

Smokeless Tobacco

New trends for an old product.

A century ago, smokeless tobacco, in the form of snuff or plug tobacco, was quite common in Canada and was more commonly used than manufactured cigarettes. The use of chewing tobacco fell dramatically over the past century, from 3,210 tonnes in 1920 to 285 tonnes in 2010.¹ Over the past 5 years, however, sales of smokeless tobacco have increased by 10%.

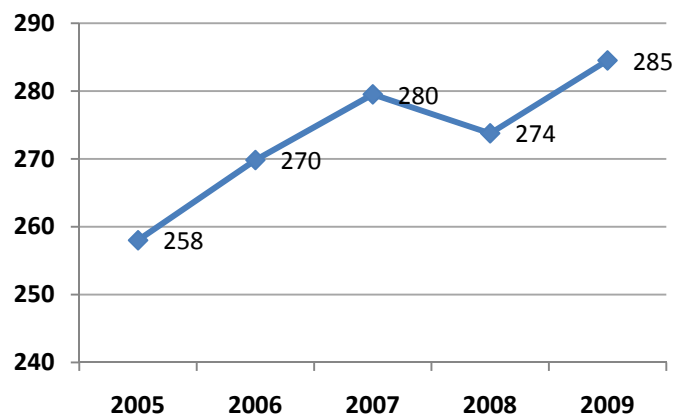
In June 2009, Parliament heard representation from young Canadians concerned about the industry's practice of "candy-coating" their harmful products to encourage young users to try them, and the increased use of these products by sports teams and rural youth. Although the Parliamentary Committee studying the bill which banned flavourings from little cigars and cigarettes (C-32) decided not to recommend extending the law to also ban flavourings in smokeless tobacco, it did press Health Canada to move quickly to examine the need for a similar ban on smokeless products.

Health Canada promised to report to Parliament by June 2010 on the market presence of flavoured smokeless products.² Nine months past this deadline, this report had still not been filed.

Health Canada has access to information filed by tobacco companies on the use of flavours and the promotion of smokeless tobacco. This information is not available to the public.

The information provided on this fact sheet is compiled from public sources.

TONNES OF SMOKELESS TOBACCO SOLD IN CANADA



Smokeless tobacco sales have increased by 10% over the past 5 years for which data is available

TYPES OF SMOKELESS TOBACCO COMMERCIALY AVAILABLE IN CANADA

LOOSE LEAF CHEW AND PLUG. (“CHEW”)

Loose leaf chewing tobacco is made from cigar tobacco leaves that are air cured, sweetened, cut and loosely packed to form small strips of shredded tobacco.³

Moist plug is made by mixing sweetened tobacco leaves (burley, oriental and cigar tobaccos), wrapping and compressing them into a block.

These products are used by placing a piece between the cheek and lower lip, and either chewing it or holding it in place. Saliva produced is either spit or swallowed.

MOIST SNUFF (“DIP”)

Moist snuff is made from cured tobacco which is processed into particles (‘fine cut’) or strips (‘long cut’). It is often flavoured with fruit or other non-tobacco flavourings.

A ‘dip’ of snuff is placed between the lip and gum, and saliva is swallowed **or spit out**.

SNUS

Snus is a form of moist snuff which is made by mixing ground dry tobacco with flavourings and humidifying agents. It is kept cold to avoid fermentation. In Canada, it is sold in small sachets although it is sold in other countries in loose form..

A ‘dip’ is placed between the gum and upper lip. Commonly, spitting or swallowing of saliva is not necessary.



Loose leaf chewing tobacco



Moist plug chewing tobacco



Short-cut moist snuff



Long-cut moist snuff



Snuff pouch/sachet

Other smokeless products available in other countries and sometimes imported into Canada include:

GUTKHA

A sweetened mixture of tobacco, betel nut, lime, catechu and other ingredients. popular in India. Gutkha is a powdery, granular light brownish to white substance. Within moments, the gutkha begins to dissolve and turn deep red in color. Gutkha is sold loose or in pouches.



