



# save face

## Activity Toolkit



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## General Information

### Department of Tobacco Prevention (DTP)

The West Virginia Division of Tobacco Prevention supports tobacco prevention efforts through three programs - Youth Prevention, Cessation and Clean Indoor Air. The mission of the WVDTP is to achieve a tobacco-free West Virginia and to reduce the health and economic consequences attributable to tobacco at a state and community level.

The WVDTP is one of four divisions within the Office of Epidemiology and Health Promotion. For more information, go to [www.wvntp.org](http://www.wvntp.org).

### Raze

Raze is West Virginia's teen led anti-tobacco movement. This youth program works closely with the West Virginia Department of Education on tobacco-related issues, including policy and enforcement. Raze also collaborates with the American Lung Association of West Virginia to address community needs within the state. For more information about Raze, go to [www.razewv.com](http://www.razewv.com).

### Clean Indoor Air (CIA)

The goal of West Virginia's Clean Indoor Air Program is to eliminate exposure to secondhand smoke. Efforts to accomplish this goal include partnering with several agencies including: The Smoke Free Initiative of West Virginia, The American Cancer Society and The West Virginia Commission - Tobacco Prevention Clearing House. The Clean Indoor Air Program also provides funding for the Regional Tobacco Prevention Coalition Coordinator Network. For more information, go to [www.wvntp.org](http://www.wvntp.org).

### Tobacco Cessation Program

The Tobacco Cessation Program is an important part of the West Virginia Department of Tobacco Prevention. The program funds the West Virginia Tobacco Quitline, Save Face - Stop Spit Tobacco Program, a Healthcare Provider Education Project through Marshall University, Freedom from Smoking Clinics, as well as several projects involving smoking while pregnant. For more information, go to [www.wvntp.org](http://www.wvntp.org).

### Against Tobacco (@) College Program

Against Tobacco is West Virginia's program designed to empower college students to speak out against tobacco companies. Inspired by Raze, Against Tobacco was formed in 2005 as a college student's avenue to continue fighting against Big Tobacco's lies. For more information, visit their website at [www.againsttobacco.com](http://www.againsttobacco.com).



## Introduction

### Save Face Activity Toolkit

The Save Face Toolkit was designed for communities to enhance their efforts in conducting successful Save Face activities. Any community can participate in Save Face activities. The activities information in this toolkit will provide you with ideas on how you can involve your community to raise awareness about the negative effects of spit tobacco use.

## Frequently Asked Questions and Answers About Save Face

**Question:** What is the purpose of Save Face?

**Answer:** Save Face is an educational campaign to decrease spit tobacco use and increase awareness of the negative health effects involved in using this product.

**Question:** Who can sponsor these special activities?

**Answer:** Any concerned group that may be interested in educating its community about the negative effects of spit tobacco use and wants to help users quit.

**Question:** Why collaborate with health care providers?

**Answer:** Health care visits provide a “teachable moment” and a unique opportunity to support patients who are interested in quitting spit. A variety of health care providers can participate – dentists, hygienists, nurses, public health staff, addiction specialists, mental health providers, social services and many more.

**Question:** What activities are conducted for Save Face participants?

**Answer:** Communities can choose any activity in the activity section of this toolkit, or they can create one of their own. The goal of Save Face is to educate communities about the negative effects of using spit tobacco. There are many ways to accomplish this – choose activities that fit your community.

**Question:** What is snus?

**Answer:** Snus is Big Tobacco's latest product attempt to entice new tobacco users. Originating in Sweden, snus is a moist, smokeless tobacco made in teabag-like pouches. Snus's appeal is that the user doesn't have to spit. They simply place the small pouch between their upper lip and gum and discard in approximately 30 minutes. Therefore, snus can easily be used anywhere at anytime, including offices, schools and restaurants.

