

# International Smokeless Tobacco Symposium



**Meeting Date:** Sunday, March 8, 2009

**Meeting Time:** 8:00 am — 4:30 pm

**Meeting Location:** National Centre for Performing Arts, Mumbai, India

The International Smokeless Tobacco Symposium will be a one day meeting to understand the characteristics and patterns of use of smokeless tobacco products from regions around the world, particularly where their prevalence is high. Additionally, the meeting will aim to bring together researchers from different regions with the goal of increasing communication and collaboration and developing a global research network around smokeless tobacco.

## **Background:**

Smokeless tobacco use presents a complex and global public health challenge. Smokeless tobacco is addictive and is known to cause oral cancer and pancreatic cancer in humans along with other adverse health effects. In many regions of the world, such as in India, smokeless tobacco use is the predominant form of tobacco use. According to the Global Youth Tobacco Survey, students aged 13-15, across 132 countries, were more likely to report using non-cigarette tobacco products than to report smoking cigarettes.

However, there are a number of challenges to addressing smokeless tobacco use worldwide.

- Comprehensive surveillance of the use of smokeless tobacco products and their effects are lacking in many regions of the world. Additionally, a wide variety of diverse products are in use around the world, including chewing tobacco, snuff, gutka, snus, toombak, pan masala, and others. Few data are available on the properties of these products, how they are used, and their prevalence within different population groups.
- Intervention strategies for smokeless tobacco use cessation have had limited success. Pharmacotherapies proven effective for smoking cessation have failed to show similarly consistent benefits for smokeless tobacco cessation. Behavioral interventions have shown some success in particular settings, particularly in developed countries.
- The tobacco industry is marketing novel smokeless tobacco products, using attractive flavorings, such as mint or fruit flavors, and new delivery methods, such as lozenges or small pouches that eliminate the need to spit. Major cigarette manufacturers Philip Morris and R.J. Reynolds have introduced new smokeless tobacco products using familiar cigarette brand names Marlboro and Camel.

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In 2002 an International Conference on Smokeless Tobacco was held in Stockholm, Sweden. Some of the recommendations to come out of that conference were the need for a more global (beyond Europe and North America) view on smokeless tobacco, standardization of terminology and measures, greater scientific exchange of information, capacity building and collaboration across countries, and the development of a global smokeless tobacco research agenda.

## Meeting Goals:

Experts from various regions around the world will provide current data on different smokeless tobacco products and their patterns of use. Additionally, presentations will highlight current research and practice needs and potential opportunities for collaboration. Panels will address the following questions:

- What are the patterns of smokeless tobacco use in different regions, including developing countries?
- What data sources are available or are needed for monitoring smokeless tobacco use in different regions?
- What are the current global smokeless tobacco interventions taking place in different regions? What interventions are working?
- What is the industry currently doing to market smokeless tobacco products in different regions?
- Where do we go from here? Enhancing communication and collaboration and development of a global research agenda.

Attendees will be encouraged to participate and share knowledge and experience from their own regions throughout the day. The meeting presentations and general discussion will lead to a meeting summary publication to be distributed to those that attended the session, as well as others in the field of smokeless tobacco use and prevention.

## Who Should Attend?

Researchers, clinicians, community leaders, advocates, policymakers, and others in the field of smokeless tobacco use and prevention. You must be a registered participant for the 14th World Conference on Tobacco or Health (WCTOH).

## Registration

Registration is required and open to the first 100 who register. Participants are urged to register by February 15, 2009. Please send your name and contact information to Kelly Doran by email at: [dorank@mail.nih.gov](mailto:dorank@mail.nih.gov) or by phone at: 1-301-589-4020 x288.

**\*\*Sponsored by the National Cancer Institute, the World Health Organization, and the Centers for Disease Control and Prevention\*\***