



**Public Health**  
Prevent. Promote. Protect.

Victoria County Public Health Dept.

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### Just a Click Away- Social Media Tobacco Cessation Resources

In an ever-evolving tech-savvy world, social media is one of the best ways to connect smokers to tobacco cessation resources.

The use of social media as a method of tobacco cessation has created safe space communities for the smoker embarking on the journey to quit and former smokers who have quit. These communities have since infiltrated social media outlets such as Facebook, Instagram, Pinterest, and Twitter to encourage tobacco cessation right at the fingertips of those seeking help.

SmokeFree.gov is one of the several organizations that provide digital tobacco cessation support for different populations: teens, women, veterans, and individuals over the age of 60.

For more information, visit <https://smokefree.gov/>



## Social Media: Harmful or Helpful – Does Social Media Support Tobacco Cessation?



In most recent years, social media has allowed us to access the world with the click of a few buttons making its impact on our daily lives one that is unmatched.

Tobacco companies are diligent in marketing and advertising in the digital/social media world to entice a new generation of smokers in a way that they relate to their lifestyles. Tobacco cessation organizations are also using the social media approach to engage populations on interventions to create a tobacco-free generation. Although social media tobacco cessation campaigns are a new technique of advocacy, there is limited research on the effects of targeting a social media groups, especially young adults.

A study conducted on behalf of the Society for Research on Nicotine & Tobacco utilized an innovative social media approach to provide more insight.

A Society for Research on Nicotine & Tobacco study, titled, "Effect of a Digital Social Media Campaign on Young Adult Smoking Cessation", used a web-based and social media

media campaign known as Break- It-Off (BIO) to encourage young adult smoking cessation. This methodology of the study compared two groups of smokers ages 19-29: Those who had access to BIO and those who had access to Smoker's Helpline. The study compared the prevalence of cessation rates, adjusting for ethnicity, educational level, and cigarette use.

Reaching over 37,000 young adults and a total of almost 45,000 visits to the site, The BIO users had significantly higher 7 day quit rates compared to the Smoker's Helpline users.

After the conclusion of the campaign, a 3 month follow-up showed the BIO participants were 2.9 times more likely to have quit smoking for 30 days than the Smoker's Helpline participants. The Study concluded the reach of the campaign and findings on quitting success for young adults indicates that social media can complement traditional cessation methods



## The Truth Initiative:

### 6 Important Things You Need to Know About IQOS

1. The technology is different. Heat-not-burn products are different from e-cigarettes because they use actual tobacco, not the flavored e-liquid typically found in e-cigarettes. The concept behind heat-not-burn is that it allows users to experience what looks and feels like smoking a regular cigarette without inhaling combusted tobacco.

2. No “FDA approved”. As the FDA stated, while its decision “permits the tobacco products to be sold in the United States, it does not mean these products are safe or ‘FDA approved.’”

3. Heated tobacco products are not proven to be safer than cigarettes. Research shows that although IQOS may have lower levels of some toxicants than cigarettes, it can still expose users to higher levels of other toxicants. Likewise, IQOS could expose users to lower risks of some diseases, but higher risks of others.

4. IQOS may appeal to youth. Another study published in Tobacco Control underscores these concerns: “Just as e-cigarettes, particularly the JUUL-style, promoted with a modern, high-tech image and harm reduction and ‘smokeless’ messages, appeal to adolescents, it is likely that IQOS, marketed in a similar manner, will also appeal to adolescents.”

5. The tobacco cartridges will be available in Menthol and could strengthen the Marlboro brand. Philip Morris is planning to market Heat Sticks under the Marlboro name. Marketing the new device using the Marlboro brand may increase the overall appeal of all Marlboro products, including cigarettes. Research shows that Marlboro tops the list of preferred cigarette brands among teenagers.

6. These products are part of the industry’s efforts to deal with increasing regulation. Tobacco companies are attempting to undermine government regulation by using harm reduction claims as a strategy for reframing the industry as part of the solution instead of part of the problem, according to commentary in Tobacco Control.



## IQOS- The Newest Tobacco Product

The FDA recently permitted the pre-market sale of the “heat-not-burn” cigarette

Authored By: Constance Desmore, MPH

On April 30, 2019, The U.S. Food and Drug Administration announced it had authorized the marketing of new tobacco products manufactured by Philip Morris Products S.A. for the IQOS “Tobacco Heating System” – an electronic device that heats tobacco-filled sticks wrapped in paper to generate a nicotine-containing aerosol. The FDA had placed stringent marketing restrictions on the products to prevent youth access and exposure.

Following a rigorous science-based review through the premarket tobacco product application (PMTA) pathway, the agency determined that authorizing these products for the U.S. market is appropriate for the protection of the public health because, among several key considerations, the products produce fewer or lower levels of some toxins than combustible cigarettes. The products authorized for sale include the IQOS device, Marlboro Heatsticks, Marlboro Smooth Menthol Heatsticks, and Marlboro Fresh Menthol Heatsticks. Although it permits the tobacco products to be sold in the U.S., it does not mean these products are safe or “FDA approved.” All tobacco products are potentially harmful and addictive and those who do not use tobacco products should continue not to.

