





Colorado Chew Tobacco Collaborative Initiative
(CCTCI Program)



KNOW CHEW COLORADO



Welcome!

The BACCUS Network Session November 12, 2009

Colorado Chew Tobacco Collaborative Initiative (CCTCI)
University of Colorado Denver, Cancer Center
Erin Seedorf, Program Coordinator



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A thought to start...



Knowing is not enough; we must apply.
Willing is not enough; we must do.

Johann Wolfgang von Goethe



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Purpose of the Session



- Overview of CCTCI
- Emerging CCTCI Data Collection Outcomes and Themes
- CCTCI Community Partner Policy Initiatives
- Opportunities for Sharing and Networking



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Why Focus on Chew Tobacco?



Making the case in Colorado...

- The rate of adult males in Colorado who use chew tobacco on a daily basis is 7.4% compared to the national rate of 6%
- Chew tobacco rates vary dramatically by region. Areas such as Southeast, Northeast or Southwest Colorado can have rates as high as 20% of adult males who chew on a daily basis
- Among high school males in Colorado, approximately 12.0% currently use chew tobacco
- Nationally, 10% of high school males use chew tobacco
- A report from the U.S. Substance Abuse and Mental Health Services Administration suggests that between 2002 and 2007, smokeless tobacco use among adolescent boys increased 30 percent



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What Are the Health Effects of Chew (i.e. Smokeless) Tobacco



- Not a safe alternative to smoking
- Poses serious health risks
 - Contains 28 known carcinogens
 - Cancer of the mouth, pancreas, esophagus, etc. Gum disease, tooth loss, bad breath
- Highly addictive
 - Nicotine in 1 tin of chew = 3 packs of cigarettes



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What Do We Mean by Chew?



- Chew
- Snus
- Other oral products?



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CCTCI Project Goal: Year One



- To eliminate disparities related to chew tobacco use by creating statewide surveillance/research tools designed to capture
 - 1) spit tobacco use trends;
 - 2) social and cultural norms that support use;
 - 3) product marketing and sales practices;
 - 4) tobacco industry sponsorship of local events;
 - 5) prevention and cessation resources; and
 - 6) policies and practices around chew tobacco.

CCTCI Project Goals: Year Two - Current



1. Provide technical assistance to:
 - Engage CO communities in a CBPR data collection process that will increase their communities readiness to address chew tobacco issues
 - Facilitate the development of community action plans for formal and informal policy change intended to limit the presence and/or accessibility of chew tobacco products
 - Create strategies to promote cessation resources (i.e. QuitLine)
2. Create a statewide educational resources to:
 - Provide general chew tobacco information and targeted media resources
 - Provide CCTCI program information
3. Create a CCTCI/PACT Strategic Plan for 2010-2011

Community-Based Participatory Research (CBPR) Model



- CCTCI project framework based in Community Based Participatory Research (CBPR) model
- CBPR model- Conducting research that shares power with and engages community partners in the research process
- Research outcomes benefit the communities involved, either through direct interventions or by translating research findings into policy change



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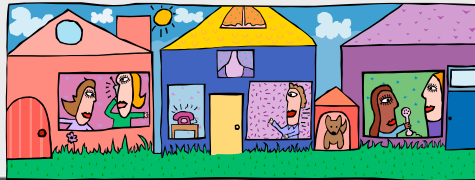
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Incorporating the CBPR Model



Goal for CCTCI project related to CBPR model:

- Engage CO communities in a CBPR data collection process that will begin to identify community concerns related to chew tobacco and increase community readiness to address chew tobacco issues locally.



