

# **Quitting Cigarettes Completely or Switching to Smokeless Tobacco:**

*Do U.S. Data Replicate  
the Swedish Results?*

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**TUS-CPS Users' Workshop**

**Phoenix, June 9, 2009**

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**Funded by NCI Grant 5 P30 CA 23100-22S4**

# Disclaimer

- **Grants/contracts from agencies that fund tobacco control research.**
- **No interest in entering emotional debate on harm reduction.**

# **Should We Encourage Smokers to Switching to Smokeless?**

- **Pro: Many smokers can't or will not quit**
- **Con: Dilute the overall anti-tobacco message**

# Key Swedish Results

- **Male smoking prevalence < female's**
- **Men have a high prevalence of snus use**
- **Many male smokers reported using snus to quit smoking**
- **Male lung cancer rate drops faster than expected**

# **Reservations on Applicability of Swedish Results to Other Countries**

- **Country/Culture-specific**
- **Effects on smoking uptake vs. cessation**
- **Price**
- **Unrelated to perception of reduced harm**
- **No such thing as Swedish results**
- **Mostly logical exercises, little data when it comes to applications to other countries**

# **Need Data**

- **Data from countries other than Sweden**
  - **U.S. is the other western country with a long history of smokeless tobacco use**
- **Longitudinal population-based data**
  - **Recall of ever use of smokeless tobacco has serious problems here**
  - **TUS-CPS 2002-2003 longitudinal data set**

# **Our Task**

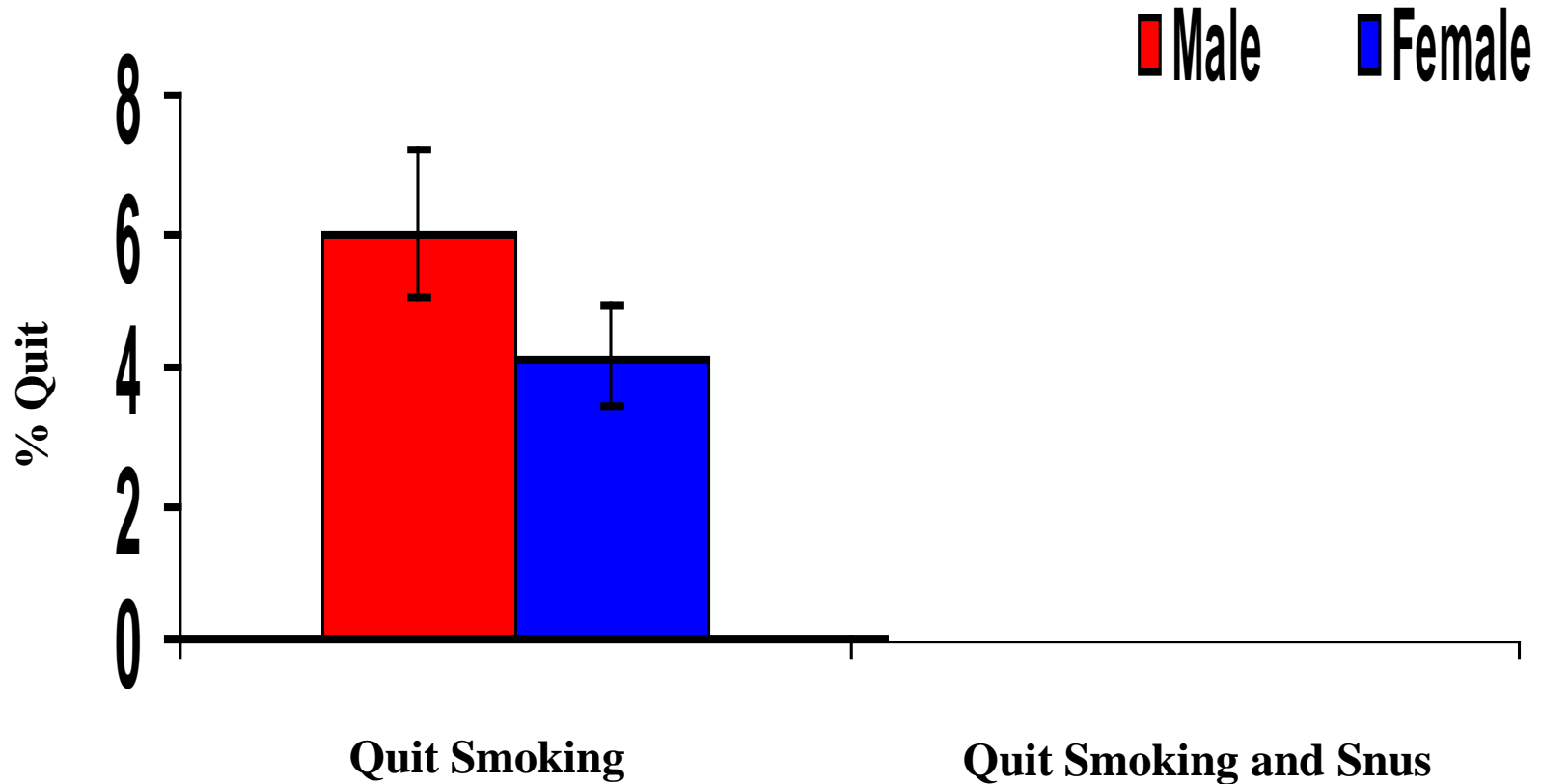
- **Focus on smoking cessation effects**
  - **One survey cannot solve all problems**
- **Summarize the relevant Swedish results**
- **Repeat the analysis**