**Question:** Is snus as harmful as spit tobacco?

**Answer:** Snus contains nicotine and carcinogens just like spit tobacco. Therefore, you still put your health at risk by using snus. Because the Food and Drug Administration cannot regulate tobacco, we don't know the exact content of snus. The danger of snus is that it's easy to use. The snus user doesn't have to worry about any public restrictions on their habit, making it easier for them to use the product more frequently throughout the day.

**Question:** Why is spit tobacco use such a problem in West Virginia?

**Answer:** Spit tobacco has long been associated with the West Virginia way of life. Tobacco companies encourage the false notion that spit tobacco is less harmful than smoking. Therefore, it has become a habit to share during outdoor activities such as baseball, fishing and hunting. The tobacco industry takes advantage of the misconceptions surrounding spit tobacco and works hard every day to promote their products to West Virginia's youth. The tobacco industry commits approximately 170 million dollars annually to market their products in West Virginia.



## Frequently Asked Questions and Answers About Spit Tobacco

**Question:** What is spit tobacco?

**Answer:** There are two main types of spit tobacco – snuff and chewing tobacco. Snuff comes in a round tin can or is packaged in small packets that resemble tea bags. It is finely ground or shredded tobacco. Typically, the user places a pinch or dip between their cheek and gum. Another variety of snuff is a fine powder and is inhaled or snorted into the nose. Chewing tobacco is available in loose-leaf chew, plugs or twist. These products come in cellophane or in a pouch. This information is available in a pamphlet, *Smokeless Tobacco A Deadly Addiction* by Hebert H. Severson, PhD. ([www.chewfree.com](http://www.chewfree.com)).

**Question:** Do we call these products spit, chew or smokeless tobacco?

**Answer:** This is a common question, which lacks a concrete answer. The tobacco industry uses the term “smokeless tobacco” for their products. Smokeless, unfortunately, sounds like “harmless.” Therefore, whenever possible, it is important to refer to these products as spit or chewing tobacco. In some instances, one may have to use the word “smokeless.” For example, when conducting internet research, many studies are listed under smokeless tobacco.

**Question:** What makes spit tobacco so addictive and harmful?

**Answer:** All tobacco products contain nicotine, which is very addictive. The most harmful carcinogens in spit and chewing tobacco are called nitrosamines. These are formed during the growing, curing, fermenting and aging of American tobacco. According to the Mayo Clinic ([www.mayoclinic.com](http://www.mayoclinic.com)), some spit tobacco products contain additives that increase the rate which nicotine is absorbed into the body. If you look at the types of spit, chew and snuff sold in retail outlets, you will notice different products for the beginner. They are easily identified by their sweet, fruit flavors, i.e. apple, cherry, peach, etc. Over time, the spit and snuff user graduates to products with more nicotine. Someone who has chewed for a long time uses a stronger product and uses it more frequently to receive the same effect. Check out the American Dental Association’s website, [www.ada.org](http://www.ada.org), for a list of some of the cancer-causing chemicals found in spit tobacco.

**Question:** Are spit, chew and snuff safe alternatives to cigarettes?

**Answer:** No, they are not a safe alternative. U.S. Smokeless Tobacco Company is promoting its products by claiming they are less of a health risk than smoking cigarettes. Harm reduction remains a great debate among health advocates. All tobacco use is risky, and may cause cancer as well as other diseases.

**Question:** What West Virginia populations are most affected by spit use?

**Answer:** In 2003, the age groups of West Virginia males with the highest rates for spit tobacco use were 25 to 34 years old, 26.3 percent. The use of spit tobacco is a significant problem with men in the Mountain State. In West Virginia, 15.9 percent of adult males use spit tobacco, compared to 8 percent of males nationally (BRFSS, 2003). The types of people who are being targeted by the smokeless tobacco industry are extreme sports participants, blue-collar workers, cowboys, hunters and now, the professional businessman. For proof of this, check out their website, which has a commercial showing their target populations. Visit [www.freshcope.com](http://www.freshcope.com) (retrieved November 2006). Then, click on their commercial called, “The Spirit and Tradition of Copenhagen.”



