Addressing Smokeless/Spit Tobacco - Resources for Athletic Directors

According to Campaign for Tobacco-Free Kids, 92,000 Colorado youth who are now under the age of 18 will ultimately die prematurely from tobacco-related illnesses if tobacco use rates and exposure to secondhand smoke remain unchanged. The 2008 Colorado Healthy Kids and Tobacco Survey found Jefferson County youth using smokeless/spit tobacco, smoking cigarettes and using other forms of tobacco (i.e., hookah smoking) at higher rates than other Colorado youth. Though deaths from smokeless/spit tobacco use are lower than for cigarette smoking, the Centers for Disease Control and Prevention note that adolescents who use smokeless tobacco are more likely to grow up to become adult smokers.

Addressing smokeless/spit tobacco use: the information below was prepared by the Prevention Liaison at Jefferson County Schools and is intended to help athletic directors, coaches and parents of youth who are using smokeless/spit tobacco. The following information will get you started with some ideas for reducing the use of smokeless/spit tobacco. It is not meant to be all-inclusive. For more information, please contact Jefferson County Public Schools at 303-982-6505 or Jefferson County Public Health at 303-275-7555.

Upcoming Events/Dates – use these events as opportunities to address smokeless/spit tobacco use though education, information-sharing, and cessation resources:

- Through with Chew Week (February 17th-23rd, 2013) –this annual event increases awareness of issues associated with spit tobacco. Visit the website for ideas and resources for educators at www.throughwithchew.com
- Great American Spit Out (February 21, 2013) – current spit tobacco users are asked to take a one day challenge to quit with the goal being ongoing cessation.

Tips to Increase Awareness about the dangers of smokeless/spit tobacco use

- Educate yourself on the issues – visit the websites listed below or go to www.tobaccofreekids.org/facts_issues/fact_sheets/toll/products/smokeless for fact sheets on the issue of smokeless/spit tobacco use and new dissolvable oral tobacco products.
- Parent's Meeting—share information and fact sheets with parents/teachers/students.
- Materials – include fact sheets in mailings and written reminders in informational documents and contracts to parents and guardians whose son or daughter participates in school athletics

Speakers and materials- Invite an oral health expert to speak to your teams and/or parents and staff about smokeless tobacco use, the dangers and how to support quitting. Contact the Oral Health Unit at Colorado Department of Public Health and Environment 303-692-2470.

Curricula and classroom resources

- Second Chance – www.secondchancetobacco.org – This is a web-based, interactive resource for students who are currently using/experimenting with tobacco. It is an online intervention which could take the replacement of suspension.
- The Health and Learning Resource Center at Rocky Mountain Center - RMC Health is a local organization with national programs and resources to support health education. Check out materials, curricula, display items and more at their Resource Center in Lakewood. Visit www.rmc.org or contact them at 303-239-8633.

- A Pinch of Truth - This is a free curriculum provided by RMC Health. The 8-10 fully developed lesson plans are appropriate for middle and high school students and educate youth around the dangers of spit tobacco. The lessons were created to supplement a comprehensive tobacco prevention program. Contact RMC Health at 303-239-8633 for more information.

Online Tobacco Cessation Programs and resources:

- MyLastDip – www.mylastdip.com - This is a web-based smokeless tobacco cessation program.
- ChewFree – www.chewfree.com - This is a web-based smokeless tobacco cessation program.
- Campaign for Tobacco Free Kids www.tobaccofreekids.org -Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States. Visit the website for fact sheets, and more information about key prevention initiatives.
- Tobacco Free Sports Initiative - www.cdc.gov/tobacco/youth/sports/index.htm - this website is home to an initiative which focuses on helping youth athletes make healthier decisions related to tobacco use through physical activity and good nutrition.
- CDC Youth Tobacco Prevention -www.cdc.gov/tobacco/youth/sports/playbook/index.htm - *download Tobacco-Free Sports Playbook, a resource* youth coaches, te*achers and school administrators plan and implement programs* to effectively communicate tobacco-free and healthy lifestyle messages to youth.

You-Tube Videos:

The Sean Marsee Story Sean Marsee was a 19-year old track athlete who died from the effects of chewing tobacco right after his senior year of high school. The story is told by his brother.
http://www.cleanvideosearch.com/media/action/yt/watch?v=nDFNqOuZ3II

Online Game

This activity allows students to see how much money their addiction is costing them. Visit:
http://dontdip.tamu.edu/cost.htm

Quitting/Tobacco Cessation Programs for Youth

N-O-T (Not on Tobacco) – www.notontobacco.com - A voluntary 10-week cessation program for teens is supported through the American Lung Association.

New Smokeless Products:

http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/tobacco-policy-trend-reports/new-smokeless-tobacco-products.pdf