

SMOKELESS TOBACCO:

IT'S NOT A SAFE ALTERNATIVE TO SMOKING



1-800-QUIT-NOW

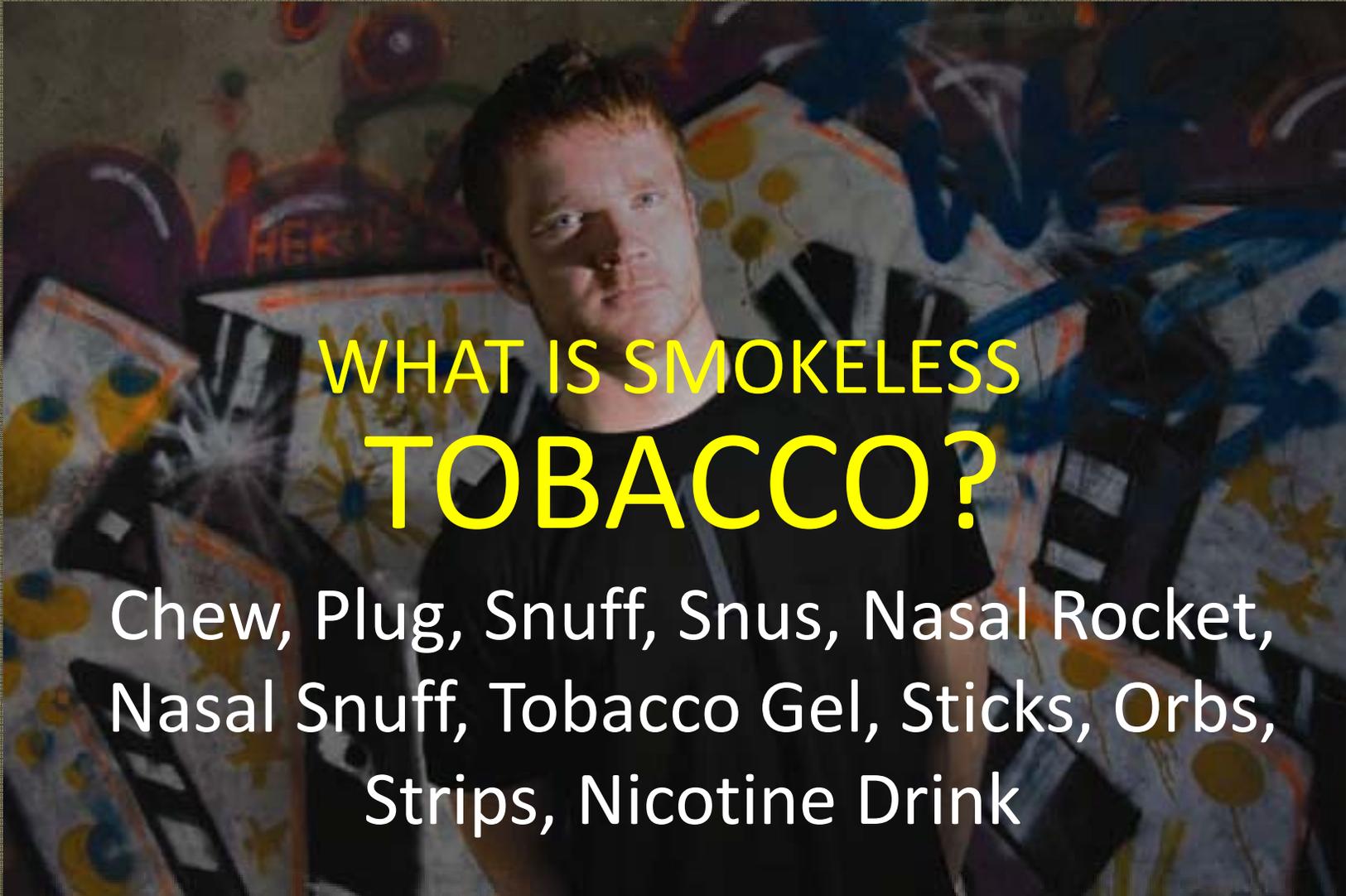


Arkansas Department of Health



STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH



A man with short reddish-brown hair and a black t-shirt is looking directly at the camera. He is standing in a room with walls covered in colorful graffiti. The graffiti includes various colors like purple, blue, yellow, and red, with some words like 'HEK' visible. The overall lighting is somewhat dim, with a spotlight effect on the man.

WHAT IS SMOKELESS TOBACCO?