## Frequently Asked Questions and Answers About Quitting Spit

**Question:** What suggestions do you have for spit users who want to quit?

**Answer:**

- Make a plan and list your reasons for quitting. Review your daily habit of spit tobacco use. Recognize how you will need to change your routine.

- Ask for support. Your family, friends or co-workers will support your plan.
- Talk with your doctor, dentist, pharmacist or other health professional about available quit medications and products. Alternative naturopathic methods may be useful. Find what works for you. Review the suggestions discussed below about non-tobacco alternatives.
- Call the WV Quitline (1-877-966-8784).
- Set a quit date. Put substitutes in places you previously kept spit tobacco.
- Learn about possible withdrawal symptoms.
- Successful quitters reward themselves. Include in your plan periodic rewards with savings you will have from not buying spit.
- Many people try several times before completely quitting. If you relapse, don't get discouraged. Don't give up. Remember, it is hard to change everyday habits. TRY AGAIN!
- Spit tobacco cessation or quit products include non-tobacco alternatives, which usually come in can-shaped containers. Learn more about some of these products from cessation experts or on the internet. Visit [www.kikit.net](http://www.kikit.net), [www.dipstop.com](http://www.dipstop.com), [www.chewfree.com](http://www.chewfree.com), [www.trashyourcan.org](http://www.trashyourcan.org) or [www.mylastdip.com](http://www.mylastdip.com).
- Spit tobacco users can also try nicotine replacement therapy (NRT's) such as the gum, patch and the lozenge or other quit medications. It is important to check with your pharmacist, doctor or health care provider about proper dosage. Without proper dosage, the quit attempt may not be as successful. Because of the higher amounts of nicotine in spit tobacco compared to cigarettes, the recommended NRT doses may need to differ depending on the amount used and the length of time a person has used spit tobacco.
- Spit users who want to quit can get their own Quit the Spit Kit from the West Virginia Tobacco Prevention Clearinghouse. Simply call the WV Quitline at 1-877-966-8784, and ask about how you can get a free Quit the Spit Kit for yourself or for the spit user you're trying to help.



## Frequently Asked Questions and Answers About Quitting Spit (cont'd)

**Question:** What suggestions do you have for early detection of negative health effects from spit tobacco use?

- Answer:**
- Face and neck: Look in the mirror. Do both sides of your face and neck look the same? Gently press your jawbone to feel for lumps.
  - Check lips and gums. Pull down your lower lip. Are there white or red patches or sores that bleed easily? Are there any signs of irritation, like tenderness, burning or a sore that will not heal? Look very carefully at where you place your tobacco. Do you see changes in color or rough areas?
  - Squeeze your lip and check between your fingers. Are there bumps or soreness?
  - Roof of the mouth: Tilt your head back and open your mouth wide. Do you see any discoloration, sores, bumps or swelling?
  - Floor of the mouth: Put the tip of your tongue on the roof of your mouth. With one finger, press around the floor of your mouth. Do you feel sores, bumps or swelling?
  - Tongue: Stick your tongue out. Grab it with a clean piece of cloth or paper towel. Move your tongue from side to side. Do you see any color changes or bumps? If you answer YES to any of these questions, see a doctor or dentist right away. Be sure to tell your health care provider that you use spit tobacco. Note: If you see any discolored skin, feel any bumps or soreness, or have a sore in the mouth that does not heal within two weeks, this may be an early warning sign of cancer.

## Contact Information

WV Bureau for Public Health, Division of Tobacco Prevention  
 350 Capitol Street, Room 206  
 Charleston, WV 25301-3715  
 Toll-free: 866-384-5250

WV Save Face  
 Dr. Richard Meckstroth, DDS - WVU School of Dentistry  
 P.O. Box 9415  
 Morgantown, WV 26506-9415  
 rmeckstroth@hsc.wvu.edu  
 Toll call: 304-293-5912

WV Quitline  
 1-877-YNOTQUIT  
 1-877-966-8784



## Spit Tobacco Talking Points

These talking points can be used as a resource for interviews and other media venues. They can also be used as handouts, a quick resource and an educational tool for coalition members.

