

# ALTERNATIVE TOBACCO PRODUCTS

Chew... Chaw... Snus... Spit... Dip... Snuff...

You can call them a lot of things, but don't call them harmless.



Chew is made up of loose tobacco leaves, usually sweetened and flavoured. A pinch of chew can be kept between the cheek and gums for hours at a time. The tobacco juices are usually spit out or even swallowed.



Snuff is moist or dry ground-up tobacco sold in cans. Moist snuff is tucked in the lower lip, but dry snuff is sniffed through the nose.



Snus is a finely ground form of moist tobacco that comes in a package similar to a tea bag. It is tucked between the cheek and gums and can be used without others noticing.

**6.3%**

In 2015, 6.3% of Ontario students in grades 7-12 used smokeless tobacco.

**GRADES 11 & 12**

Students in their senior years are most likely to have tried smokeless tobacco.



78% of high school smokeless tobacco users in 2015 were male.

## There is no safe level of tobacco use, even smokeless...

Smokeless tobacco is not a safe alternative to smoking, but for years tobacco companies have marketed it this way.

30 minutes with an average size dip in your mouth can deliver the same amount of nicotine as 3 cigarettes.

All smokeless tobacco products contain cancer causing chemicals.

Smokeless tobacco use can cause oral cancer (mouth, tongue, cheek, and gums), cancer of the pancreas, and esophagus.

## Role models have promoted smokeless tobacco as rugged and harmless...

Chew tobacco has been used in professional sports for decades, and promoted by baseball all-stars like Babe Ruth.

Smokeless tobacco has also been popular in hockey and football, leaving bad examples for young sports-fans.

Despite the claims, smokeless tobacco hurts performance.

It can lead to increased heart rate, higher blood pressure and slower reaction times.



## The tobacco industry continues to invent & market new alternative tobacco products...

In recent years, tobacco companies have invented discrete dissolvable products that simply melt in your mouth.

Some of the products resemble dissolvable breath strips or mints.

They still contain addictive nicotine and are another way to get youth hooked.



## Cities have moved to ban the use of smokeless tobacco in professional sports stadiums.

Smokeless tobacco has been banned at stadiums where the San Francisco Giants, Boston Red Sox, and Los Angeles Angels play baseball.

New York City, and Toronto may also join in and ban the use of smokeless tobacco in their stadiums.



## Thanks to passionate youth advocates, some provinces have banned the tobacco industry from using flavours that make smokeless tobacco more attractive.

New Brunswick, Ontario, Alberta and Nova Scotia have all banned flavoured tobacco including smokeless tobacco.



In other provinces, the tobacco industry uses flavours, like wintergreen, peach, green apple, and cherry (just to name a few) to continue to attract youth to use these deadly and addictive products.