Chew, Plug, Snuff, Snus, Nasal Rocket,
Nasal Snuff, Tobacco Gel, Sticks, Orbs,
Strips, Nicotine Drink

**SMOKELESS
DOES NOT MEAN
HARMLESS**

HARMFUL CHEMICALS IN SMOKELESS TOBACCO INCLUDE:



Nicotine
Polonium 210
Tobacco-specific N-nitrosamines (TSNAs)
Formaldehyde
Cadmium
Cyanide
Arsenic
Benzene
Lead

SMOKELESS TOBACCO'S EFFECTS:



SHORT TERM

- Bad breath
- Stained teeth (yellow, brown, green & black)
- Rotting teeth
- Bleeding gums
- Receding gums

SMOKELESS TOBACCO'S EFFECTS:



LONG TERM

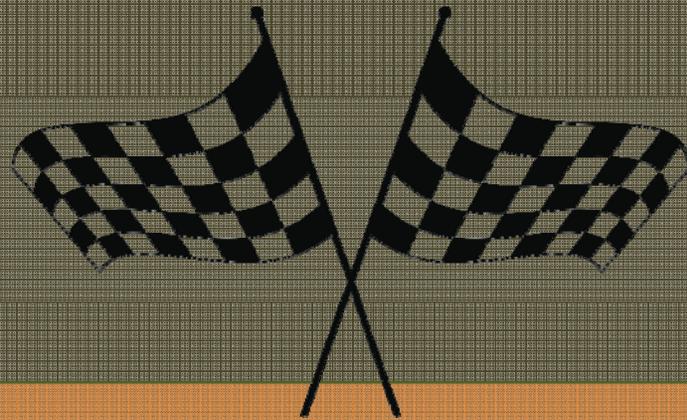
- Addiction
- Oral, pancreatic & other cancers
- High blood pressure
- Increased risk of cardiovascular disease
- Early death

DON'T FALL FOR THE MYTHS ABOUT SMOKELESS TOBACCO

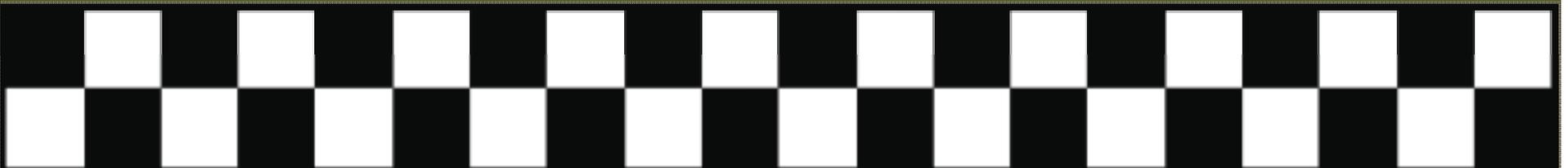
DESPITE WHAT YOU MIGHT HAVE HEARD:

- Smokeless tobacco does not improve your athletic performance.
- Good gum care does not offset the harmful effects of using smokeless tobacco.
- It is not easy to quit using smokeless tobacco.





Arkansas has passed state laws that make it illegal to smoke in public places and workplaces, in cars with children in car seats, and on many college campuses to protect people from secondhand smoke.

