2006 Resolution
Smokeless Tobacco Products

WHEREAS, smokeless tobacco contains 28 cancer causing agents (carcinogens)\(^1\) and its use increases the risk of developing cancers of the oral cavity;\(^2\)

WHEREAS, other health problems strongly associated with smokeless tobacco use include leukoplakia, gum recession, increased risk for coronary heart disease, and ulcer development;\(^1\) and

WHEREAS, one tin of smokeless tobacco may contain as much additive nicotine as four packs of cigarettes;\(^3\) and

WHEREAS, smokeless tobacco use may lead to nicotine addiction and dependence;\(^3\) and

WHEREAS, while cigarette use has declined every year since 1981, falling from a peak of 640 billion cigarettes sold in the U.S. to 378 billion in 2005,\(^4\) at the same time, use of smokeless tobacco has increased in recent years, especially among children and adolescents;\(^5\) and

WHEREAS, in 2001, the five largest tobacco manufacturers spent $236.7 million on smokeless tobacco advertising and promotion;\(^6\) and

WHEREAS, smokeless tobacco is taxed minimally at the Federal level, at the rates of $0.01/1 oz. package of chewing tobacco and $0.04/1 oz. package of snuff.\(^7\)

THEREFORE, BE IT RESOLVED that the Wisconsin Public Health Association supports the following as strategies to decrease smokeless tobacco use:

- Supporting educational campaigns and initiatives to discourage use of smokeless tobacco products, especially among youth;
- Increasing excise taxes to levels comparable to those at which cigarettes are taxed;
- Placing stronger warning labels and requirements for ingredient disclosure;
- Authorizing the US Food and Drug Administration to regulate smokeless tobacco products as it would any drug;
- Encouraging athletes and members of the entertainment industry not to glamorize or promote the use of smokeless tobacco products;
- Including smokeless tobacco products in all legislation that regulates tobacco; and
- Restricting advertising, marketing and sales of smokeless tobacco in the same manner as advertising, marketing and sales of other tobacco products.

Fiscal Impact: None expected.

Probable Impact on Public Health: Decreased use of smokeless tobacco products.

Submitted to WPHA on: March 10, 2006

Authors: WPHA-WALHDAB Public Affairs Committee
Sharon Hampson, sharonkgh@charter.net, 608-785-2022
Eric Ostermann, eric.ostermann@appleton.org, 920-832-5857

---

1. National Cancer Institute, Fact Sheet 10.15 (http://www.cancer.gov/search/results.aspx)
4. US Department of Agriculture, Briefing Room report (http://www.ers.usda.gov/Briefing/Tobacco/)
5. MMWR, June 12, 1987, 36(22); 337-340.