

Tobacco Harm Reduction

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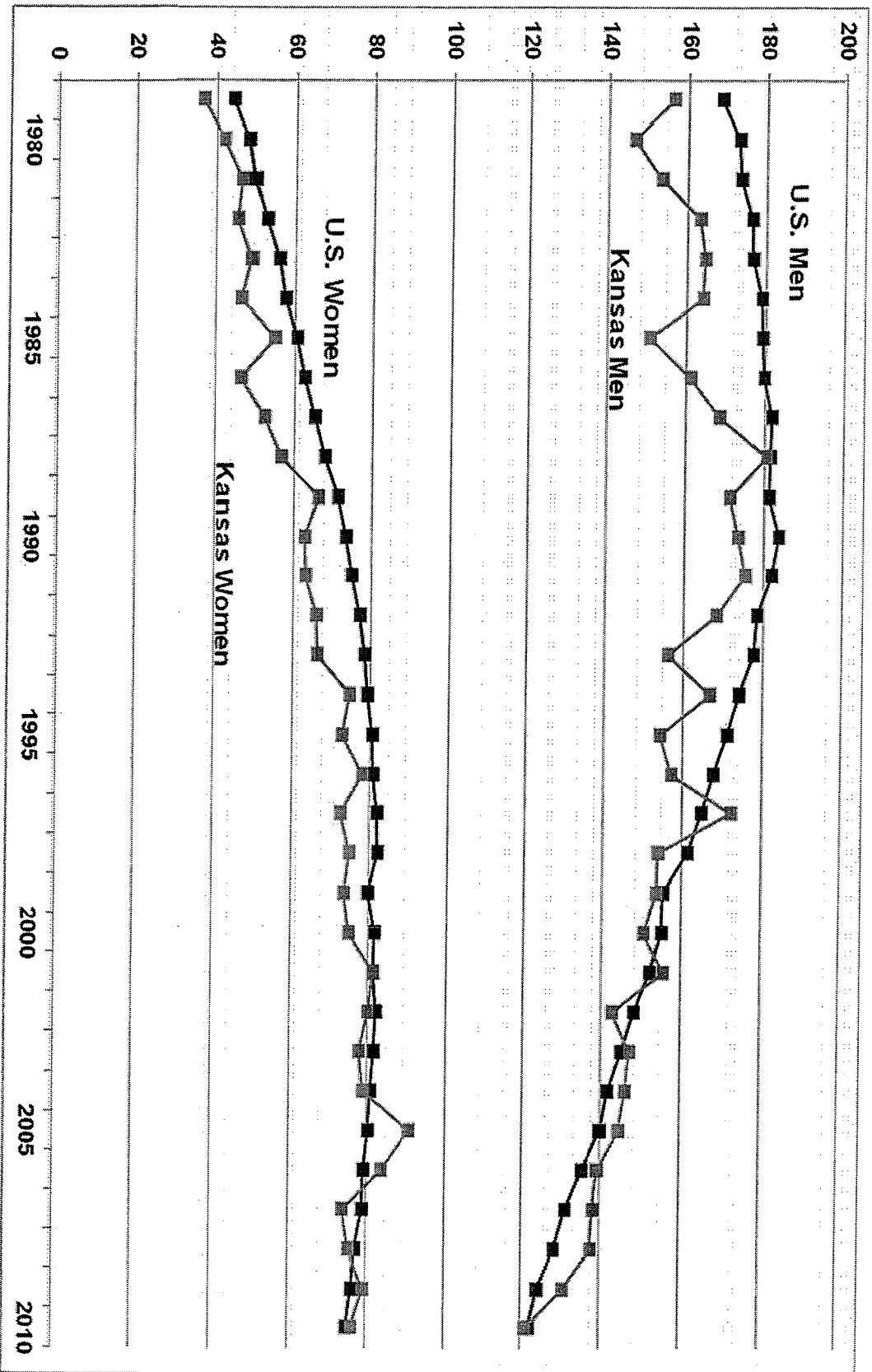
James Graham Brown Cancer Center

