organic compounds such as benzene; and heavy metals such as nickel, tin, and lead.

## JUUL: a tiny new danger.

A new device, the JUUL vaporizer, is disguised to look just like a USB flash drive, making it easy for students to plug in and charge on school-issued laptops. One JUUL pod contains as much nicotine as an entire pack of cigarettes. Delivered through a closed-system technology, JUUL's nicotine is masked with flavors such as creme brulee, cool mint, and fruit medley.





## **Harmful effects**

The health risks of e-cigarettes have not yet been extensively studied, but exhaled e-cigarette vapors release carcinogens and toxins into the air. E-cigs are only beginning to come under government regulation.

## **What to look for**

E-cigarette starter kits contain two rechargeable batteries, 5- and 16-milligram nicotine cartridges, and a charging pack that looks like a cigarette pack and plugs into a computer or car. E-cigs generate little or no odor.

# LITTLE CIGARS AND OTHER SMOKES

## LITTLE CIGARS

- Available in filtered and unfiltered, and in flavors (fruit or alcohol) to mask the taste.
- Contain just 1 gram of tobacco but many more harmful ingredients than cigarettes, such as arsenic, cyanide, formaldehyde, and cadmium.
- Often disassembled and repacked — or “freaked” — with marijuana or other drugs.

## CIGARS

- Contain air-cured fermented tobacco, with tobacco wrapper.
- Can measure more than 7 inches long.
- One large cigar contains up to 20 grams of tobacco — the same amount as a whole pack of cigarettes.

## CIGARILLOS

- Short, narrow version of cigars, but larger than a cigarette.
- May be filtered or tipped.
- Often flavored, contains up to 3 grams of tobacco.
- Often smoked daily and inhaled.





## **Harmful effects<sup>2</sup>**

Cigar smoke contains higher levels of cancer-causing agents than cigarette smoke, including carbon monoxide, hydrogen cyanide, benzene, arsenic, cadmium, and nitrosamines, plus tar and other toxins. Smoking cigars can cause oral, laryngeal, esophageal, and lung cancer. Cigars take longer to smoke, increasing toxic-compound exposure, which can increase the risk of heart and lung diseases.

## **What to look for**

All sizes, from large cigars to cigarettes. Sweet aromas indicate flavored varieties and can linger on clothes. Cigarillos are often sold as singles, two-packs, or four-packs. Little cigars are often sold as singles or 20-packs. The Black & Mild brand is especially popular.

# DISSOLVABLES

Nationwide, some 80,000 high school students used dissolvable tobacco in 2014.<sup>3</sup>

## ORBS

- Flavored pellets or tabs of finely milled tobacco.
- Dissolve in the mouth like candy or mints.
- Deliver 1 milligrams of nicotine each, like a cigarette.

## STRIPS

- Strips of tobacco that mimic breath strips.
- Dissolve in mouth in two to three minutes.
- Deliver about 0.6 milligrams of nicotine each.

## STICKS

- Look like oversized toothpicks.
- Dissolve in mouth in 20 to 30 minutes.
- Deliver 3.1 milligrams of nicotine, equal to two cigarettes.







## **Harmful effects<sup>4</sup>**

Though information on the specific health effects of dissolvables is not yet available, smokeless tobacco is linked to oral cancer, gum disease, nicotine addiction, and cardiovascular disease. Constant exposure to tobacco juice causes cancer of the esophagus, pharynx, larynx, stomach, and pancreas. Children might mistake these products for candy and ingest them, which can result in tobacco poisoning.

## **What to look for**

Colorful plastic packaging that resembles packaging for candy, mints, and breath strips.

# SMOKELESS

## SNUS

- Flavored ground tobacco packaged in pouches, held between the lip and gum.
- No spitting required. Often used where smoking is not permitted.
- Packaged in brightly colored tins.

## DIP

- Fine-ground tobacco packaged in round tins.
- Pinch of tobacco held between the lower lip and gum.
- Tobacco juice usually spit out, but sometimes swallowed.

## CHEW

- Loose tobacco leaves, in pouches.
- Wad of tobacco held between the cheek and gum.
- Tobacco juice usually spit out, but sometimes swallowed.

## SNUFF

- Dry or moist finely ground tobacco in tins.
- Pinch held between the cheek and lower lip or gum.
- Dry, powdered snuff can be inhaled.



<sup>1</sup>cancer.org: Questions about Smoking, Tobacco and Health.

<sup>2</sup>cancer.gov: National Cancer Institute Fact Sheet: Cigar Smoking and Cancer.

<sup>3</sup>U.S. Food & Drug Administration.

<sup>4</sup>tobaccofreekids.org: Campaign for Tobacco-Free Kids, Fact Sheet: Danger from Dissolvable Tobacco and Other Smokeless Tobacco Products.

<sup>5</sup>cdc.org: Centers for Disease Control and Prevention: Smoking, Tobacco Use, Fact Sheet: Smokeless Tobacco Facts.



## **Harmful effects<sup>5</sup>**

Smokeless tobacco contains 28 cancer-causing agents, increasing the risk for oral and pancreatic cancers. It is also strongly associated with leukoplakia, a precancerous lesion of the soft tissue of the mouth. Receding gums, gum disease, tooth decay, and tooth loss can also result. Use during pregnancy increases risk for preeclampsia, premature birth, and low birth weight. Use by males can cause reduced sperm count and abnormal sperm cells.

## **What to look for**

Small tins and pouches that are easy to hide in pockets. Bad breath and stained teeth are also indicators of smokeless tobacco use.



# WHAT YOU CAN DO

Use this brochure as a starting point to talk to others about the dangers of tobacco use in any form. Let kids know it's not just cigarettes that are harmful, but all types of tobacco. Help parents and other influential adults learn about the different tactics tobacco companies use to target our youth. Also contact your child's school to ask if there are anti-tobacco — not just anti-smoking — initiatives underway.

**Get the facts at  
[HealthyDelaware.org/Tobacco](https://HealthyDelaware.org/Tobacco).**



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