

What can you do about OTP?

- ◆ Educate yourself by examining products in stores, carefully looking at the packaging.
- ◆ Advise local merchants to place OTP products with cigarettes, behind the counter.
- ◆ Teach others in your community about OTP by including this information in your communications.
- ◆ Invite us to share information about OTP during your staff or service organization mtg.

- ◆ Write a letter to the editor or article for your school or employee newsletter or local newspaper.

- ◆ Join the 7 C's Health Initiative and receive our free on-line newsletter.

- ◆ "Like" the Seven C's Health Initiative on Facebook



### Seven C's Health Initiative

Multi-jurisdictional Coalition focusing on reducing tobacco related illness in seven counties:



Buffalo \* Trempealeau \* Jackson  
 Monroe \* La Crosse  
 Vernon \* Crawford

*The 7C's Health Initiative collaboratively works to improve the health of our citizens living in the counties of Buffalo, Jackson, Trempealeau, Monroe, Vernon, Crawford and La Crosse so that they may live long, healthy lives, free from tobacco and nicotine regardless of their income, education or ethnic background.*

### Contact Information

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As parents, educators, mentors and community members, we need all the help we can get when it comes to protecting our kids from these products.

## Other Tobacco Products



## What is OTP?

OTP = Other Tobacco Products: chewing tobacco, Snus, cigars, cigarillos, little cigars, e-cigarette, dissolvables and hookah.



- ◆ OTP is sometimes marketed as reduced risk. **“There Is No Safe Form of Tobacco Use.”** -Former US Surgeon General Richard Carmona
- ◆ Some types of OTP have been marketed as alternatives to use in tobacco free environments which is a threat to cessation efforts.
- ◆ OTP is marketed as a cessation product. These products have not been tested by the FDA and there is no evidence that these products help smokers quit.

## 3 Ways Kids are in Danger

### Flavoring like Candy

- ◆ Candy flavoring and bright colors make tobacco products extremely appealing to young people.
- ◆ “Kid flavors” include chocolate, cherry, vanilla, apple, grape, and watermelon.



### Cheap Pricing

- ◆ Because little cigars are classified as “other tobacco products” they are taxed at a much lower rate than cigarettes.
- ◆ This tax loophole makes fruit-flavored little cigars cheaper and more accessible to youth.



Lip gloss? Markers? Tobacco?

### Packaging Like Candy

- ◆ New product packaging makes tobacco look like candy.



Mints? Tobacco?

## New Tobacco Products Appeal to Our Kids

- ◆ Flavored and smokeless tobacco product use is on the rise among youth.
- ◆ These products aren’t safe—consequences can include cancer, tooth loss, gum disease, and increased risk of heart disease and stroke.
- ◆ We need to protect Wisconsin Kids from tobacco. Many kids start using tobacco by age 11, and many are addicted by age 14.



**Adults need to know these products exist.  
Kids need more help to resist them.**