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The Smoking Status Quo: Unacceptable

- **The American Anti-Smoking Campaign is
45 Years Old**
- **According to the CDC:
45 million smokers in the U.S.
443,000 deaths every year in the U.S.
3,800 in Kansas**

Lung Cancer Mortality in Men and Women Age 35+ Years, Kansas and the US, 1979-2010



If the Status Quo Continues

In the next 20 years:

- 8 million Americans will die from smoking**

All are adults over 35 years of age

None of them are now children

The Failed Anti-Smoking Campaign

- **The Campaign's Only Message:**

Quit Nicotine and Tobacco, or Die

- **The Campaign's Only Quitting Tactics:**

**Ineffective Behavioral Therapy
Ineffective Use of Nicotine**

Rodu and Cole. *Technology* 6: 17-21, 1999.

Rodu and Cole. *International J Cancer* 97: 804-806, 2002.

The Anti-Smoking Campaign- Behavioral Therapy

- **NCI Manual for Physicians- Counsel Patients to:**
 - “Keep your hands busy- doodle, knit, type a letter”
 - “Cut a drinking straw into cigarette-sized pieces and inhale air”
 - “Keep a daydream ready to go”

Source: How to help your patients stop smoking. NIH Pub. No. 93-3064, 1993

The Anti-Smoking Campaign- Faulted Use of Nicotine

- **Temporary – 6 to 12 weeks**
- **Expensive – per unit and per box**
- **Very Low Dose – unsatisfying for smokers**
- **7% Success* – “Efficacious”, “Modest”**

***Hughes et al. Meta-analysis in Tobacco Control, 2003.**

Comparing Nicotine to Caffeine

Addictive Drugs Can Be Used Safely

Properties of Nicotine and Caffeine

Pleasurable Effects:

Enhance concentration and performance
Provide a sense of well being
Elevate mood

Powerfully Addictive:

Irreversible for many consumers

Can be Used Safely:

**Do not cause Cancer, Emphysema,
Heart Diseases**

Delivery Systems:

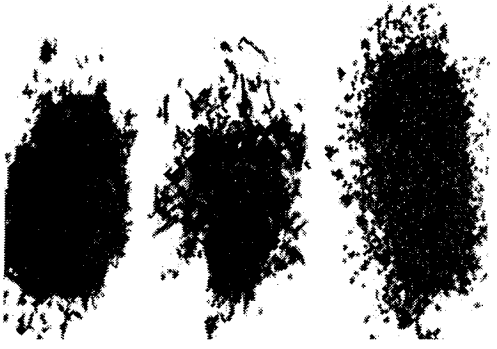
Caffeine- Coffee, tea, cola drinks
Nicotine- Smoke versus smokeless

Tobacco Harm Reduction Permanent Nicotine Maintenance

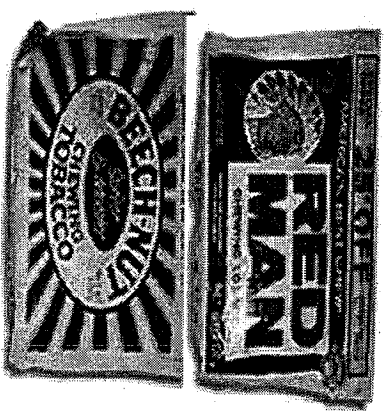
Smokeless Tobacco

- **Nicotine levels comparable to smoking**
- **Vastly safer than smoking (>98%)**
- **Evidence from Sweden – and the U.S. – that smokeless works**
- **Modern products are socially acceptable**

American Smokeless Tobacco



Moist Snuff



Chewing Tobacco

Powdered
Dry Snuff



Smokeless Tobacco Use is 98% Safer Than Smoking

- **No risk for emphysema, lung cancer, and heart disease**
- **Mouth cancer risk - Very low in absolute terms***

*** 22 studies over 50 years: Rodu and Cole, Oral Surgery 2002.**

Smokeless Tobacco and Health: Oral Cancer

Relative Risks

Smoking ~10
Alcohol Abuse ~4

American Smokeless Tobacco *

Chewing tobacco	1.2
Moist snuff	1.0
Powdered Dry Snuff	4.0

**Incidence Rate in Long-term ST users (At RR=4):
26 per 100,000 person-years (py)****

* Over 20 epidemiologic studies, reviewed in: B Rodu, P Cole. Oral Surgery
93: 511-515, 2002.

