

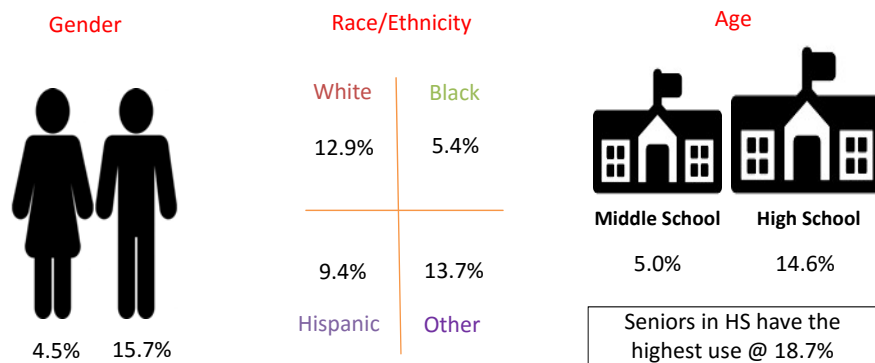
THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center
Making Cancer History®

Houston City Council Meeting

September 26, 2018

Ernest Hawk, MD, MPH

Smokeless Tobacco Use Among Texas Youth - 2016



Texas Youth Tobacco Survey: 2016, Texas A & M University

Smokeless Tobacco – NOT a Safe Alternative to Cigarettes

Harms

- Increased risk for:
 - Cancers of the mouth, esophagus, and pancreas
 - Noncancerous diseases of the mouth (e.g., gum disease, tooth decay & loss)
 - Death from heart disease & stroke
 - Early delivery & stillbirth when used during pregnancy
 - Nicotine addiction
 - Nicotine poisoning in children

Smokeless tobacco "is not a safe substitute for smoking cigarettes. It can cause cancer and a number of noncancerous oral conditions and can lead to nicotine addiction and dependence"

– Advisory Committee to the Surgeon General, 1986

Centers for Disease Control & Prevention, Smokeless Tobacco Fact Sheet, Accessed 9/22/18
https://www.cdc.gov/tobacco/data_statistics/fact_sheets/smokeless/health_effects/index.htm

Cancers Caused by Smokeless Tobacco Are Highly Morbid and Lethal



The Gruen Von Behrens Story

"Don't do it, it ruined my life."

- Began dipping at 13
- Developed oral cancer at 17
- Given 25% chance of survival
- Endured 40 operations, radiation & chemotherapy
- Lost all teeth, jawbone, half his tongue, skin on his face, & neck muscle
- Face was patched with skin & muscle from his leg
- Permanently slurred speech



Gruen Von Behrens
May 14, 1977 – September 8, 2015

Before he passed away in 2015, he had spoken to ~2 million children in all 50 states & all 10 Canadian provinces about the harms of smokeless tobacco

Social Influence Predicts Youth Adoption of Smokeless Tobacco

- Sports participation by high-school males¹
- Modeling of smokeless tobacco use by family, friends & others²⁻⁴
- Perceived use by baseball coaches, teammates & other baseball athletes of similar age³

¹ Davis, et al., J Adolesc Health, 1997;21:97-101

² Riley, et al. J Adolesc Health, 1991;12(1):15-21

³ Walsh, et al., Tob Control, 2009;9 Suppl 2:ii32-9

⁴ Gansky, et al., J Public Health Dent, 2009;69(2):116-24

MD Anderson's Mission

*To eliminate cancer in Texas, the nation and the world through outstanding programs that integrate patient care, research and **prevention**, and through education for undergraduate and graduate students, trainees, professionals, employees and the public*

