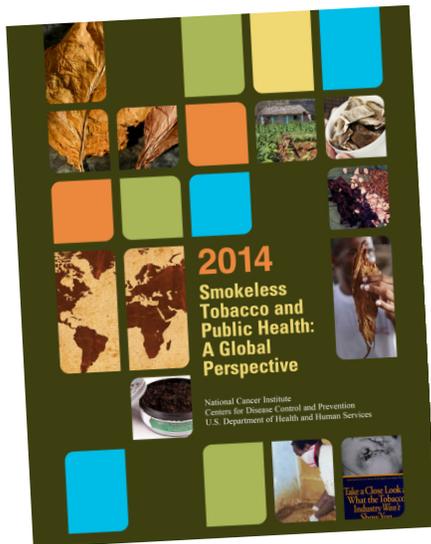


Smokeless Tobacco and Public Health: A Global Perspective

Editors: Dorothy Hatsukami, Mitch Zeller, Prakash Gupta, Mark Parascandola, Samira Asma
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Smokeless tobacco (ST) products present a complex challenge to public health that has so far received insufficient attention from researchers and policymakers. ST is used in a variety of forms in at least 70 countries and by more than 300 million people.

This volume addresses the need for a more in depth understanding of the global impact of ST.

Smokeless Tobacco and Public Health: A Global Perspective is the product of 3 years of effort involving 32 contributing authors and dozens of expert reviewers from around the world. This report presents information compiled from a wide range of data sources, including the Global Tobacco Surveillance System, some of which is being reported for the first time. An accompanying series of factsheets describes the characteristics and use of specific ST products and gives an indication of the wide variety and complexity of the ST product landscape.

The Unique Challenges of Smokeless Tobacco

- **ST use causes serious health effects.** It increases the risk of oral, esophageal, and pancreatic cancers.
- **Smokeless tobacco is diverse.** A wide range of ST products with different characteristics are in use around the world.
- **Data are complex.** The overall public health impact of ST use depends on a range of health and environmental factors, including prevalence, patterns of use, concurrent use of combustible tobacco products, marketing/advertising, and the effectiveness of prevention and cessation efforts.
- **Novel products and marketing tactics continue to be developed.** Tobacco manufacturers introduce novel ST products and change their marketing to appeal to new markets.
- **Treatment options are limited.** Cessation intervention strategies tailored to ST users are insufficient. Although some behavioral interventions have shown success, clinical trials using conventional pharmacotherapies for smoking cessation have not shown success in ST users.

Chapter Topics

- The Global Challenge of ST
- Global Prevalence of ST Use Among Youth and Adults
- ST Product Characteristics, Ingredients, and Chemical Composition
- Health Consequences of ST Use
- The Economics of ST
- Changing ST Products and Marketing Practices by Industry
- Prevention and Cessation Interventions
- ST Regulation and Policy
- ST Use in the Region of the Americas
- ST Use in the European Region
- ST Use in the Eastern Mediterranean Region
- ST Use in the African Region
- ST Use in the South-East Asia Region
- ST Use in the Western Pacific Region
- Future Research Needs and Policy Recommendations

Key Facts

- ST is predominantly used orally (chewed, sucked, dipped, or held in the mouth), resulting in absorption of nicotine and other chemicals across mucus membranes.
- ST products vary greatly in their chemical composition, with some products containing extremely high levels of carcinogens and nicotine.
- The majority (89%) of ST users are in the South-East Asia Region, which experiences the highest prevalence of ST use, carries the highest attributable disease burden, and has the greatest diversity in product types and forms of use.
- Across countries at different levels of economic development (high-income to low-income), ST use is generally more common among rural populations with less education and lower socioeconomic status.
- There is substantial evidence that in addition to cancers, ST products cause addiction and adverse reproductive outcomes, including stillbirth, preterm birth, and low birth weight.
- Tobacco product manufacturers utilize marketing strategies such as colorful packaging, suggestive names and slogans, cross-branding with non-tobacco products, price discounts, health or medicinal associations, and lifestyle marketing appeals.
- In many regions, even those where ST use is highly prevalent, policies and programs aimed at ST use prevention and cessation are generally weaker than those that address smoked tobacco products.
- In comparison to smoked tobacco products, ST product prices are lower, warning labels are weaker, surveillance is less developed, fewer proven interventions are available, and fewer resources are devoted to prevention and control programs.
- Monitoring the use and health effects of ST can be extremely difficult because of the diversity of ST products and their use; the lack of information to characterize products and manner of use; the informal, unorganized nature of the ST market in some regions; and the limited attention given to tailored educational and intervention programs.
- Scientific knowledge about ST products is characterized by lack of surveillance data as well as lack of data on: characteristics of diverse ST products; health consequences from use of different products, including fetal exposure and reproductive outcomes; economic policies concerning ST products and their use; and effective region-specific ST education, prevention, and treatment interventions.
- In many countries, especially those where the public health burden is greatest, capacity for research and public health action is lacking. Development of international infrastructure for research and information sharing could enhance the ability of many countries to reduce the consequences of ST use.

Smokeless Tobacco and Public Health: A Global Perspective—including the report, a series of product-specific factsheets, and an executive summary—is available online at <http://cancercontrol.cancer.gov/brp/tcrb/>.