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CBPR: Project Components

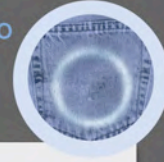


- Project Steering Committee: PACT (Partners Assessing Chew Tobacco)
- Training community partners for data collection, researchers conducting data collection
- Research participants contribute direction for research
- Research will guide communities in subsequent community action planning
- Working with Prevention Research Center to provide CBPR design direction and conduct project evaluation



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Steering Committee: PACT

- Provide comprehensive project direction
- Serve as a voice for select CO communities
- Identify community partners for data collection
- Collaborate with community partners for training and data collection
- Continuous process evaluation of CBPR model
- Review data, and conduct strategic planning for subsequent years of project



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PACT Committee Composition

13 active members:

- Bacchus Network- Tad Spencer (collegiate)
- Get RIEAL- Sally Casey (youth)
- Weld County- Cassandra Kauffman (rural/urban, rodeo)
- Jefferson County- Edward Ellis (urban/rural)
- NWNVA- Elizabeth Morgan (rural, NW mountains)
- El Paso County- Joy Hamilton (urban, military)
- Prowers County- Lorri Gittings (rural, SE)
- Otero County- Donna Starck/Kaysie Schmidt (rural, SE)
- CREA Results- Fernando Pineda-Reyes (Community-based outreach to Latino communities)
- UCD Prevention Research Center- Jini Puma (CBPR research)
- UCD Cancer Center- Erin Seedorf (CCTCI Program staff)
- UCD Cancer Center- Kristin Kidd (CCTCI Program staff)



PACT Vision Statement

- *The committee will **inspire** communities statewide to **create** collaborations and support new paradigms in **exploring and addressing** chew tobacco concerns in **partnership** with tobacco-free Colorado.*



CCTCI Data Collection- Pilot Project Outcomes

Year One (2007-2008)

- 18 groups conducted representing 11 counties
- 106 research participants in total
- 49 male participants, 57 female participants
- 5 youth groups, 2 collegiate groups, 8 adults groups, 2 military groups
- 4-5 groups of participants were people who have used or currently use chew tobacco
- Current use and/or roles related to chew use were captured when available

Year Two (2008-2009)

- 6 groups conducted representing 4 counties
- 78 research participants in total
- 31 male participants, 47 female participants
- All 6 youth groups (Schools, soccer team, 4-H, faith-based community youth group)
- 2-3 groups of participants were people who have used or currently use chew tobacco
- Current use and/or roles related to chew use were captured when available

Year One Preliminary Data- Pilot Project Aggregate Themes



1. Social context of chewing (3 Ws):

- Who: Adult males, adolescent boys, adolescent girls
- Where: EVERY WHERE, Home, school (classrooms, sporting events), and the community (street, fair, rodeo, parties)
- Why: Peer-pressure, image upholding, mood maintenance, family modeling/messaging, role models
 - Reasons why, but not related to social context: Nicotine/drug substitution, addicted



Adolescent girls:
"My picture is of a teenage girl's purse with a can of skoal pouch. And it's kind of weird how women are starting to chew, not only men."

Where, EVERY WHERE:

"I've seen it in the school mostly, I've seen grown ups walking around just with it in their lip, I've seen it pretty much everywhere I go."



Image Upholding:

"And my friends too because they are accepted and they feel more accepted when they chew, and when they are seen doing something the cool people do...."

Year One Preliminary Data- Pilot Project Aggregate Themes



2. Social acceptability and modeling

- Peer
- Family
- Community
- Chew Users
- Reconciling
Conflicting Social
Acceptability/
Norms

Modeling:

"the key reason that we all started, and that's the peer pressure. Uh, a lot of my buddies did it." (adult male who chews)

"As I said, my grandfather and father chewed, as did some of my brothers. They kind of gave it up, but I kept doing it." (adult male who chews)

"Like the cowboy hat, the cowboy boots, lets go to the rodeo every day son, come and chew with me." (male youth, unknown if currently chewing)

Social Acceptability:

"better if they chew instead of smoke because they are only risking their life and not harming another persons life by doing that and it think that if they are gonna do that we should support them." (female youth)



Year One Preliminary Data- Pilot Project
Aggregate Themes



3. Media images associated with chew tobacco

- Magazine
- Posters (at convenient stores & Wal-Mart)
- Radio
- Television
- Rodeos (billboards, posters, pamphlets -media unknown?)

Convenience store ads:

"Among the propaganda a Copenhagen chew tobacco poster is placed at eye-level for customers especially students, to view on their way to the main entrance of the establishment."



Marketing and Sales:

"My next picture is five different brands of chew, five different types of chew. There's three different flavors of Copenhagen, the grape chew, which is actually pretty good, and this nasty grizzly snuff. It's just showing different choices of chew that's out there."



