

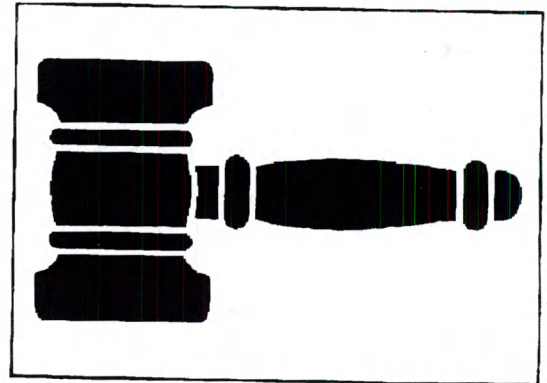
DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

*Smokeless
tobacco*

PHONE: (202) 690-6318
FAX: (202) 690-7998

DATE: April 1, 1996

TO: SHANA TESLER
fax: 456-7929



FROM: ANDREW D. HYMAN
Special Assistant to the General Counsel
Office of the General Counsel, Room 707F
Department of Health and Human Services
200 Independence Ave., SW
Washington D.C. 20201

COMMENTS: Jen asked for some stats on smokeless tobacco use and kids for the POTUS. Since we're holding off till tomorrow, this may come in handy:

- About 1 in 5 10th grade boys used spit tobacco in the past month.
- More than 1/2 of adults who use spit tobacco first tried it before they turned 18.

No. of Pages (including cover): 1

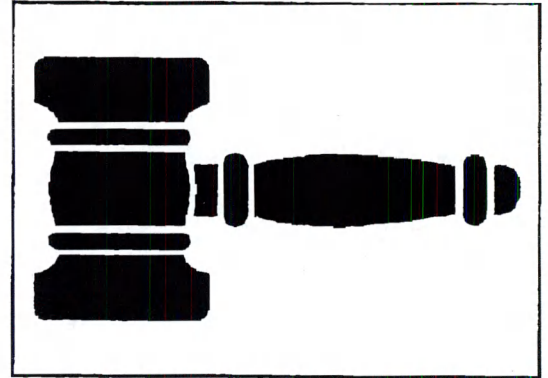
DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

PHONE: (202) 690-6318

FAX: (202) 690-7998

DATE: April 3, 1996

TO: JEN O'CONNOR



FROM: ANDREW D. HYMAN
Special Assistant to the General Counsel
Office of the General Counsel, Room 707F
Department of Health and Human Services
200 Independence Ave., SW
Washington D.C. 20201

COMMENTS: Attached is some information regarding spitless tobacco. First, is US Tobacco's press release highlighting its efforts to keep kids from spit tobacco and stats on kids' use. The other info are stats that have not yet been released but do rebut UST's claims, e.g., UST claims it's 3.9% for 12-17 year-old boys, but CDC says it's 19.7%. As for the trend, the numbers show it's flat, ie., no significant change in any direction.

I am going up to NYC now and will not likely be back till Monday. I have my pager. Enjoy your holiday.

No. of Pages (including cover): 6

National Center for Chronic Disease Prevention & Health Promotion

Office on Smoking and Health

ROUTING AND TRANSMITTAL SLIP		Date	2 pages
		April 3, 1996	/including cover
TO:		Initials	Date
1. Andy Hyman (202) 690-7998			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
	Action		File
	Approval		For Clearance
	As Requested		For Correction
	Circulate	X	For Your Information
	Comment		Investigate
	Coordination		Justify
			Note and Return
			Per Conversation
			Prepare Reply
			See Me
			Signature

REMARKS:

Attached is a table from an upcoming MMWR from the Youth Risk Behavior Survey. The last column shows use of smokeless tobacco during the last month (e.g., 19.7% for male high school students). This data is not scheduled to be released until the end of May, so please treat confidentially. The Monitoring the Future data are consistent with these figures. The NHSDA data cited by UST seem to be the outlying data.