- West Virginia adult males use spit tobacco at a rate that is almost double the national average. In West Virginia, 15.9 percent of males spit compared to 8 percent nationally. (BRFSS, 2003)
- In West Virginia, 23 percent of high school-aged male students report using spit tobacco, compared to 11 percent of males nationally. That's more than double the national average. (YRBS, 2003 and CDC Highlights, 2001)
- Spit tobacco is associated with oral cancers, tooth and gum disease and cardiovascular disease. At least 28 cancer-causing chemicals have been identified in spit tobacco products. This product typically contains sand and grit that can wear down your teeth. (American Dental Association at [www.ada.org](http://www.ada.org); retrieved November 15, 2005)
- Spit tobacco users are up to 50 times more likely to get oral cancer than non-users. (S.T.O.P. Guide, 1997; Hatsukami, D. and H. Severson, Nicotine and Tobacco Research, 1999)
- The estimated portion of tobacco advertising for West Virginia marketing in 2004 was 169.4 million dollars. ([www.tobaccofreekids.org](http://www.tobaccofreekids.org); retrieved December 21, 2005) The tobacco industry spends 15.4 billion nationally.
- Spit tobacco is not a safe alternative to smoking. One out of every five deaths in West Virginia is tobacco related. Oral cancer is a deadly form of cancer. One in three patients diagnosed with oral cancer die from it. (Oregon Research Institute; Vital Statistics)
- The content of Big Tobacco's latest smokeless tobacco product, snus, still includes dangerous chemicals such as nicotine and carcinogens.
- Snus resembles teabag-like pouches. Because the user does not have to spit, the use of the product is easier to conceal. Therefore, the habit can be practiced all day long without regard to public restrictions. Big Tobacco has made snus easy to use, creating a dangerous scenario for the user.
- Oral cancer kills quickly. The early signs of oral cancer most frequently appear at the site where spit tobacco is held in the mouth. Leukoplakia, a white, leathery like patch, forms in the mouth at this site and is considered pre-cancerous. Other early warning signs, which merit a visit to the dentist or physician, include a sore that bleeds easily and doesn't heal, a lump anywhere in the mouth or neck, or trouble chewing, swallowing or moving the tongue or jaw. (Spit tobacco - it's no game. American Academy of Otolaryngology - Head and Neck Surgery, 2002)
- The West Virginia Division of Tobacco Prevention offers the Quitline, a phone-based service: 877-966-8784.



## Maximizing Every Opportunity

Maximize every opportunity to achieve goals of education, policy change, decrease in initiation and increase in quit rates.

Through the process of deciding which Save Face activities will be conducted in your community, your group should keep the following outcome-based ideas in mind. Keep focused on policy change, community norm change and permanent and sustainable outcomes. The best practices are made by producing the most tangible outcomes.

### Guiding Principles

- What are the long-range results?
- What will change permanently?
- What long-term partnerships will be enhanced?
- How is this moment an opportunity to enhance the long-term goals?

#### 1. Cessation Issues: Reduce Initiation and Increase Quit Rates

- Promote available resources in local community.
- Promote available resources in state: Quitline (1-866-YNOTQUIT), 877-966-8784.
- Provide tips for quitting – use local cessation providers, pharmacists and counselors.
- Schedule a panel of ex-spitters to talk about their strategies in quitting – consider varied ages and gender, inclusive of community ethnic/racial composition.
- Educate spit tobacco users on how to conduct a self-oral exam. Hand out Quit Spit Kits, mirrors, etc. Use a local dental hygienists or dentists to demonstrate the exam. Similar to a self-breast exam, exams should be performed in regular intervals.
- Discuss the issues surrounding the industry term “smokeless” and use “spit tobacco.” Provide examples of ads promoting this “switch in product use” concept.
- Partner with local retailers, such as pharmacy outlets, in providing coupons for quit products during The Great American Spit Out in February.
- Follow the quit story of a few local users who plan to quit. Ask their service providers, such as doctors or cessation specialists, to comment. Ask community organizations to adopt a quitter, and promote their achievements in the local press.