ASK: Implement public policy to help make our mission a reality

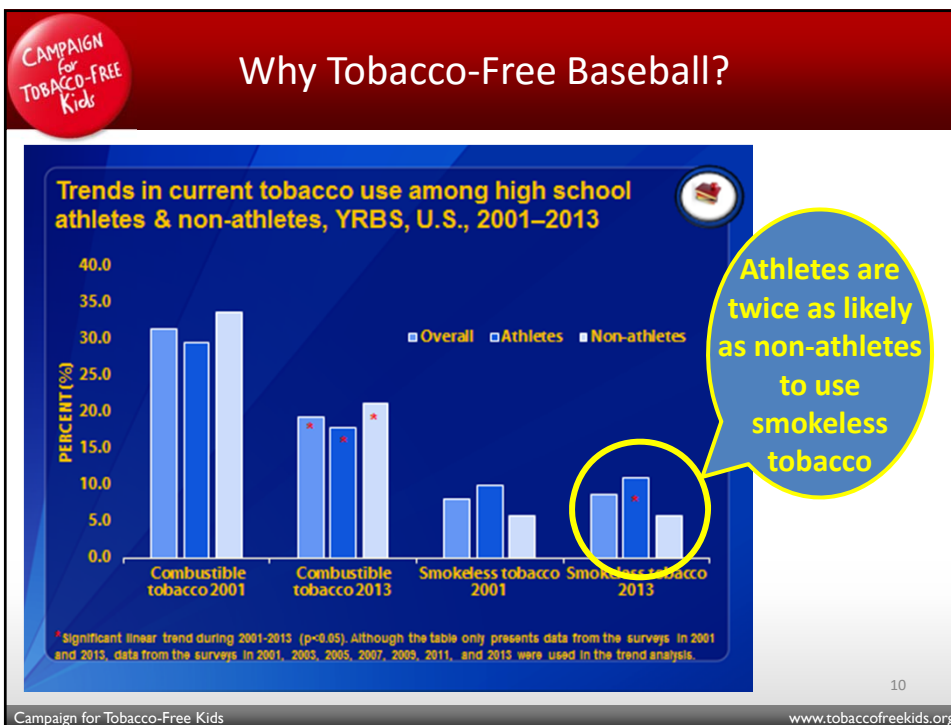
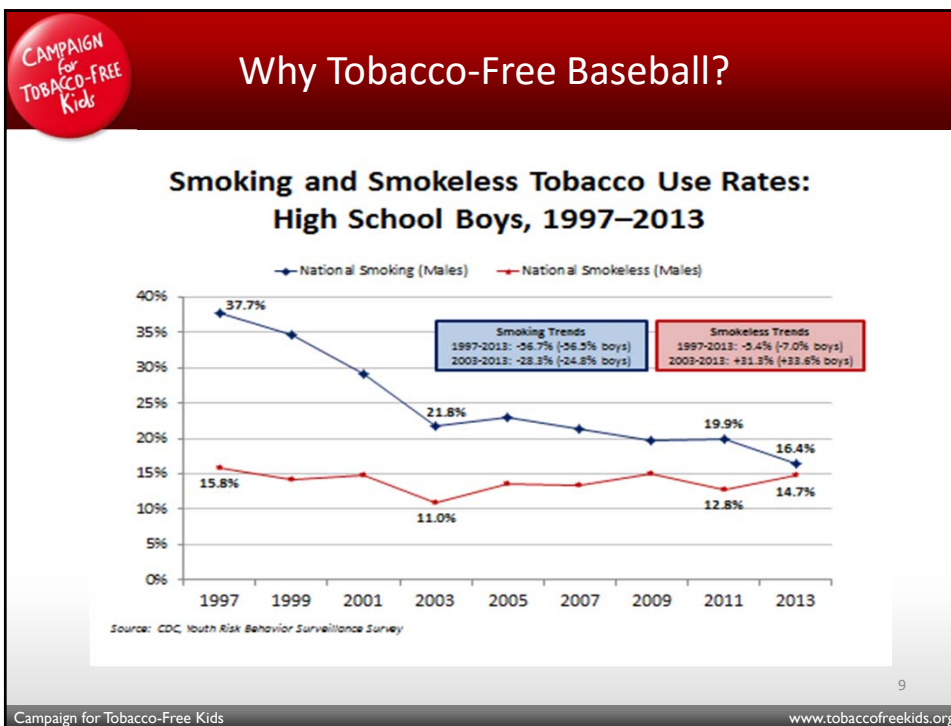
7




KNOCK TOBACCO OUT OF THE PARK



8







Knock Tobacco Out of the Park

Version 1.0 – Circa 2011

- **Primarily PR Campaign**
- **17 National Partner Organizations**
- **Hundreds of local organizations**
- **Thousands of Emails sent to MLB and Players Association**
- **US Senate Letter**
- **Letter from 15 MLB City Health Commissioners**
- **Lots of Press!**



Campaign for Tobacco-Free Kids
www.tobaccofreekids.org




Knock Tobacco Out of the Park

Version 1.0 - Results

2011 MLB Collective Bargaining Agreement (CBA)

Players, managers and coaches may no longer:

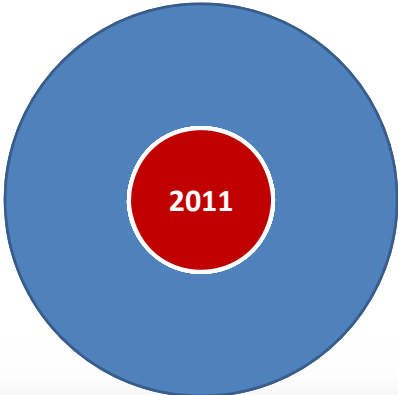
- **Carry tins or packages of tobacco on field**
- **Use smokeless tobacco during on-camera interviews**



Campaign for Tobacco-Free Kids
www.tobaccofreekids.org

CAMPAIGN for TOBACCO-FREE Kids

A 5 Year Wait Begins...