Mitch Zeller, J.D., director of the FDA’s Center for Tobacco Products stated, “Ensuring new tobacco products undergo a robust premarket evaluation by the FDA is a critical part of our mission to protect the public, particularly youth, and to reduce tobacco-related disease and death. While the authorization of new tobacco products doesn’t mean they are safe, the review process makes certain that the marketing of the products is appropriate for the protection of the public health, considering the risks and benefits to the population. This includes how the products may impact youth use of nicotine and tobacco and the potential for the products to completely move adult smokers away from the use of combustible cigarettes,”

Under the PMTA pathway, manufacturers must demonstrate to the agency, among other things, that marketing of the new tobacco product would be appropriate for the protection of public health. That standard requires the FDA to consider the risks and benefits to the population, including users and non-users of tobacco products. Importantly this includes youth. The agency’s evaluation includes reviewing a tobacco product’s components, ingredients, additives and health risks, as well as how the product is manufactured, packaged and labeled. The review for the IQOS products considered the increased or decreased likelihood that existing tobacco product users will stop using tobacco products, and the increased or decreased likelihood that those who do not use tobacco products will start using them.

# Women Under Attack

Authored By: Constance Desmore, MPH



Women comprise 20% of the world's more than 1 billion smokers. Tobacco use causes a wide variety of cancers, including cancer of the lung, mouth, and the esophagus, and puts users at risk for heart attacks, strokes, emphysema, and other life-threatening illnesses. Women smokers are at greater risk of developing cervical cancer, osteoporosis, and other conditions of the reproductive system.

Increases in tobacco use among women have been attributable to changes in the role and economic status of women as economies grow, as well as changes in social and cultural factors as nations modernize. However, the direct, aggressive marketing of tobacco targeted to women is also recognized as a driving factor in increased tobacco use by women around the world. Of all deaths attributable to secondhand smoke, 47% occur among adult women. The risk of other diseases, such as periodontal disease, gall bladder disease, peptic ulcer disease, and cataracts, is higher among women who smoke than among nonsmokers.

Strong action must be taken to protect women from the harms of tobacco use and exposure to secondhand smoke. Tobacco control policies, such as smoke-free environments, tobacco marketing bans, graphic warning labels, and increased tobacco taxes, reduce tobacco use and will save the lives of women and girls around the world.

Globally, 35% of non-smoking adult women are regularly exposed to secondhand smoke. Secondhand smoke alone causes approximately 600,000 premature deaths per year worldwide.

Because the prevalence of smoking is much higher in men than in women, secondhand smoke disproportionately harms women.

## Know the Facts:

### How Women Are Affected by Tobacco Use

In 1987, lung cancer surpassed breast cancer as the leading cause of cancer deaths among women in the U.S.

Female smokers are nearly 22 times more likely to die from chronic obstructive pulmonary disease (COPD), which includes emphysema and chronic bronchitis, compared to women who never have smoked.

Women have been extensively targeted by tobacco marketing. These ads are dominated by themes associating cigarettes with social desirability, independence, weight control and having fun. Like most other advertisements, they often feature slim, attractive, and athletic models.

Smoking is directly responsible for 80% of lung cancer deaths in women in the U.S. each year.

Postmenopausal women who smoke have lower bone density than women who never smoked. Women who smoke have an increased risk of hip fracture compared to never smokers.

From 1959 to 2010, the risk of developing lung cancer increased tenfold for women

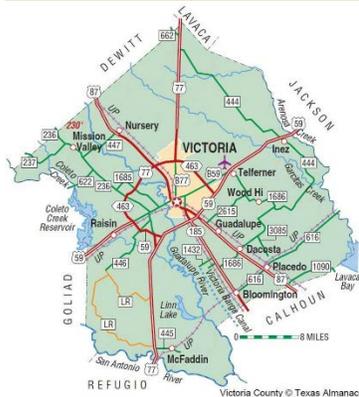
Women who smoke also have an increased risk for developing cancers of the oral cavity, pharynx, larynx (voice box), esophagus, pancreas, kidney, bladder and uterine cervix. They also double their risk of developing coronary heart disease.

## VCPHD Q&A: Women's Health & Tobacco Use

**Q:** In the United States, how many women die of cigarette smoking annually?

**A:** Smoking and tobacco use cause detrimental risks in the health of women. As reported by the American Lung Association, in the United States, cigarette smoking kills about 202,000 women a year.





# WE'RE HERE TO HELP & YOU CAN TOO!

If you or your organization is interested in partnering with the Victoria County Public Health Department in its efforts to promote Tobacco Cessation, please contact us at:

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**Join Us on Facebook for more updates:**

[HTTPS://WWW.FACEBOOK.COM/GETMOVINGVICTORIA/](https://www.facebook.com/getmovingvictoria/)

### Resources:

Texas Quit Line

1-877-YES-QUIT

Or visit

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

[www.smokefree.gov](http://www.smokefree.gov)

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