



Educate and talk
with your kids!

DANGER!

Southwest Alliance
For
Tobacco Prevention
(S. A. T. P)

Contacts:

Rock County: Debbie Fischer
608-365-1244 ext. 16
debtfk@aol.com

Grant/Iowa Counties: Carol Thole
608-723-1624
cthole@co.grant.wi.gov

Green County: Jamie Batz
608-328-9390
jbatz@greencountywi.org

LaFayette County: Lee Gill
608-776-4895
lee.gill@lafayettecountywi.org

Southwest
Alliance
for
Tobacco
Prevention

Caution:
Big Tobacco
Strikes Again



Products that
are
dangerous
especially for
youth!



Smokeless Tobacco Products

Nicotine Orbs, Sticks and Strips

Twenty-six states and the District of Columbia have passed restrictions on where smokers can light up. The tobacco companies are responding by introducing new smokeless and spitless tobacco products that bypass restrictions on smoking. R.J. Reynolds has been test marketing several dissolvable tobacco products; sticks, orbs and strips. The products are made of finely milled tobacco held together with food grade binders.

Tobacco **sticks** resemble toothpicks and will dissolve within 10 minutes when placed in the mouth. **One of these sticks contains 3 times the nicotine as one cigarette.**

Orbs look like small pellets, about the size of a tic tac breath mint and last for about 15 minutes. **One Orb contains 1 milligram of nicotine which is the equivalent to the nicotine level of one cigarette.**

The **strips**, similar to a breath strip, take 3 minutes to dissolve and **nicotine levels are just under the amount in a cigarette.**



Snus, tobacco contained in small pouches, is another smokeless product that is being marketed to smokers to use when they can't light up.

Restrictions on smoking has shown to reduce teenage consumption and motivate smokers to quit. Health advocates are concerned that these products will appeal to teenagers and will help serve as an introduction to nicotine addiction and will sustain nicotine addiction among smokers. Nicotine overdose in children is another concern because of the similar look to candy.

The FDA was asked by some public health officials to regulate dissolvable nicotine products as food. A bill passed by the House and under consideration in the Senate, would change this.

If you would like more information about Tobacco Products that are being marketed to kids or would like us to educate adults about these new products, please contact us at:

Rock or Green Counties—Debbie Fischer
@ 608-365-1244 or Debtfk@aol.com

Grant, LaFayette, or Iowa Counties— Carol Thole
@ 608 723-1624 or cthole@co.grant.wi.gov



Packaged and marketed to appeal to kids



SMOKELESS TOBACCO PRODUCTS