#### 2. Policy Change

- Discuss need to consider the work environment beyond smoke free policies and the importance of adopting comprehensive policies – tobacco free workplaces. Schedule a “tobacco free workplace speak-out,” and celebrate the local employers who have adopted the policy.
- Provide certificates of Tobacco Free Work Places of Excellence if policy includes:
  1. employees’ input into the policy change
  2. policy posted that includes the entire work area
  3. administration, staff and employees
  4. offering cessation services
  5. offering cessation services in health benefit package
  6. reinforcement
- Provide education about social environment and normative change – impact of population change versus individual policy changes.
- Promote discussion of, or examine, enforcement issues related to existing community policies: i.e. schools, hospital, city/county buildings, recreational facilities and grounds, campuses of educational facilities such as vocational schools, junior colleges, universities, buildings of higher learning after secondary schools, health care facilities, etc.
- Recognize “forward thinking” businesses with another opportunity for free advertisement – put list of tobacco free businesses in ads, bulletins, posters, etc.



## Maximizing Every Opportunity (cont'd)

### Guiding Principles (cont'd)

#### 3. Media

- Capitalize on expert or survivor's visit. Advertise his "coming to town," and arrange for policy makers to meet him/her.
- Maximize community involvement with his visit by inviting key and influential leaders in service area to luncheon or dinner that will include a one-on-one discussion. Or, if these community leaders are involved with Kiwanis, Elks Club, Lions Club, etc., get survivor or expert on the agenda for their meeting.
- Gather a segment of the health care community together, such as dentists and hygienists, for breakfast, lunch or dinner, and invite reporters to the session.
- Schedule survivor/expert for a radio or TV talk show.
- Schedule a press conference. Prepare press packet and list of questions and answers to focus discussion. Have ex-spitters and health care providers present.
- Schedule some families to discuss their experiences for a series in a local newspaper. Examine the perspective of the wife/mom, children and ex-spitter. Discuss how it impacts the family in social, emotional, physical/health, spiritual and recreational areas.
- Acquire earned media to maximize use of paid media.
- Have a contest in the media to maximize use of paid media.
- Have a contest in the newspaper. Identify answers to a series of questions and enter name in whatever segment of the community with which you wish to partner. Run fun announcements on radio related to this contest. Consider using bumper stickers with spit messages. If radio announcer locates a car with a sticker, that person receives a prize. Listeners tend to remember the question and answer. It increases community knowledge and awareness about issues.
- Support a youth developed and driven counter advertising campaign. Ask youth and/or speakers to address impact of tobacco ads, sponsorship, sample giveaways on community tobacco-use rates and initiation. Arrange for a picture at a retail outlet to maximize the concept, "A Picture is Worth a Thousand Words."

#### 4. Outreach

- Work with faith-based communities to provide help to congregation for cessation. Insert Save Face notices in church bulletins.
- Engage agencies to collaborate and endorse ongoing efforts. Put ad in newspaper, bulletins and posters, which list all the partners endorsing the Save Face Campaign.
- Help by getting tobacco ads removed in convenience stores. Reach for the goal of all tobacco products being placed behind counter/out of reach for youth.
- Provide diplomas to people who have graduated (tobacco industry process of introducing you to a spit product until you are using Skoal/Copenhagen). In this case, promote graduation from spit tobacco addiction to freedom.
- Develop partnerships with health care providers to help distribute Quit Spit Kits. Compile anonymous data about who is taking the kits in order to capture information about who is interested in this resource.
- Work in conjunction with health care providers to install a portable exhibit in offices with resource materials.



