

CHEWING TOBACCO FACTS**Chewing Tobacco Statistics**

- Chew tobacco is not a safe alternative to cigarettes. It can be just as addictive as cigarettes.
- Nationally, an estimated three percent of adults – 8.9 million – chew tobacco. Chew-tobacco use is much more common among men (six percent) than women (0.3 percent).
- Approximately 100,000 Wisconsin residents chew tobacco.
- In Wisconsin, 14 percent of high school males and two percent of high school females chew.
- Nationally, seven percent of high school students chew tobacco. It's more common among male (11 percent) than female high school students (2 percent). Also, an estimated 3 percent of middle school students chew tobacco.
- During 2001, the five largest tobacco manufacturers spent \$236.7 million on chewing tobacco advertising and promotion.

Good Reasons to Quit

- Brighter smile. Healthier teeth and gums.
- Save money. At \$4.30 or more a tin, a chewer can save a lot of money by quitting. If a person dips a tin a day, that's more than \$1,500 a year!
- Reducing cancer risk. Chewing tobacco contains 28 cancer-causing chemicals. Three-quarters of mouth and throat cancers are caused by tobacco and only half of those diagnosed are alive five years later.
- Reducing risk of heart disease and high blood pressure.

Tips to Help People Quit Chewing Tobacco

- Quitting tobacco is very difficult, but it CAN be done with a little preparation!
- Ask family, friends or co-workers for support.
- Call the Wisconsin Tobacco Quit Line for free coaching and materials: **1-800-QUIT-NOW** (784-8669).
- Get rid of all tobacco and related products in the home, car and workplace.
- Replace the tin or pouch of tobacco with pretzels, carrots or gum.
- Log on to www.ChewFree.com.

Sources: CDC, Wisconsin DHFS

FOUR KEYS FOR QUITTING CHEW

1. GET READY.



- Set a quit date and stick to it - not even a single dip!
- Think about past quit attempts. What worked and what did not?

2. GET SUPPORT AND ENCOURAGEMENT.



- Get help through telephone coaching or other individual or group counseling.
- Free, confidential telephone coaching is available by calling **1-800-QUIT-NOW** (784-8669).
- Tell family, friends and coworkers you are quitting.
- Talk to your doctor or other health care provider.

3. LEARN NEW SKILLS AND BEHAVIORS.



- When you first try to quit, change your routine.
- Reduce stress. Exercise.
- Distract yourself from urges to use spit tobacco.
- Plan something enjoyable to do every day.
- Drink a lot of water and other fluids.
- Use oral substitutes like sunflower seeds, gum, hard candy or cinnamon sticks.

4. BE PREPARED FOR RELAPSE OR DIFFICULT SITUATIONS.



- Avoid alcohol.
- Be careful around other tobacco users.
- Improve your mood without using spit tobacco.
- Eat a healthy diet and stay active.
- Be aware of triggers.

YOUR QUIT PLAN

**1. CALL THE QUIT LINE:
1-800-QUIT-NOW (784-8669)**

Quit Date: _____

2. WHO CAN HELP YOU:

3. SKILLS AND BEHAVIORS YOU CAN USE:

4. HOW WILL YOU PREPARE?

Follow-up plan: _____

Other information: _____

Referral: _____ Date: _____