Gutkha

Brands of Smokeless Tobacco Sold in Canada⁴

PHILIP MORRIS INTERNATIONAL	SWEDISH MATCH	BRITISH AMERICAN TOBACCO	ASIAN AND AFRICAN BRANDS
Copenhagen	Apple Plug	Du Maurier Snus	Makla El Hilal
Long Cut	Red Man	Fresh Taste	Urdda Panchi
Fine Cut	Red Man Plug	Freshmint Flavour	Peacock Mor Chapp
Skoal	Apple Plug	Mellow Flavour	Mahak Chaini Khaini
Long Cut Berry	General Snus		RMD Tobacco
Long Cut Cherry	Original		Hathi Gola
Long Cut Classic	Smooth Taste		
Long Cut Mint	Fresh Taste		
Long cut Spearmint			
Long Cut Straight			
Long Cut Wintergreen			
Long Cut Peach			
Long Cut Apple			
Bandits Mint			
Bandits Wintergreen			
Fine Cut Wintergreen			
Long Cut Citrus			

LAWS GOVERNING SMOKELESS TOBACCO IN CANADA

Smokeless tobacco is subject to federal and provincial tobacco laws, including tax laws.

- Advertising of smokeless tobacco is subject to the same restrictions as advertising of cigarettes. These products can be legally advertised to adults through direct mail, or through posters in bars or other places where children are not present, or to retailers.
- Smokeless tobacco products are not subject to minimum package size as are cigarettes or little cigars, but they are taxed in a way that discourages the sale of quantities less than 50 grams.⁵
- Manufacturers of smokeless tobacco, like manufacturers of cigarettes, must report to Health Canada the ingredients and additives they put in their products.⁶

Smokeless tobacco is exempted from some federal laws or regulations that apply to cigarettes.

- Smokeless tobacco products can be sweetened with sugar, or flavoured with fruit flavourings, even though such flavourings are not permitted in cigarettes or little cigars.
- The warnings required on smokeless tobacco products do not include images, and there is a smaller number of rotated warnings.

Four rotated warnings are required on smokeless products (“The product is highly addictive”, “This product causes mouth diseases”, “Use of this product can cause cancer” and “This product is not a safe alternative to cigarettes.”)

- Across Canada, smoking is banned in almost all indoor public places and work places, but smokeless products can be used in these places.

Advertisement in trade magazines sent to retailers offering ‘contest’ prizes to stores which stock up on specific brands of smokeless tobacco.

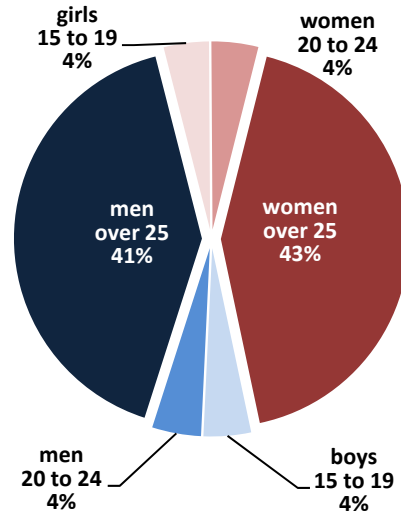


SMOKELESS TOBACCO:

KEY FINDINGS FROM THE CANADIAN TOBACCO USE MONITORING SURVEY, 2009:

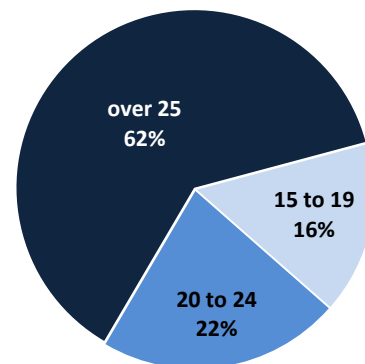
- The Canadian Tobacco Use Monitoring Survey (CTUMS) is a telephone survey conducted each year by Health Canada/Statistics Canada of about 10,000 Canadians. In 2009, questions were asked about smokeless use, including the use of flavoured products.
- CTUMS data show that smokeless use is more than twice as high among teenagers and young adult men (aged 15-24) than among adult men over 25 years. Less than 1% of men over 25 reports having used these products in the past month, compared with about 2% of teenagers aged 15 to 19, and 2.6% of young adult men aged 20 – 24.
- More than one-third of smokeless users are under the age of 25 (even though this age group only represents 8% of the overall population). One-sixth of smokeless users are teenagers, even more than four times this age group's share of the population.
- Teenagers are much more likely to report using flavoured tobacco products than is the general user (89% vs. 65%).
- We do not know how many adult users (i.e. people over 25 years of age) use flavoured tobacco products, as the number of people who reported using these products was too few to meet Statistics Canada's quality standards (that is, fewer than 30 respondents to the survey).
- Too few women identified themselves as having used smokeless products in the past month to allow for an estimate of women's usage of these products.
- One half of those Canadians who have tried smokeless products live in the western provinces, even though this region is home to less than one-third of the population.

