

SMOKELESS TOBACCO USE

Did you know?

- Smokeless tobacco use increases the risk of heart disease.
- Users of smokeless tobacco are at a significantly increased risk of developing oral cancers, whose removal can leave one's face severely disfigured.
- Chewing tobacco can cause gum disease, tooth decay, staining of teeth, and pre-cancerous white patches in the mouth (leukoplakia).
- Each can of spit tobacco contains as much nicotine as 30-40 cigarettes, enough to kill a grown man if consumed all at once.
- The legal age to use smokeless tobacco in California is 18.
- According to a National Survey on Drug Use and Health report, published in March, 2009, youths between the ages of 12 and 17 were more likely to initiate smokeless tobacco use than any other age group. Among males, aged 12 to 17 smokeless tobacco use increased significantly from 2002 to 2007.

Definition:

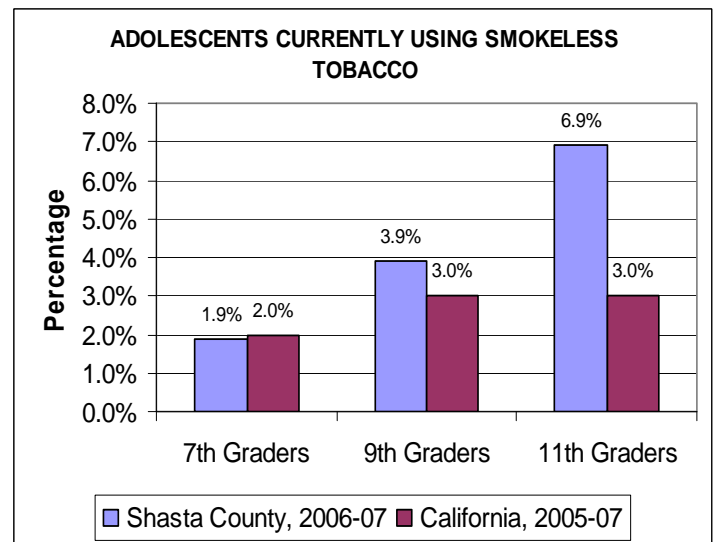
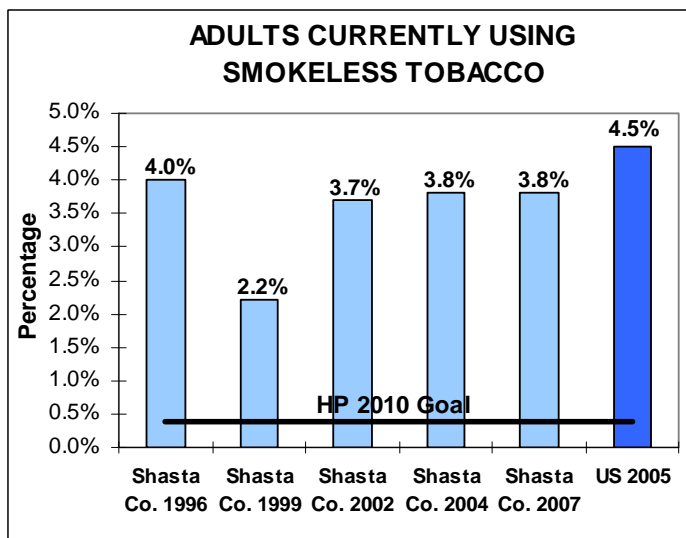
Percentage of adults (aged 18 years and older) and adolescents (in grades 7, 9, and 11) in Shasta County who reported using chewing tobacco or snuff in the past month.

Healthy People 2010 National Objectives:

Reduce smokeless tobacco use by adults aged 18 years and older to 0.4% or less, and reduce use to 1% or less among students in grades 9-12.

Shasta County Baseline:

- 4% of adults aged 18 and older used smokeless tobacco, 1996.
- 4% of 9th graders and 7% of 11th graders used smokeless tobacco during the 2006-07 school year.

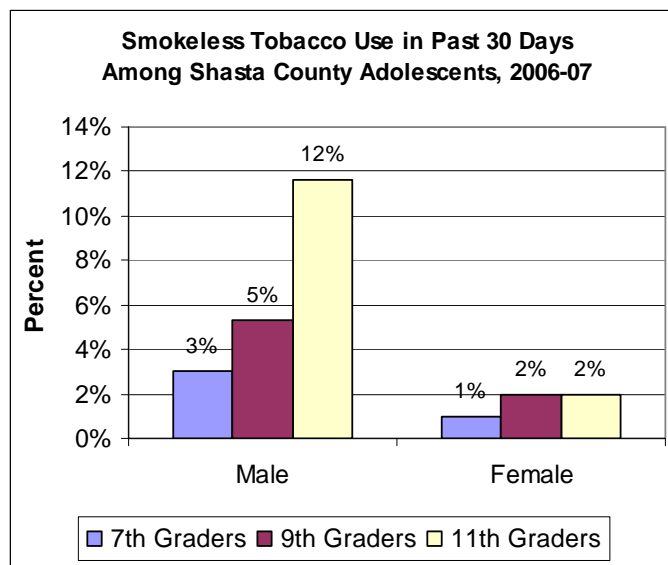


Note: The data in these two graphs are from different sources and cannot be compared.

SMOKELESS TOBACCO USE (continued)

Key Points:

- In 2007, the Shasta County usage of smokeless tobacco among adults is almost ten times the HP 2010 goal of 0.4%.
- Shasta County 11th grade students are more than twice as likely to use smokeless tobacco as 11th graders in California.
- In the 2006-07 school year in Shasta County, smokeless tobacco use among 11th grade males is almost 2.5 times higher than among 9th grade males.
- Smokeless tobacco use among females in Shasta County is significantly lower than among males and does not appear to increase much with age.



Primary Prevention Activities:

- Sponsor and support youth teams and organized leagues to reduce the appeal of smokeless tobacco.
- Raise awareness of the highly addictive nature of smokeless tobacco and of the many negative health effects of its use, such as heart disease.
- Research avenues to counter the pro-tobacco influences surrounding rodeo events.
- Reduce youth access to smokeless tobacco products by requiring tobacco retailers to place all tobacco products in locked cases or behind counters.
- Require tobacco retailers to have a license to sell tobacco products.

Data Source: Professional Research Consultants, Inc., Shasta County Community Health Assessment, 1996, 1999, 2002, 2004 and 2007; California Healthy Kids Survey 2006-07 and California Student Survey 2005-07.