# **How to Test for a Snus Effect on Smoking Cessation in Sweden**

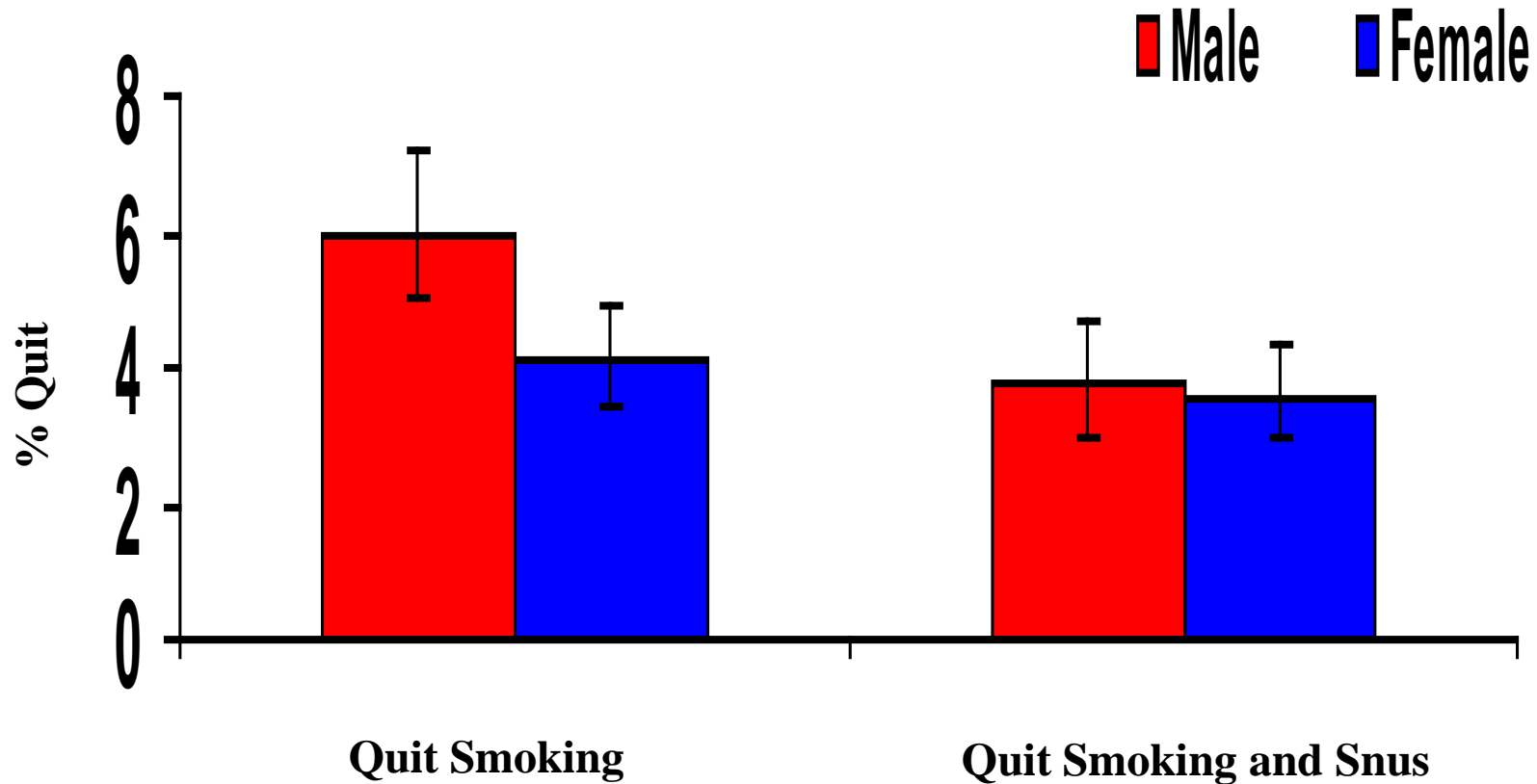
- **Men uses snus far more than women**
- **Need of nicotine is cause of relapse**
- **The test should be two-prolonged**
  - **Sex difference in smoking cessation**
  - **No sex difference in tobacco cessation (cigarettes and snus)**

# Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden



*Based on results reported in Tables 3-5 in Rodu et al. (2003),*

# Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden

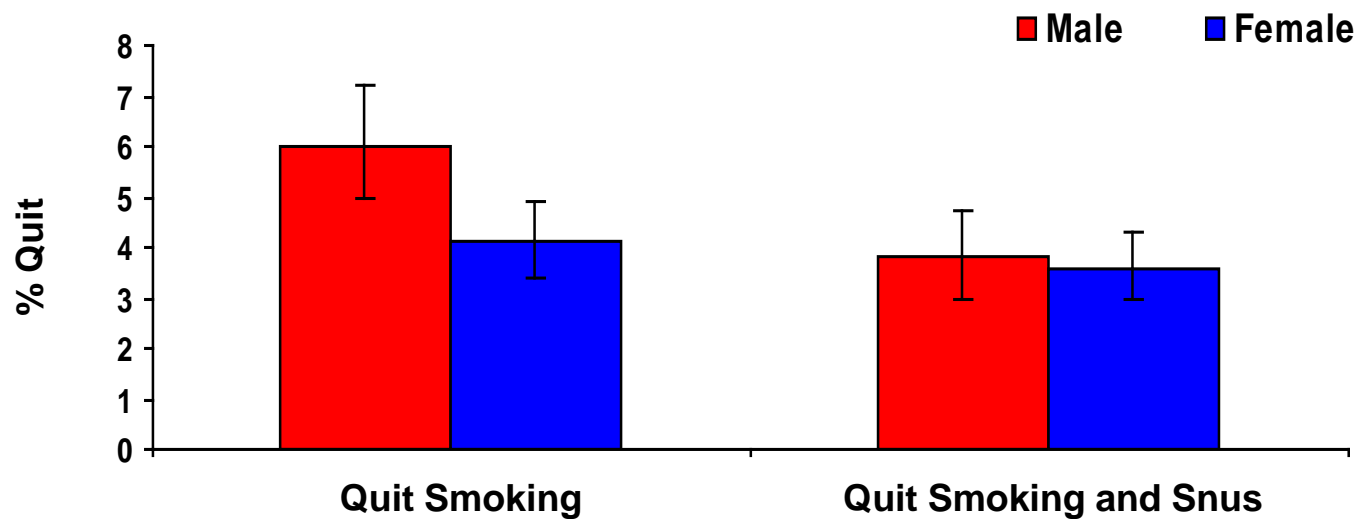


*Based on results reported in Tables 3-5 in Rodu et al. (2003),*

# TUS-CPS 2002-2003

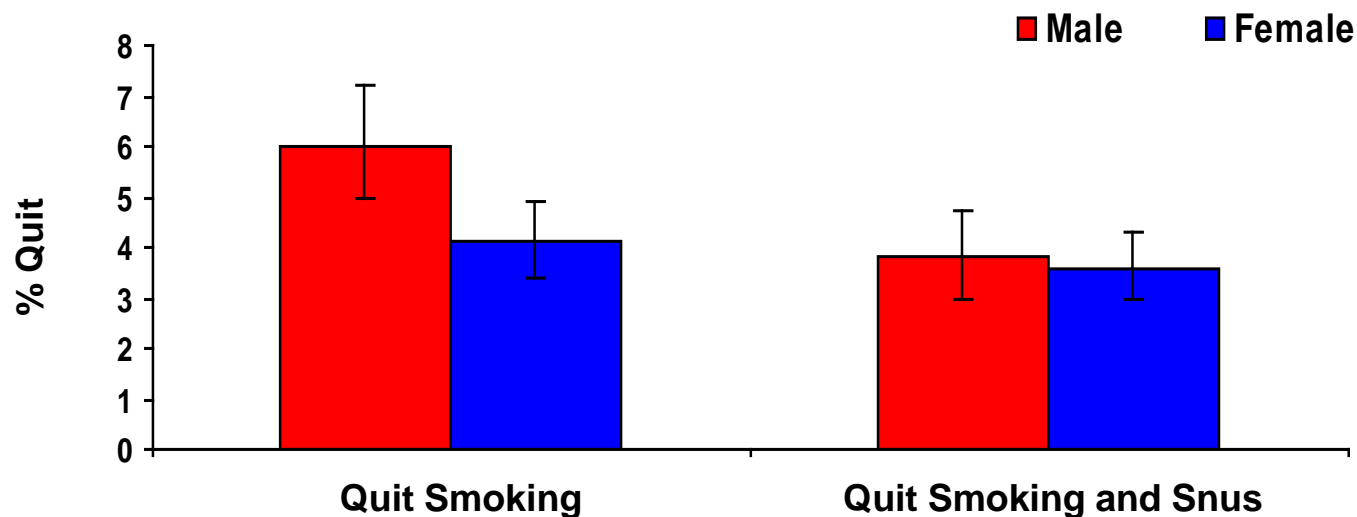
- **Define tobacco use status**
  - **Smoking only**
  - **Smokeless only**
  - **Both**
  - **Neither**
- **Data reduction**
  - **Ignore cigars and pipe** (after finding them unimportant)
  - **Remove inconsistency**