Distribution of survey population by sex and age, CTUMS 2009



Distribution of past-month smokeless tobacco use, by sex and age (CTUMS 2009).

[data on women suppressed due to low cell count]



SMOKELESS TOBACCO USE. EVER TRIED USING CHEWING TOBACCO / PINCH / SNUFF. CTUMS 2009

	Population (000)		Prevalence (Percentage who report trying)		Population affected (Number of people)		Distribution of those who tried	
	Male	Female	Male	Female	Male	Female	Male	Female
Age								
15-19	1,130	1,075	11%	1%	123,603	15,078	5%	1%
20-24	1,161	1,114	18%	4%	205,955	43,245	9%	2%
25+	11,365	11,832	15%	2%	1,739,906	195,992	75%	8%
Total	13,657	14,022	15%	2%	2,069,463	254,318	89%	11%

	Population (000)		Prevalence (Percentage who report trying)		Population affected (Number of people)		Distribution of those who tried	
	Male	Female	Male	Female	Male	Female	Male	Female
Province								
NL	209	221	16.0%	1%	33,494	1,542	1%	<1%
PEI	56	60	25%	3%	14,016	1,646	1%	<1%
NS	382	405	23%	1%	88,631	5,373	4%	<1%
NB	310	322	19.5%	2%	60,548	6,188	3%	<1%
Maritime	957	1,009	21%	1.5%	196,689	14,749	9%	<1%
QC	3,197	3,292	6%	1%	191,613	27,364	8%	1%
ON	5,267	5,471	13%	1%	683,678	58,449	29%	2.5%
MB	480	491	19%	2%	92,659	10,546	4%	<1%
SK	405	415	35%	5%	143,327	21,090	6%	<1%
AB	1,484	1,428	28%	4%	413,551	55,676	18%	2%
BC	1,866	1,915	19%	3.5%	347,946	66,443	15%	3%
Western	4,236	4,249	23.5%	4%	997,483	153,755	43%	7%
Total	13,657	14,022	15%	2%	2,069,463	254,318	89%	11%

Source: Canadian Tobacco Use Monitoring Survey, 2009 Annual. Public Use Microdata
 Question: Have you ever tried chewing tobacco, pinch or snuff?

SMOKELESS TOBACCO USE. USE OF CHEWING TOBACCO / PINCH / SNUFF IN PAST MONTH. CTUMS 2009⁷

	Population (000)		Prevalence (Percentage who report use)		Population affected (Number of people)		Burden of disease (distribution of users)	
	Male	Female	Male	Female	Male	Female	Male	Female
Age								
15-19	1,130	1,075	2%	*	22,529	*	15%	*
20-24	1,161	1,114	3%	*	30,291	*	20%	*
25+	11,365	11,832	1%	*	92,794	*	61%	*
Total	13,657	14,022	1%	*	145,614	*	96%	*

	Population (000)		Prevalence (Percentage who report use)		Population affected (Number of people)	
	Male	Female	Male	Female	Male	Female
Province						
Maritime Region	957	1,009	1%	*	9,458	*
Quebec	3,197	3,292	*	*		*
Ontario	5,267	5,471	*	*		*
Western Region	4,236	4,249	2%	*	84,893	*
Total	13,657	14,022	1%	*	145,614	6,318

"*" – cell size too small.

Source: Canadian Tobacco Use Monitoring Survey, 2009 Annual. Public Use Microdata

Question: In the past 30 days, did you use any chewing tobacco, pinch or snuff?

USE OF FLAVOURED CHEWING TOBACCO / PINCH / SNUFF BY CANADIANS. CTUMS 2009

	Prevalence (Percentage who report use)				Users (Number of people who indicated)				
	Plain	Flavoured	Both	Flavoured or both	Plain	Flavoured	Both	Flavoured or both	Total
Age									
Men									
15-19	*	43%	*	89%	*	9,129	*	19,083	21,342
20-24	*	49%	*	57%	*	14,789	*	17,163	30,261
15-24	30%	46%	24%	70%	15,357	23,918	12,328	36,246	51,603
25+	*	*	*	*	*	*	*	*	89,836
Men – all ages	35%	47%	18%	65%	49,865	66,267	25,307	91,574	141,439
Women – all ages	*	*	*	*	*	*	*	*	6,205
Total	35%	48%	17%	65%	52,031	70,303	25,422	95,611	147,641

"*" – cell size too small.