Year One Preliminary Data- Pilot Project
Aggregate Themes



4. Concerns related to chew tobacco use

- Health
- Environmental Cleanliness
- Under-Aged Users Getting Caught

Health concerns:

"So, if he chews he chews and he has to deal with the consequences generally because he'll get sores in his mouth" (wife of a person who chews)

"my dad chews and he is sick all the time, and he went to the doctor and they said he might have cancer and he still makes that decision to keep chewing." (daughter of a person who chews)

Environmental cleanliness:

"My picture is of all the spit bottles I have around my room at that one point. I don't know, I guess it's kind of gross but. I don't know, I just leave bottles laying around my room because I don't like having to carry a bottle with me throughout my room even though it's not that big." (female who chews)





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Year One Preliminary Data- Pilot Project Aggregate Themes



5. Perceived ways to address the chewing tobacco

- School
- Media Messages
- Legal System Change
- Cessation Assistance
- Social Pressure
- Convenient Store Surveillance
- Convenient Store Display Change
- Increase Cost
- Parent Education



School:

"school would buckle down on it more because I know that our school knows that people are doing, and they haven't done much to stop it." (female youth)

Community:

"I think the should put limits on being able to target younger people, how they are with the media and everything." (female youth)

"higher the age of when people can chew." (female youth)

"maybe raising the cost of it because I know that some tobacco brands are really cheap, and it's like 3 dollars a can and it does not cost much to chew" (female youth)

Social sources:

"and people our age and older are having other people go to the stores and get it for them." (male youth)



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Incorporating a Conceptual Model



Socio-Ecological Model





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Community Partner Outcomes



Themes across the board:

- The product and its use observed everywhere in a community
- Social acceptance within the community and family (seen as an individual 's choice)
- Modeling (family and younger peers)
- Inconsistence enforcement of TFS policy as it relates to chew (students, staff, administrators, and parents)
- Need for education
 - General information (similar to cigarettes)
 - Cessation resources
- Product presence in community
 - Retail stores- overwhelming advertisements
 - Magazines advertisements
 - Rodeo community



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Community Partner Outcomes



Interesting observances:

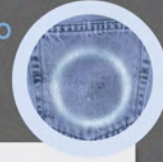
- Cessation
 - Several student and adult groups noted the need for alternative chew products (i.e. mint chew)
 - Women who chew afraid to admit use and therefore not seeking cessation resources
 - Men concerned with social acceptance if they do not chew
- Use patterns
 - Seasonal use (farming sessions, sport sessions, military assignments)
 - Women and adolescent girls discussed in many groups, and people felt this contradicts the assumed norms
 - People who chew have the product in their mouths 24 hours a day



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Community Partner Outcomes



Interesting Observances:

- Initiation
 - Began use with family member (father, uncle, grandpa, cousin)
 - Young girls trying at “Kids Rodeo”
- Product presence
 - Different or perceived different labeling for smokeless products than cigarettes
 - Youth mentioned the use of flavored products to start
 - Youth very aware of new smokeless tobacco products, particularly when they are first released



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Community Partner Outcomes



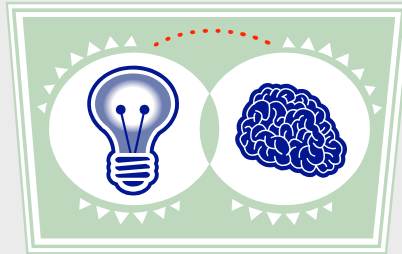
Potential policy initiatives discussed:

- Education & Enforcement of TFS policy
- District Athletic Division Policies
- Tobacco-free campuses (collegiate and military)
- Tobacco-free city properties
- Tobacco-free organizational policies (i.e. HD, 4-H)
- Prohibiting Tobacco Company Sponsorship and Sampling (City, County, Campus)
- Youth Access
 - Retail licensure
 - Clerk requirements
 - Product placement
 - Retail window advertisement
 - Flavored tobacco



Opportunities for Collaboration

Question: How can we work together?



Comments & Questions



Thank You!

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UCD Cancer Center

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