Figure 1A. Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden



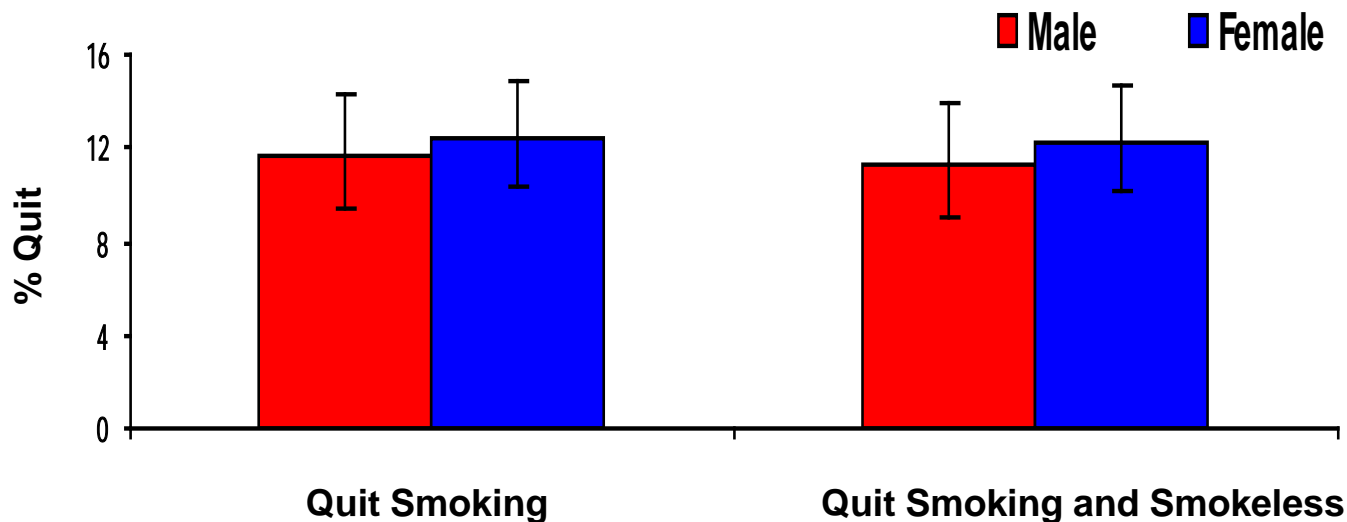
*Based on the multi-year followed up results reported in Tables 3-5 in Rodu et al. (2003),*

**Figure 1A. Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden**



*Based on the multi-year followed up results reported in Tables 3-5 in Rodu et al. (2003),*