FROM: Michael P. Eriksen, Sc.D. Director, Office on Smoking and Health (K-50) National Center for Chronic Disease Prevention and Health Promotion Centers for Disease Control and Prevention Atlanta, Georgia 30341-3724 E-mail: mpe0@ccdoshl.em.cdc.gov	Room No.-Bldg. 5067 Rhodes Building Phone No. 770-488-5701 Fax No. 770-488-5767
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TABLE 1. Percentage of high school students who used cigarettes and/or smokeless tobacco, by sex, race/ethnicity, and grade — United States, Youth Risk Behavior Survey, 1995

Category	Current cigarette and/or smokeless tobacco use ^a	Current cigarette use ^b	Frequent cigarette use ^c	Current smokeless tobacco use ^d
Sex				
Female	34.5 (±3.3)**	34.3 (±3.1)	15.9 (±3.0)	2.4 (±1.3)
Male	40.9 (±2.7)	35.4 (±2.4)	16.3 (±2.8)	19.7 (±2.5)
Race/Ethnicity				
White, non-Hispanic	42.3 (±2.6)	38.3 (±2.6)	19.5 (±3.5)	14.5 (±1.7)
Female	40.0 (±3.4)	39.8 (±3.2)	20.8 (±3.8)	2.5 (±1.1)
Male	44.5 (±3.6)	37.0 (±3.3)	18.4 (±3.7)	25.1 (±3.0)
Black-non Hispanic	19.6 (±3.1)	19.2 (±3.0)	4.5 (±1.8)	2.2 (±1.0)
Female	12.5 (±3.2)	12.2 (±3.0)	1.3 (±0.7)	1.1 (±1.2)
Male	28.4 (±5.5)	27.8 (±5.6)	8.5 (±3.4)	3.5 (±1.4)
Hispanic	33.7 (±5.4)	34.0 (±5.2)	10.0 (±3.3)	4.4 (±1.8)
Female	32.8 (±5.8)	32.9 (±5.8)	9.3 (±4.0)	3.1 (±3.3)
Male	34.6 (±8.5)	34.9 (±8.2)	10.7 (±4.2)	5.8 (±2.4)
Grade				
9	33.1 (±1.8)	31.2 (±1.7)	9.6 (±2.7)	11.2 (±1.7)
10	36.7 (±3.4)	33.1 (±3.8)	13.3 (±3.0)	9.6 (±2.2)
11	39.2 (±3.7)	35.8 (±3.6)	19.2 (±3.1)	13.0 (±2.7)
12	41.1 (±3.3)	38.2 (±3.5)	20.9 (±4.0)	11.2 (±2.8)
Total	37.8 (±2.4)	34.8 (±2.2)	16.1 (±2.6)	11.4 (±1.7)

^aSmoked cigarettes or used smokeless tobacco on ≥ 1 of the 30 days preceding the survey.

^bSmoked cigarettes on ≥ 1 of the 30 days preceding the survey.

^cSmoked cigarettes on ≥ 20 of the 30 days preceding the survey.

^dUsed smokeless tobacco use on ≥ 1 of the 30 days preceding the survey.

**Ninety-five percent confidence interval.

Sample sizes: 10,772 for current tobacco use, 10,473 for current or frequent cigarette use, 10,396 for cigarettes and/or smokeless tobacco. Differences in sample sizes are due to missing data.

Percentage of high school students who used tobacco by sex, grade in school, and race/ethnicity -- United States, Youth Risk Behavior Surveys, 1990, 1991, and 1993

