

2006 Resolution
Smokeless Tobacco Products

- 1 **WHEREAS**, smokeless tobacco contains 28 cancer causing agents (carcinogens)¹ and its use increases the
2 risk of developing cancers of the oral cavity;²
3
- 4 **WHEREAS**, other health problems strongly associated with smokeless tobacco use include leukoplakia, gum
5 recession, increased risk for coronary heart disease, and ulcer development;¹ and
6
- 7 **WHEREAS**, one tin of smokeless tobacco may contain as much additive nicotine as four packs of
8 cigarettes;³ and
9
- 10 **WHEREAS**, smokeless tobacco use may lead to nicotine addiction and dependence;³ and
- 11 **WHEREAS**, while cigarette use has declined every year since 1981, falling from a peak of 640 billion
12 cigarettes sold in the U.S. to 378 billion in 2005,⁴ at the same time, use of smokeless tobacco has increased in
13 recent years, especially among children and adolescents;⁵ and
- 14 **WHEREAS**, in 2001, the five largest tobacco manufacturers spent \$236.7 million on smokeless tobacco
15 advertising and promotion;⁶ and
16
- 17 **WHEREAS**, smokeless tobacco is taxed minimally at the Federal level, at the rates of \$0.01/1 oz. package of
18 chewing tobacco and \$0.04/1 oz. package of snuff.⁷
19
- 20 **THEREFORE, BE IT RESOLVED** that the Wisconsin Public Health Association supports the following
21 as strategies to decrease smokeless tobacco use:
- 22 • Supporting educational campaigns and initiatives to discourage use of smokeless tobacco products,
23 especially among youth;
 - 24 • Increasing excise taxes to levels comparable to those at which cigarettes are taxed;
 - 25 • Placing stronger warning labels and requirements for ingredient disclosure;
 - 26 • Authorizing the US Food and Drug Administration to regulate smokeless tobacco products as it
27 would any drug;
 - 28 • Encouraging athletes and members of the entertainment industry not to glamorize or promote the
29 use of smokeless tobacco products;
 - 30 • Including smokeless tobacco products in all legislation that regulates tobacco; and
 - 31 • Restricting advertising, marketing and sales of smokeless tobacco in the same manner as advertising,
32 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>)
2. International Agency for Research on Cancer, Press Release, December 2004 issue of the *Oncology* *Lancet*.
3. DHHS. Preventing Tobacco Use Among Young People: A Report of the Surgeon General, 1994. (http://www.cdc.gov/tobacco/sgr/sgr_1994/index.htm)

4. US Department of Agriculture, Briefing Room report (<http://www.ers.usda.gov/Briefing/Tobacco/>)
5. MMWR, June 12, 1987, 36(22); 337-340.
6. Federal Trade Commission Smokeless Tobacco Report for the Years 2000-2001, 2003 (<http://www.ftc.gov/opa/2003/08/smokeless.htm>)
7. Bureau of Alcohol, Tobacco, and Firearms (http://www.atf.treas.gov/tobacco/statistics/94a01_4.htm)