Houston City Council Meeting

November 28, 2018

Ernest Hawk, MD, MPH
Smokeless Tobacco Use Among Texas Youth - 2016

<table>
<thead>
<tr>
<th>Gender</th>
<th>Race/Ethnicity</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>White</td>
<td>Middle School</td>
</tr>
<tr>
<td></td>
<td>12.9%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>High School</td>
</tr>
<tr>
<td></td>
<td>5.4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9.4%</td>
<td>Seniors in HS have the highest use @ 18.7%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>13.7%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Smokeless Tobacco – NOT a Safe Alternative to Cigarettes

Harms

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

Pancreatic Cancer
5-Yr. Relative Survival

<table>
<thead>
<tr>
<th>Stage</th>
<th>% Surviving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>34.4</td>
</tr>
<tr>
<td>Regional</td>
<td>11.5</td>
</tr>
<tr>
<td>Distant</td>
<td>2.7</td>
</tr>
<tr>
<td>Unknown</td>
<td>5.5</td>
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</table>

Esophageal Cancer
5-Yr. Relative Survival

<table>
<thead>
<tr>
<th>Stage</th>
<th>% Surviving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>45.2</td>
</tr>
<tr>
<td>Regional</td>
<td>23.6</td>
</tr>
<tr>
<td>Distant</td>
<td>4.8</td>
</tr>
<tr>
<td>Unknown</td>
<td>12</td>
</tr>
</tbody>
</table>

SEER 18 2008-2014, All Races, Both Sexes by SEER Summary Stage 2000
Cancers Caused by Smokeless Tobacco Are Also Highly Morbid


• Started dipping at age 13
• Developed oral cancer at age 17
• Spent much of his adult life in treatment
• Devoted much of his free-time to public education & policy changes intended to assure other kids could avoid a similar fate
Significant Social Influences on Youth Adoption

- High-school males’ sports participation
- Modeling of smokeless tobacco use by family, friends & others
- Perceived use by baseball coaches, teammates & other baseball athletes of similar age

3 Walsh, et al., Tob Control, 2009;9 Suppl 2:I132-9
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
CAMPAIGN FOR TOBACCO-FREE KIDS®

KNOCK TOBACCO OUT OF THE PARK

[Images of children playing baseball and softball]
Why Tobacco-Free Baseball?

Smoking and Smokeless Tobacco Use Rates: High School Boys, 1997–2013

**National Smoking (Males)**

- 1997: 37.7%
- 2003: 21.8%
- 2007: 19.9%
- 2013: 16.4%

**National Smokeless (Males)**

- 1997: 15.8%
- 2003: 12.8%
- 2013: 14.7%

**Smoking Trends**
- 1997-2013: -56.7% (-26.5% boys)
- 2003-2013: -28.3% (-24.8% boys)

**Smokeless Trends**
- 1997-2013: -3.4% (-7.0% boys)
- 2003-2013: +31.3% (+38.6% boys)

*Source: CDC, Youth Risk Behavior Surveillance Survey*
Why Tobacco-Free Baseball?


Athletes are twice as likely as non-athletes to use smokeless tobacco.
Knock Tobacco Out of the Park
Education Efforts Begin – 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!
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
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.
Policy Efforts Begin - 2015

Chicago Becomes Fourth City to Take Tobacco Out of Baseball
Why We're Here...
From Sea to Shining Sea

2018 baseball season: 15 tobacco-free stadiums

- Safeco Field (Seattle)
- Miller Park (Milwaukee)
- Wrigley Field (Chicago)
- Guaranteed Rate Field (Chicago)
- AT&T Park (San Francisco)
- Dodger Stadium (Los Angeles)
- Angel Stadium (Anaheim)
- Petco Park (San Diego)
- Fenway Park (Boston)
- Yankee Stadium (NYC)
- Citi Field (NYC)
- Nationals Park (Washington, D.C.)
- Busch Stadium (St. Louis)
- Tropicana Field (Tampa Bay)

Campaign for Tobacco-Free Kids
## Local Policy Comparison

<table>
<thead>
<tr>
<th>City</th>
<th>All Tobacco</th>
<th>Only Smokeless</th>
<th>All Sports</th>
<th>All Levels</th>
<th>Only Pros</th>
<th>Entire Facility</th>
<th>Everyone in Facility</th>
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<tbody>
<tr>
<td>San Francisco</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>X</td>
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<td>Yes</td>
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<tr>
<td>Boston</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Los Angeles</td>
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<td>X</td>
<td>Yes</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>New York</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Chicago</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>X</td>
<td>Yes</td>
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<td>Washington DC</td>
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<td>Milwaukee</td>
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<td>Yes</td>
<td>X</td>
<td>Yes</td>
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<td>Yes</td>
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<tr>
<td>St. Louis</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Tampa Bay</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Seattle</td>
<td>X</td>
<td>X</td>
<td>Baseball Only</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Houston</td>
<td>X</td>
<td>X</td>
<td>Baseball Only</td>
<td>X</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>
Types of Policies Enacted

- Three teams are covered by a statewide policy in California (San Diego, Anaheim, and Oakland)
- 2 of the local policies cover 2 teams each (New York and Chicago)
- That leaves 10 local policies covering 12 MLB teams.
Local Policy Overview

- Those 10 policies include 5 that are 100% comprehensive – covering all tobacco products, all sports, all levels of organized play, the entire stadium or athletic facility, and everyone in it. (San Francisco, Boston, Chicago, Washington DC, St. Louis)

- 3 restrict only smokeless tobacco, but cover all sports, all levels of organized play, the entire stadium or facility and everyone in it. (Tampa Bay, Milwaukee and Los Angeles)
• One covers all tobacco products, the entire sports facility, and all people in it, but only covers ticketed events. (New York)

• One covers only pro-sports facilities, but covers all tobacco products, the entire facility and everyone in it. (Seattle)

• Proposed Houston policy only covers pro-sports teams, only covers players and employees of the teams and league, and covers those individuals throughout the stadium.
A Tailor-Made Approach for Houston

Proposed Houston policy:

- Is narrowly focused to address the specific problem, use by role models
- Only covers players and employees of teams and league
- Does not cover fans
- Only covers pro-teams and stadiums
- Only covers smokeless tobacco
All-American Campaigns
Universal Support
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 state and local 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.
Astros Support Tobacco-Free Baseball

- Teams and owners have supported in all 15 cities
- The Astros and Jim Crane support this effort
- Even players understand
Players Understand It Too...

- Dodgers reliever J.P. Howell: "I try not to do it in front of kids. I know it’s a bad example. I do all this charity stuff and then dip – it feels kind of hypocritical."

- Giants ace Madison Baumgartner also supported the law. "Hopefully it will be a positive thing for us players. It's not an easy thing to stop doing, but I support the city."

- When asked about the bill, the Mets’ David Wright responded carefully. "On one hand, I would argue we are adults and that’s a choice we choose to make. On the other hand, we are role models and the last thing we want is for an underage kid to begin using because they watched their favorite players do it."
National Support

Campaign for Tobacco-Free Kids

LEGACY

AMERICAN LUNG ASSOCIATION
Fighting for Air

Oral Health America

American Heart Association
American Stroke Association

American Academy of Pediatrics
DEicated to the health of all children

AMA
AMERICAN MEDICAL ASSOCIATION

American Cancer Society

Cancer Action Network

Tobacco-Free Kids Action Fund

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

Ernest Hawk, MD, MPH

The University of Texas MD Anderson Cancer Center
Making Cancer History®

Kevin O’Flaherty