**Figure 1B. Percent of 2002 Smokers Who Quit Smoking or Quit Both Smoking and Smokeless In 2003, U.S.**

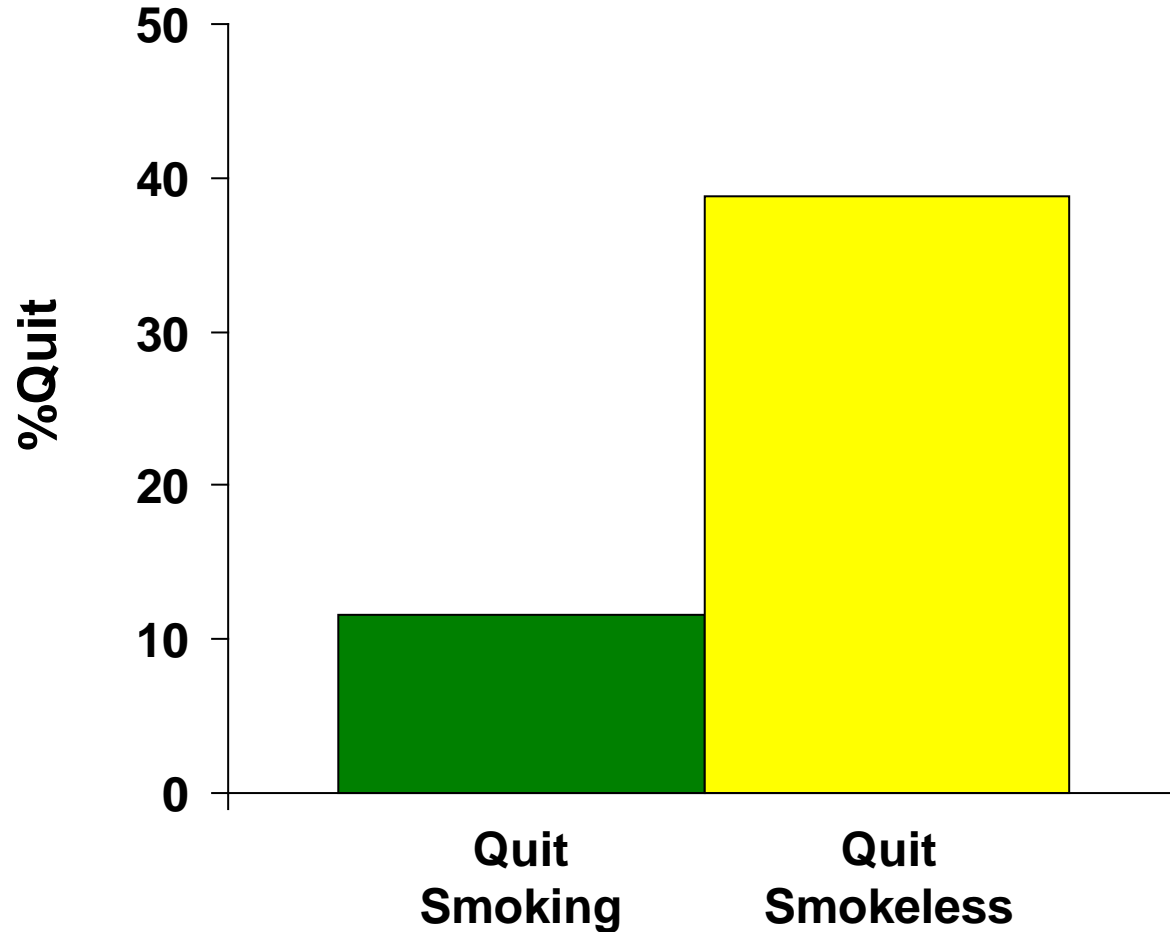


*Based on US 2002-2003 TUS-CPS longitudinal sample*

# **Other Key Results (for Male)**

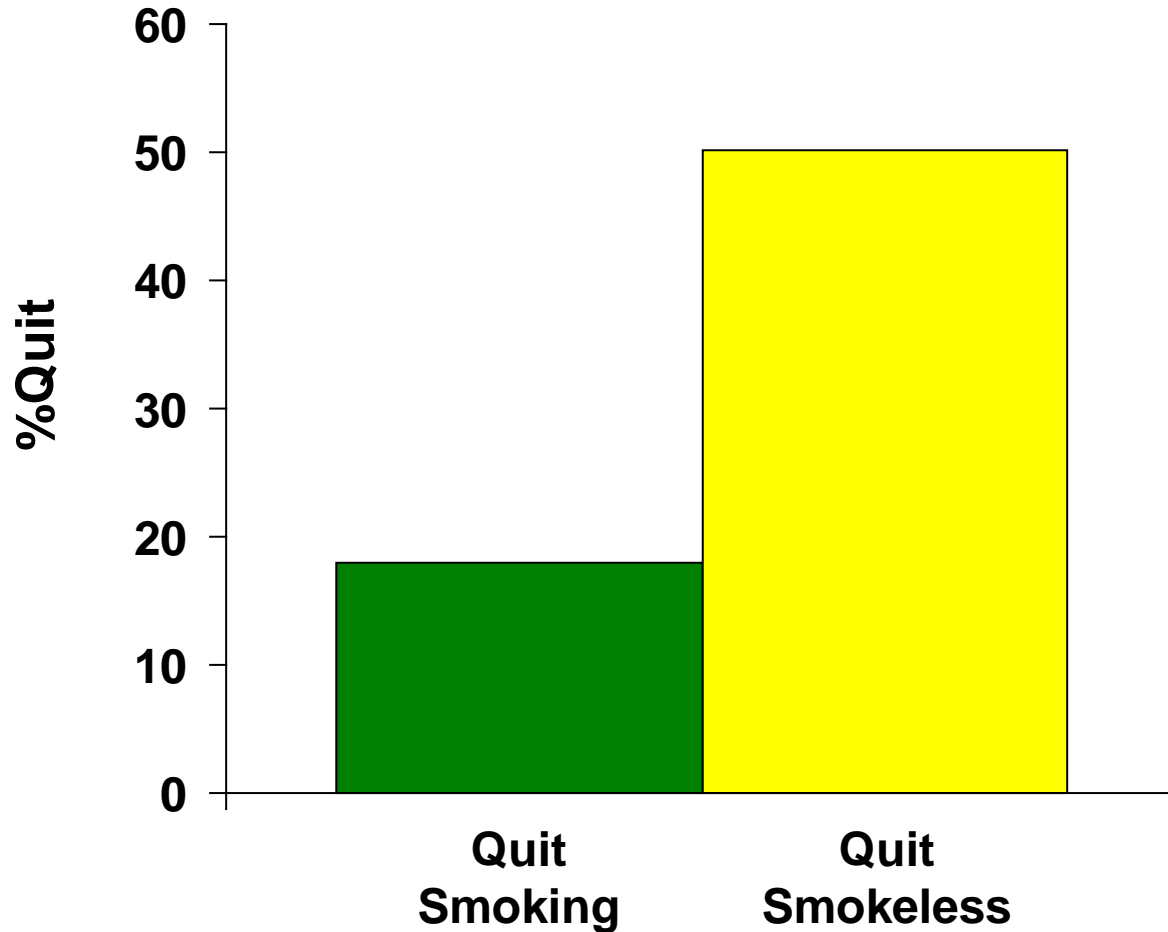
- **Switching is infrequent**
  - **0.3% from cigarettes to smokeless**
  - **3.9% from smokeless to cigarettes**
- **Recent former smokers turn to smokeless**
  - **1.7% turn to smokeless**
  - **24.4% relapse to cigarettes**