**New England Journal of Medicine 304: 745-749, 1981.

Comparing Risks of Smokeless Tobacco, Automobiles and Cigarettes

Annual Death Rate from:

Powdered dry snuff¹ 12 per 100,000 users

Automobiles² 11 per 100,000 users

Cigarettes³ > 600 per 100,000 users

1. New England Journal of Medicine, 1981.
2. National Highway Traffic Safety Administration, 2009.
3. American Cancer Society data, 1999.

Smokeless Tobacco Has Worked For Swedish Men For 50 Years

- **High rate of smokeless tobacco use.**
- **Lowest smoking rate in Europe.**
- **Lowest rate of lung cancer and other smoking-related diseases in Europe**
- **If EU men smoked at the rate of Swedish men, almost 274,000 lives per year would be saved***

***B Rodu and P Cole. *Scandinavian Journal of Public Health*, 2009.**

Tobacco Use in Northern Sweden

From J Int Med 2002; Scand J Pub Health 2005



Growing Discussion about Tobacco Harm Reduction

2002 Royal College of Physicians Report

”...[smokeless] tobacco...10 to 1,000 times less hazardous than smoking...some manufacturers want to market ST as a harm reduction option...may find support for that in the public health community”

2007 Royal College of Physicians Report

Smokers smoke predominantly for nicotine,...nicotine itself is not especially hazardous.

Harm reduction

- a fundamental component of many aspects of medicine and...everyday life...has not been applied to smoking.**
- has the potential to save millions of lives, and deserves consideration.**

Growing Discussion about Tobacco Harm Reduction

2006 *Addictive Behaviors*, NCI Funded

“...4 million [American] smokers would switch to the low-carcinogen smokeless tobacco.”

American Council on Science and Health

***Harm Reduction Journal*, 2006 and 2011**

”...there is a strong scientific and medical foundation for tobacco harm reduction, which shows great potential as a public health strategy to help millions of smokers.”

Tobacco Harm Reduction The Owensboro, KY Campaign

Dump the smoke. But keep on lovin' the nicotine.

With cigarettes, it's the smoke that kills. Smoke-free products are proven to be the smarter and safer way to enjoy nicotine – and one of the most effective ways to quit cigarettes.

Switch And Quit Owensboro.org

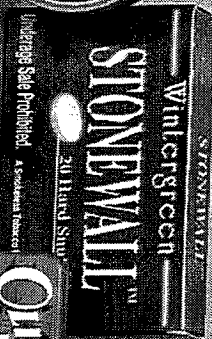
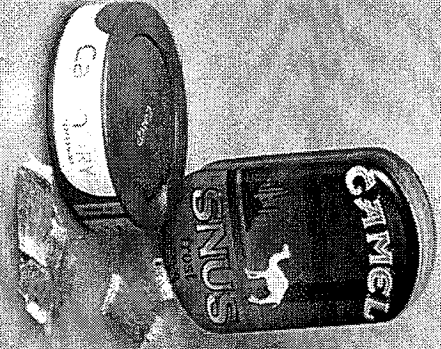