2011

13

Campaign for Tobacco-Free Kids www.tobaccofreekids.org

CAMPAIGN for TOBACCO-FREE Kids

Summer 2014: Powerful Events

June 16, 2014
Hall of Famer Tony Gwynn dies from oral cancer, which he attributed to 30-plus years of smokeless tobacco use.



August 20, 2014
Curt Schilling announces he was treated for oral cancer, blames chewing tobacco.




14


Campaign for Tobacco-Free Kids www.tobaccofreekids.org

CAMPAIGN for TOBACCO-FREE Kids

KTOOP Website - Version 2.0



About | In the News | Get the Facts | Partners | Take Action



[READ MORE](#)

15

Campaign for Tobacco-Free Kids www.tobaccofreekids.org

CAMPAIGN for TOBACCO-FREE Kids


Confirmed Partner Support



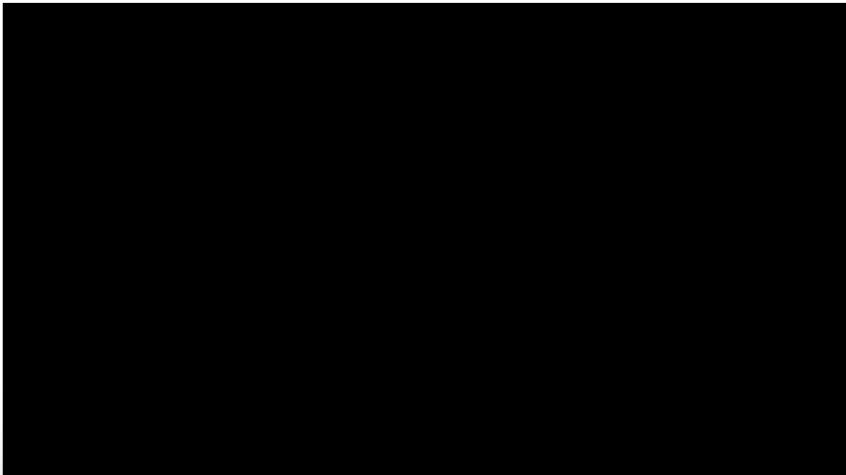
** Legacy is a strong supporter of tobacco-free baseball, but does not lobby and does not support or oppose specific legislation.*

16

Campaign for Tobacco-Free Kids www.tobaccofreekids.org




What We've Accomplished



17

Campaign for Tobacco-Free Kids www.tobaccofreekids.org



A Tailor-Made Approach

A Houston policy::

- **Should be narrowly focused to address the specific problem, use by role models**
- **Should cover players and employees of teams and league**
- **Should not cover fans**
- **Should only cover pro-teams and stadiums**
- **Should only cover smokeless tobacco**

18

Campaign for Tobacco-Free Kids www.tobaccofreekids.org

CAMPAIGN for TOBACCO-FREE Kids

From Sea to Shining Sea

2018 baseball season: 15 tobacco-free stadiums

KNOCK TOBACCO OUT OF THE PARK

19

Campaign for Tobacco-Free Kids www.tobaccofreekids.org

CAMPAIGN for TOBACCO-FREE Kids

All-American Campaigns

20

Campaign for Tobacco-Free Kids www.tobaccofreekids.org



Universal Support

21

Campaign for Tobacco-Free Kids www.tobaccofreekids.org



MLB Strongly Supports

Since 2011, Major League Baseball has supported the elimination of tobacco use by all players while playing or otherwise engaged in activities associated with Major League Baseball.

Since 2017, violations of tobacco-free baseball laws are considered a violation of the contract. And since 2015 MLB has contracted with tobacco cessation experts to provide confidential cessation counseling to all players, with free NRT.

22

Campaign for Tobacco-Free Kids www.tobaccofreekids.org



American Heart Association | **American Stroke Association**
life is why™

AMERICAN LUNG ASSOCIATION
IN TEXAS

Cancer Action Network™
American Cancer Society®


HOUSTON
Methodist
LEADING MEDICINE

HCMS
Harris County Medical Society

Texas Children's Hospital

Texas Pediatric Society
The Texas Chapter of the American Academy of Pediatrics

Campaign for Tobacco-Free Kids www.tobaccofreekids.org




Questions?

Ernest Hawk, MD, MPH

THE UNIVERSITY OF TEXAS
MD Anderson
~~Cancer Center~~
Making Cancer History®

Kevin O'Flaherty



26

Campaign for Tobacco-Free Kids www.tobaccofreekids.org