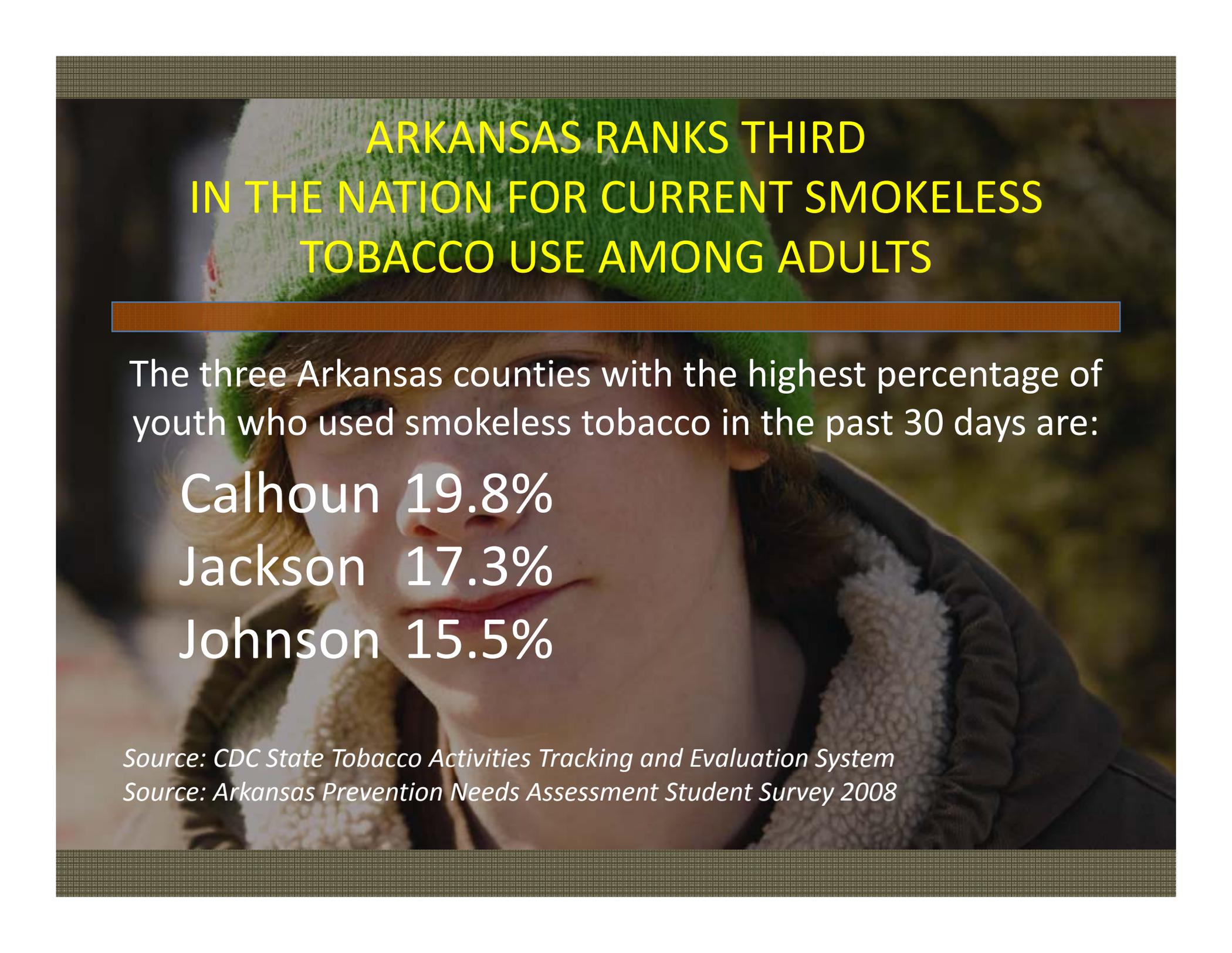


SMOKELESS TOBACCO USE AMONG ARKANSAS ADULTS:

Adult males – 10.1% in 2002 to 13.8% in 2008

- White males – 16.2%
- Black males – 3.6%
- Hispanic males – 4.1%

Source: Arkansas Adult Tobacco Survey 2008



ARKANSAS RANKS THIRD IN THE NATION FOR CURRENT SMOKELESS TOBACCO USE AMONG ADULTS

The three Arkansas counties with the highest percentage of youth who used smokeless tobacco in the past 30 days are:

Calhoun 19.8%

Jackson 17.3%

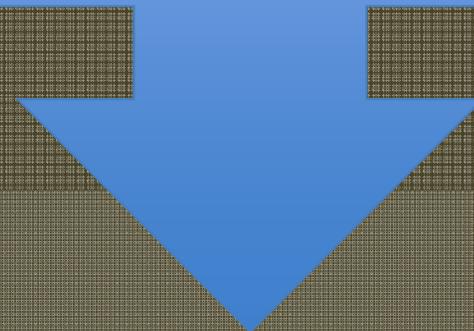
Johnson 15.5%

*Source: CDC State Tobacco Activities Tracking and Evaluation System
Source: Arkansas Prevention Needs Assessment Student Survey 2008*

SMOKELESS TOBACCO
USE AMONG ARKANSAS HIGH SCHOOL BOYS:

Down from 21.1% in
2000 to 17.8% in 2007

Source: Arkansas Youth Tobacco Survey 2007



Overall smokeless tobacco usage among Arkansas high school boys is declining, but there are potential spikes, particularly among Hispanics.

- White males – 24.9% in 2000 to 21.7% in 2007
- Black males – 5.6 % in 2000 to 6.1% in 2007
- Hispanic males – 9.6% in 2000 to 18.4% in 2007

Source: Arkansas Youth Tobacco Survey 2007

TOBACCO COMPANIES
ARE TARGETING YOUTH

Fruity flavors

Colorful packaging

Spit-free, no-mess new products



IF YOU'VE ALREADY STARTED USING SMOKELESS TOBACCO,
YOU CAN GET HELP TO QUIT,
AND HOPEFULLY AVOID ITS LONG-TERM EFFECTS
OR
YOU CAN HELP A LOVED ONE QUIT

Call the Arkansas Tobacco Quitline
at 1-800-QUIT-NOW
Visit mylastdip.com
Ask your doctor, parents,
school counselors or peers for help.