Heath and Phillips' Harm Reduction Journal 6, 10, 2016

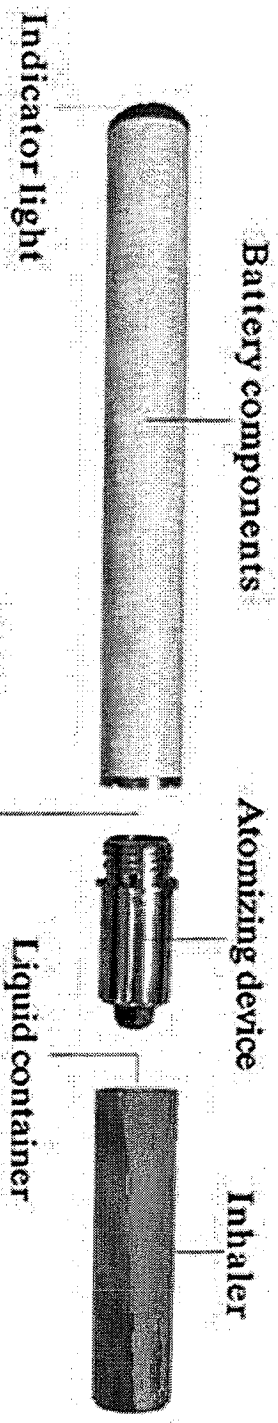


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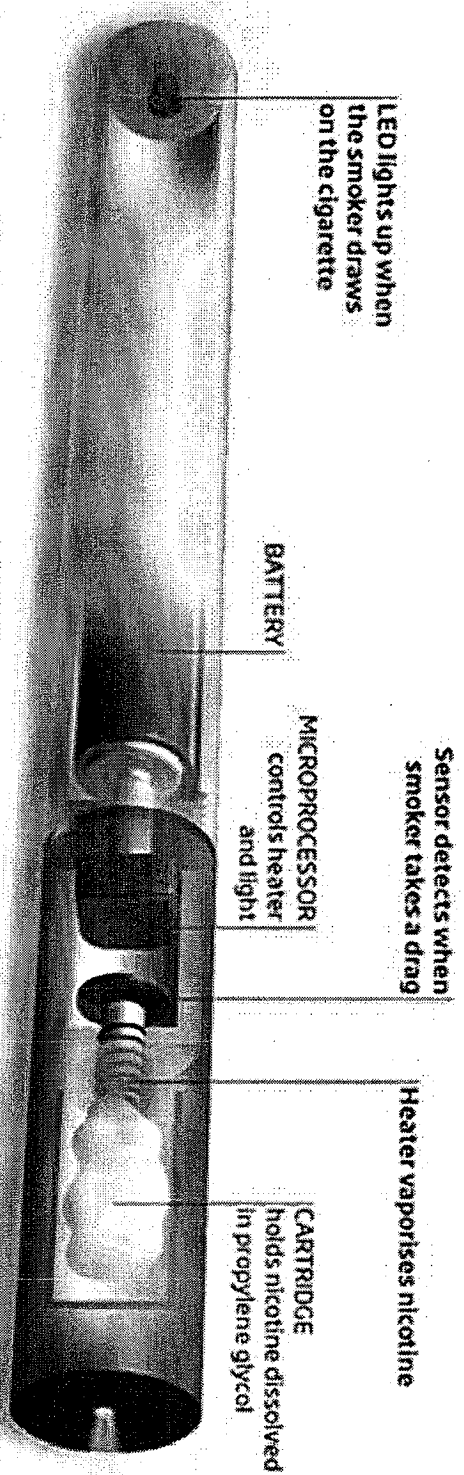
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E-cigarettes



Note:
Unscrew by turning to the left
Screw by turning to right



Smoke without fire

Suck on an e-cigarette and it produces a cloud of nicotine-carrying vapour with none of the toxic by-products of burning tobacco

Tobacco Harm Reduction: Take-Homes

- **Eliminate misinformation on state government tobacco web pages such as:**
 - “smokeless tobacco doesn’t mean harmless tobacco...One can of chew equals about four packs of cigarettes...an almost instant addiction... Smokeless tobacco is not a safe replacement for smoking cigarettes”
- **Don’t “equalize” taxes on smokeless tobacco with those on cigarettes: it denies smokers affordable options**
- **Smokers who switch save essentially as many health care dollars as smokers who quit: state employees and Medicaid recipients**
- **Set insurance rates that don’t penalize smokers who switch**

For More Information

www.smokersonly.org

Rodutobaccotruth.blogspot.com

www.SwitchandQuitOwensboro.org