



# OTHER TOBACCO PRODUCTS

As cigarette smoking rates have dropped, the tobacco industry has created new products to keep users hooked and find new customers. These "other tobacco products" (OTPs) are harmful and addictive, plus they're marketed aggressively and priced inexpensively. That's not safe, not fair, and not good for Wisconsin.

—Adapted from: <http://www.tobwis.org/other-tobacco-products>

## PRODUCT

## WHAT ARE THEY?

## MORE INFORMATION

### SMOKELESS TOBACCO

(Spit, Chew, Snuff, Snus)



The U.S. Surgeon General, National Cancer Institute, and other health authorities have clearly shown that smokeless tobacco is harmful. However, new products are being developed and marketed that are appealing to kids and attractive to smokers who are trying to quit.



- **COST:** Varies \$2.00-\$5.00 per can; SNUS \$5.00
- Campaign for Tobacco-Free Kids [Fact Sheet](http://www.tobaccofreekids.org/research/factsheets/pdf/0231.pdf) on Smokeless Tobacco: [www.tobaccofreekids.org/research/factsheets/pdf/0231.pdf](http://www.tobaccofreekids.org/research/factsheets/pdf/0231.pdf)
- Search Snus and Dissolvables on: [www.tobwis.org/resources](http://www.tobwis.org/resources)
- Marketing Smokeless Tobacco: Moist Snuff, Snus, Dissolvables: [http://trinketsandtrash.org/tt-feature/pdf/current\\_feature.pdf](http://trinketsandtrash.org/tt-feature/pdf/current_feature.pdf)
- Tobacco Fact Sheet: Smokeless Tobacco: [www.legacyforhealth.org/content/download/581/6920/file/LEG-FactSheet-Smokeless\\_Tobacco-AUGUST2013.pdf](http://www.legacyforhealth.org/content/download/581/6920/file/LEG-FactSheet-Smokeless_Tobacco-AUGUST2013.pdf)

### CIGARS, CIGARILLOS, LITTLE CIGARS, AND BLUNT WRAPS



Many small cigars are being designed to look almost identical to cigarettes, yet they are taxed differently, making them more affordable for kids and cigarette smokers who are trying to kick the habit. Several types of cigars and little cigars come in kid-friendly candy flavors as well.



- **COST:** Varies \$0.69-\$0.99 per cigar; \$1.69-\$5.00 per multipack
- Not Your Grandfather's Cigar: [http://www.tobaccofreekids.org/what\\_we\\_do/industry\\_watch/cigar\\_report/](http://www.tobaccofreekids.org/what_we_do/industry_watch/cigar_report/)
- Search Little Cigars and Blunts on: [www.tobwis.org/resources](http://www.tobwis.org/resources)

See more on the back!

## PRODUCT

## WHAT ARE THEY?

## MORE INFORMATION

### E-CIGARETTES

(E-hookahs, E-cigars, E-pipes, Hookah Pens, Vape Pens)

### E-JUICE



E-cigarettes are devices that allow users to inhale a vapor containing nicotine or other substances. They are generally battery-operated and use a vaporizer to heat a refillable cartridge that then releases a chemical-filled vapor. They come in many flavors such as gummy bear, strawberry, cherry crush and cotton candy. Each e-cigarette is different. Some can be customized with the concentration of nicotine in the flavored “juice,” the amount of the draw and the temperature of the hit. The health consequences of the inhalants and the vapors they give off are unknown. There is currently no scientific evidence establishing the safety of e-cigarettes.

### HOOKAH AND SHISHA



A hookah is a water pipe used to pass charcoal heated air through a tobacco mixture and ultimately through a water-filled chamber. The charcoal or burning embers are placed on top of a perforated aluminum foil and the tobacco mixture is placed below. The user inhales the water filtered smoke through a tube and mouthpiece. The water lowers the temperature of the smoke. Hookahs are often shared by several users in a smoking session. The tobacco mixtures used in the hookahs are called shisha, boory, narghile, goza, arghileh, or hubble bubble.

- **COST: Disposable \$6.00-\$10.00; Starter Kits \$30.00-\$100.00; E-juice \$6.00-\$13.00**

- National Institute on Drug Abuse Fact Sheet: <http://www.drugabuse.gov/publications/drugfacts/electronic-cigarettes-e-cigarettes>
- E-cigarette fact sheet available on <http://tobwis.org/>



- **COST: Hookah Pipe \$7-\$100; Shisha \$5 tin; Smoking session at Hookah bar \$10**
- Check out the [American Lung Association's report on hookah](http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/reports/hookah-policy-brief.pdf) to learn more: <http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/reports/hookah-policy-brief.pdf>

## WHAT YOU CAN DO:

- Update your school policy to include OTP and e-cigarettes
- Educate school staff and parents on types, cost, and harms of OTP
- Educate policy makers
- Join a local tobacco coalition: <http://tobwis.org/connect>
- Engage youth in prevention
- Write letters to the editor (LTE)

## LEARN MORE:

[www.wishschools.org](http://www.wishschools.org)

## WATCH THE OTP VIDEO

<http://vimeo.com/105811913>