Source: Canadian Tobacco Use Monitoring Survey, 2009 Annual. Public Use Microdata

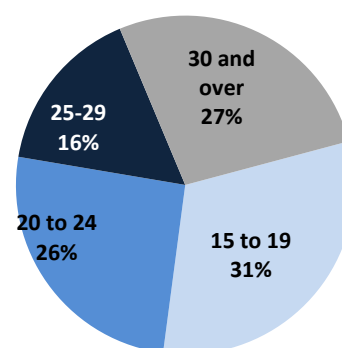
Question: Was the chewing tobacco, pinch or snuff plain, flavoured or both? The slight discrepancies in the numbers results from different rates of refusal or responses of 'don't know.'.

SMOKELESS TOBACCO:

KEY FINDINGS FROM THE CANADIAN COMMUNITY HEALTH SURVEY, 2008-2009:

- The Canadian Community Health Survey (CCHS) is a larger survey than CTUMS but in 2008-2009 asked questions about smokeless use in the past month only for two provinces, Alberta and Ontario. The sample size for these two provinces was 12,210 and 44,460 respectively. The questions were differently framed than the CTUMS questions, asking separately about the use of chewing tobacco and snuff.
- CCHS found the same trend as CTUMS, i.e. that smokeless use in the western province of Alberta was much higher than in Ontario, and that teenagers and young adults represented a significant portion of smokeless users. CCHS found that among boys who had used either snuff or chewing tobacco in the past month, half were under 25 years of age.

Distribution of past-month smokeless tobacco use among males, by age
Alberta & Ontario (CCHS, 2007-2008).



PAST MONTH USE OF SNUFF OR CHEWING TOBACCO AMONG BOYS AND MEN, ONTARIO AND ALBERTA, CCHS 2007-2008⁸

Age	Prevalence (Percentage who report use of either snuff or chewing tobacco in past month)		Population affected (Number of people)		Burden of disease by province (distribution of male users by age group)	
	Ontario	Alberta	Ontario	Alberta	Ontario	Alberta
15-19	3%	9%	12,185	9,782	28%	21%
20-30	2%	*	14,141	15,094	32%	33%
30+	0.5%	2%	17,046	20,028	39	43%
Total	1%	3%	43,371	45,798	100%	

Source: Canadian Community Health Survey, 2007-2008. Public Use Microdata

Question: Combined responses to questions "In the past month, have you used snuff?" and "In the past month have you used chewing tobacco?"

Limitations on cell size required combining 20-24 and 25-39 for provincial breakdown.

REFERENCES

- 1 P.N. Lee. International Smoking Statistics. Canada. 2009. Additional information provided by Health Canada, January 2011.
- 2 [Health Canada will] be able to determine how much of the smokeless product is flavoured, not flavoured, and to what extent. ... We will also continue, given the testimony we've heard about regional differences, to further study the use of smokeless tobacco, and we'll be pleased to report back to the committee through the clerk or to appear at another point in time on the results of that data and how we think we need to respond, using the powers in this bill.... [The report] would be within a year, and if possible, sooner. " Paul Glover, Assistant Deputy Minister, Health Canada, testifying before the House of Commons, Standing Committee on Health, Tuesday, June 16, 2009, <http://www2.parl.gc.ca/HousePublications/Publication.aspx?DocId=3999057&Language=E&Mode=1&Parl=40&Ses=2>
- 3 U.S. National Cancer Institute and Center for Disease Control. Smokeless Tobacco Fact Sheets. Third International Conference on Smokeless Tobacco. 2002. http://cancercontrol.cancer.gov/tcrb/stfact_sheet_combined10-23-02.pdf
- 4 List provided by Health Canada, January 2010
- 5 See Canadian Revenue Agency Excise Duty Notice, April 2008. Enhancements to Tobacco Compliance and Changes to Duty and Special Duty on Certain Tobacco Products. <http://www.cra-arc.gc.ca/E/pub/em/edn21/edn21-e.pdf>
- 6 Health Canada. Tobacco Reporting Regulations. 2000. <http://www.hc-sc.gc.ca/hc-ps/tobac-tabac/legislation/reg/indust/index-eng.php>
- 7 Canadian Tobacco Use Monitoring Survey, 2009 Annual. Public Use Microdata Questions: In the past 30 days, did you use any chewing tobacco, pinch or snuff?; Question: Was the chewing tobacco, pinch or snuff plain, flavoured or both?
- 8 Canadian Community Health Survey, 2007-2008. Public Use Microdata Question: Combined responses to questions "In the past month, have you used snuff?" and "In the past month have you used chewing tobacco?"