Quitting Cigarettes Completely or Switching to Smokeless Tobacco: *Do U.S. Data Replicate the Swedish Results?*

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Disclaimer

• Grants/contracts from agencies that fund tobacco control research.

• No interest in entering emotional debate on harm reduction.
Should We Encourage Smokers to Switching to Smokeless?

• Pro: Many smokers can’t or will not quit

• Con: Dilute the overall anti-tobacco message
Key Swedish Results

- Male smoking prevalence < female’s
- Men have a high prevalence of snus use
- Many male smokers reported using snus to quit smoking
- Male lung cancer rate drops faster than expected

Foulds et al. 2003 Tobacco Control 349-359
Reservations on Applicability of Swedish Results to Other Countries

- Country/Culture-specific
- Effects on smoking uptake vs. cessation
- Price
- Unrelated to perception of reduced harm
- No such thing as Swedish results
- Mostly logical exercises, little data when it comes to applications to other countries
Need Data

• Data from countries other than Sweden
  • U.S. is the other western country with a long history of smokeless tobacco use

• Longitudinal population-based data
  • Recall of ever use of smokeless tobacco has serious problems here
  • TUS-CPS 2002-2003 longitudinal data set
Our Task

• Focus on smoking cessation effects
  – One survey cannot solve all problems
• Summarize the relevant Swedish results
• Repeat the analysis
How to Test for a Snus Effect on Smoking Cessation in Sweden

• Men uses snus far more than women
• Need of nicotine is cause of relapse
• The test should be two-prolonged
  – Sex difference in smoking cessation
  – No sex difference in tobacco cessation (cigarettes and snus)
Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden

Based on results reported in Tables 3-5 in Rodu et al. (2003),
Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden

Based on results reported in Tables 3-5 in Rodu et al. (2003),
TUS-CPS 2002-2003

• Define tobacco use status
  – Smoking only
  – Smokeless only
  – Both
  – Neither

• Data reduction
  – Ignore cigars and pipe (after finding them unimportant)
  – Remove inconsistency
Based on the multi-year followed up results reported in Tables 3-5 in Rodu et al. (2003),
Figure 1A. Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden

Based on the multi-year followed up results reported in Tables 3-5 in Rodu et al. (2003),

Figure 1B. Percent of 2002 Smokers Who Quit Smoking or Quit Both Smoking and Smokeless In 2003, U.S.

Based on US 2002-2003 TUS-CPS longitudinal sample
Other Key Results (for Male)

• Switching is infrequent
  – 0.3% from cigarettes to smokeless
  – 3.9% from smokeless to cigarettes

• Recent former smokers turn to smokeless
  – 1.7% turn to smokeless
  – 24.4% relapse to cigarettes
Quit Smoking  |  Quit Smokeless
\hline
10%          | 38%
Quitting Among Dual Users (Cigarettes or Smokeless)

![Graph showing percentage of quitting among dual users between cigarettes and smokeless tobacco.]
Figure 1A. Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden

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Figure 1B. Percent of 2002 Smokers Who Quit Smoking or Quit Both Smoking and Smokeless In 2003, U.S.

Based on US 2002-2003 TUS-CPS longitudinal sample
Possible Explanations

• It was not promoted as safer products
• Price differential is not big enough
• Product difference
• Not enough of them using it
Conclusions

- U.S. Data do not replicate the Swedish results
- U.S. male smokers seem to quit smoking at a high rate, without using smokeless
- U.S. female smokers quit on the same level as males
- Promoting smokeless tobacco as less harmful alternative may not lead to an increase of population smoking cessation rate in places like the U.S.
- Price differential may have a greater effect in increasing switching to smokeless
Thank You!
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