# Quitting Among Exclusive Users (Cigarettes or Smokeless)

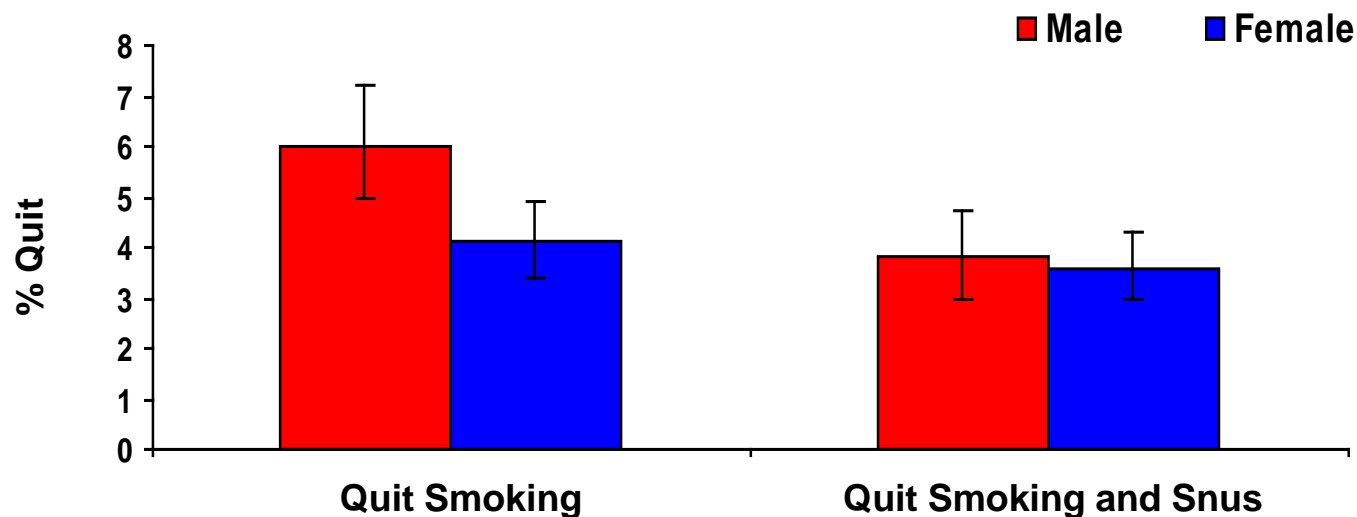




# Quitting Among Dual Users (Cigarettes or Smokeless)

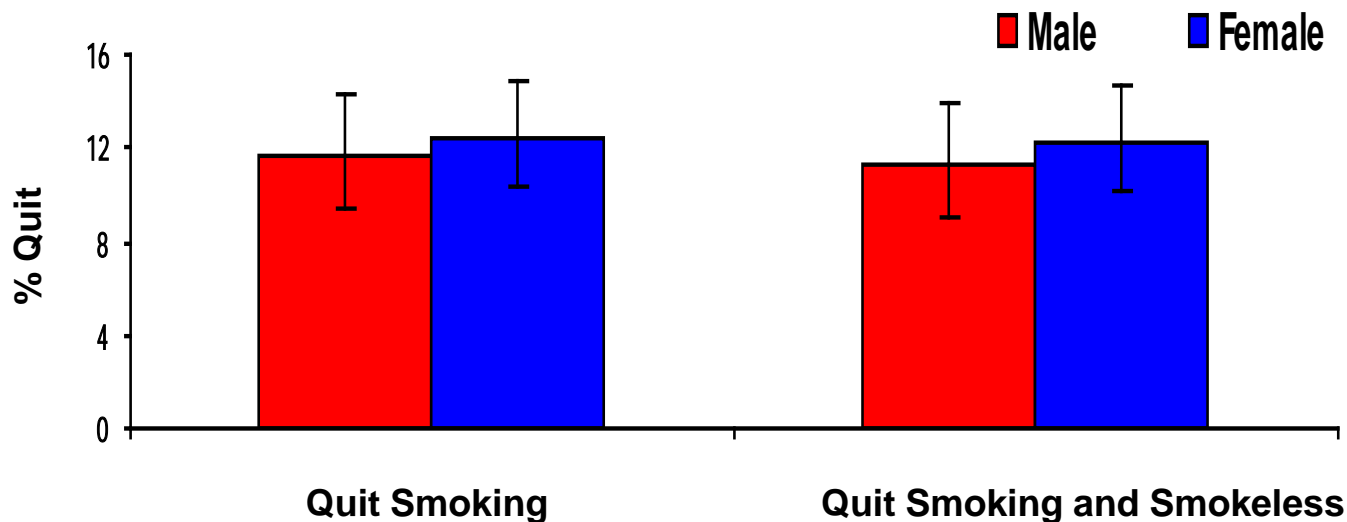


**Figure 1A. Annual Quit Rate for Smoking or for Smoking and Snus in MONICA Project (5-13 years), Sweden**



*Based on the multi-year followed up results reported in Tables 3-5 in Rodu et al. (2003),*

**Figure 1B. Percent of 2002 Smokers Who Quit Smoking or Quit Both Smoking and Smokeless In 2003, U.S.**



*Based on US 2002-2003 TUS-CPS longitudinal sample*

# Possible Explanations

- **It was not promoted as safer products**
- **Price differential is not big enough**
- **Product difference**
- **Not enough of them using it**

# Conclusions

- **U.S. Data do not replicate the Swedish results**
- **U.S. male smokers seem to quit smoking at a high rate, without using smokeless**
- **U.S. female smokers quit on the same level as males**
- **Promoting smokeless tobacco as less harmful alternative may not lead to an increase of population smoking cessation rate in places like the U.S.**
- **Price differential may have a greater effect in increasing switching to smokeless**

**Thank You!**

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