	1990 (n=11,631)			1991 (n=12,272)			1993 (n=16,296)		
	Past month cigarette use ^a	Frequent cigarette use ^b	Smokeless tobacco use ^c	Past month cigarette use	Frequent cigarette use	Smokeless tobacco use	Past month cigarette use	Frequent cigarette use	Smokeless tobacco use
Sex									
Female	31.3 (± 3.1) ^d	12.5 (± 2.3)	1.4 (± 0.5)	27.3 (± 3.2)	12.4 (± 2.5)	1.3 (± 0.6)	31.2 (± 2.1)	13.5 (± 2.1)	2.0 (± 0.6)
Male	33.2 (± 4.9)	13.0 (± 3.6)	19.1 (± 5.1)	27.6 (± 3.3)	13.0 (± 2.0)	19.2 (± 2.7)	29.8 (± 2.3)	14.0 (± 1.7)	20.4 (± 2.7)
Grade									
9	29.5 (± 4.4)	9.9 (± 3.4)	1.8 (± 3.0)	23.2 (± 3.6)	8.4 (± 2.2)	9.0 (± 2.4)	27.8 (± 2.3)	8.8 (± 1.6)	10.5 (± 2.1)
10	30.0 (± 3.9)	10.8 (± 2.4)	10.9 (± 2.8)	25.2 (± 3.0)	11.3 (± 2.5)	10.1 (± 2.4)	28.0 (± 3.3)	12.5 (± 2.7)	11.2 (± 2.2)
11	32.8 (± 4.6)	12.6 (± 2.9)	9.5 (± 2.2)	31.6 (± 4.0)	15.6 (± 2.9)	12.1 (± 2.4)	31.1 (± 3.2)	15.3 (± 2.8)	11.8 (± 2.2)
12	36.7 (± 5.4)	17.7 (± 4.3)	11.9 (± 4.3)	30.1 (± 4.3)	15.6 (± 3.3)	10.7 (± 2.4)	34.5 (± 3.8)	17.8 (± 3.4)	12.1 (± 1.7)
Race/Ethnicity									
White	36.4 (± 3.9)	15.9 (± 3.1)	12.6 (± 3.5)	30.9 (± 3.1)	15.4 (± 2.5)	13.0 (± 2.2)	33.7 (± 2.2)	16.1 (± 2.2)	14.6 (± 1.8)
Black	16.1 (± 2.9)	2.3 (± 1.0)	1.9 (± 0.9)	12.6 (± 2.5)	3.1 (± 1.2)	2.1 (± 0.6)	15.4 (± 2.5)	4.6 (± 1.6)	2.6 (± 1.2)
Hispanic	30.8 (± 4.3)	7.4 (± 1.6)	5.7 (± 2.3)	25.3 (± 2.8)	6.8 (± 1.6)	5.5 (± 2.7)	28.7 (± 3.2)	7.7 (± 2.0)	4.9 (± 1.3)
Total	32.3 (± 3.7)	12.8 (± 2.7)	10.1 (± 2.5)	27.5 (± 2.7)	12.7 (± 2.2)	10.5 (± 1.8)	30.5 (± 1.9)	13.8 (± 1.7)	11.5 (± 1.6)

^aSmoked cigarettes on ≥ 1 of the 30 days preceding the survey.^bSmoked cigarettes on ≥ 20 of the 30 days preceding the survey.^cUsed chewing tobacco or snuff during the 30 days preceding the survey.^dNinety-five percent confidence interval.

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United States Tobacco Company Reinforces Its Message About Discouraging Sales Of Smokeless Tobacco To Minors

GREENWICH, Conn., April 1 /PRNewswire/ -- Baseball season has officially begun, and United States Tobacco Company (USTC) is reinforcing its message to major league baseball teams that it is serious about discouraging the sale of smokeless tobacco products to minors.

USTC has asked all 28 major league teams to distribute to each player on its roster a Company-supplied brochure which spells out USTC's concrete steps to deter sales to minors.

While the Company is aware of assertions that smokeless tobacco use by professional baseball players influences minors to begin using the product, research reports indicate that use of smokeless tobacco products by minors results primarily from the influence of family and friends, not the influence of professional athletes.

In fact, the trend toward reduced smokeless tobacco use by minors is continuing, and the Company is working to keep that trend going. For example, smokeless tobacco use by 12-to-17-year-old males dropped from 6.6 percent in 1988 to 4.8 percent in 1992 (Healthy People 2000 Review, 1993, National Center for Health Statistics, Centers for Disease Control). And in a survey published in October 1994, smokeless tobacco use by 12-to-17-year-old males declined again to 3.9 percent in 1993 (1993 National Household Survey on Drug Abuse). The government's target for the year 2000 is 4 percent.

Additionally, USTC devotes substantial effort and resources to discourage the sale of its products to minors including a voluntary age of purchase design on all its advertising and marketing communications materials that includes within it the following message: "U.S. Tobacco Reminds You: Smokeless Tobacco/Not For Sale To Minors," a national campaign through its trade association in publications such as USA Today and U.S. News and World Report to reinforce the Company's "Adults Only" policy, and support of state laws mandating 18 as the minimum age of purchase of smokeless tobacco products.

By working with community leaders such as baseball teams and their owners, the Company believes it can continue to discourage the sale of smokeless tobacco to minors.

A wholly owned subsidiary of UST (NYSE: UST), United States Tobacco Company, through its subsidiaries, is a leading producer and marketer of moist smokeless tobacco products. The Company's

primary brands are Copenhagen, Skoal, Skoal Long Cut, Skoal Bandits and Skoal Flavor Packs.

Copenhagen, Skoal, Skoal Long Cut, Skoal Bandits and Skoal Flavor Packs are trademarks of United States Tobacco Company or its affiliated companies for its smokeless tobacco.

-0- 4/1/96

/CONTACT: Alan Kaiser of United States Tobacco Company,
203-622-3549/

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