## Maximizing Every Opportunity (cont'd)

### Guiding Principles (cont'd)

#### 5. Economic Issues

- Discuss health care costs related to tobacco use and how much the tobacco industry uses to advertise in West Virginia every year.
- Research with local insurance carriers the increased cost of policies for tobacco users. Find out from business owners the health impact on their insurance costs from tobacco use. Promote a discussion of this topic at a service organization meeting, etc.
- Through a newspaper series of personal stories, discuss the economic impact to a family when members use spit tobacco.
- Reserve a space at the local library to present an exhibit on the topic, Save Face. Develop a notebook of “other things” you can buy if you don’t use spit. Have a calculator on hand where people can determine how much they spend on tobacco.



## Save Face Activity Guide

This section of the toolkit will give you ideas for activities you can replicate in your community. There are estimates of preparation time, cost and people needed to complete this activity. These base activities can be expanded, so let your creativity flow!

Activity	Preparation Time	Approximate Cost	Number of People	Page
Health Care Professional Letter	< 1 week	postage	1-5	11
Dental Community Letter	3-4 weeks	minimal	1-3	12
Proclamation	2-3 weeks	minimal	1-5	13
Tobacco Ad Teardown Footwork	4-5 weeks	minimal	4-10	14
Spit Tobacco Ingredients Display	1-2 weeks	Ingredient examples, poster supplies	1-5	14
Spit Tobacco Makeover	4-5 weeks	Makeover supplies, before and after pictures	4-10	15
Letters to Families	< 1 week	minimal	1-5	15
Letter to a Business	< 1 week	minimal	1-5	16
Faith-Based Letter	2-3 weeks	minimal	1-5	17
Faith-Based Bulletin Notice	2-3 weeks	minimal	1-5	18
Quit Spit Kits	6-8 weeks	Kit contents available from clearinghouse	1-40	18
Paycheck Inserts - Bookmarks	3-4 weeks	minimal available from clearinghouse	1-5	18
Youth Activities	varies	varies	varies	18
Summertime Save Face	9-12 weeks	minimal	1-40	19
Media Opportunities	4-5 weeks	minimal	1-5	20
Template Press Release	1 week	minimal	1-2	21
Examples	1-2 weeks	varies	1-3	22-23



## Save Face Activity Guide

### Health Care Professional Letter

Write a letter or approach health care professionals in your community asking them to participate in Save Face activities. Supply them with self-help materials and cessation information, including Quit Spit Kits. Dental offices, substance abuse and mental health centers, public health offices and many more providers may collaborate with you. For example:

Dear West Virginia Nurses,

The West Virginia Division of Tobacco Prevention and the WVU School of Dentistry is planning a public awareness campaign to decrease smokeless/spit tobacco use in our state, and to raise awareness of this product's health risks. Unfortunately, West Virginia continues to have one of the nation's highest rates of spit tobacco use.

A nurse's interaction with a patient can provide a "teachable moment" and a unique opportunity to support patients who are interested in quitting. In conjunction with implementing a comprehensive system of cessation services, the Division of Tobacco Prevention would like to partner with the West Virginia Nurses Association.

To promote tobacco cessation, we are asking the association to endorse Save Face activities. In addition, we are requesting that each nurse provide a quick intervention for spit tobacco users during the week following the Clinical Practice Guidelines utilizing the five A's for brief intervention, and screen users for pre-cancerous diseases.

We appreciate your consideration of the proposed activity for Save Face.

Sincerely,

Program Manager



## Save Face Activity Guide

### Dental Community Letter

Write a letter or approach dental professionals in your community asking them to participate in Save Face activities. Supply them with self-help materials and cessation information including Quit Spit Kits. For example:

Dear West Virginia Dentists,

The West Virginia Division of Tobacco Prevention and the WVU School of Dentistry is planning a public awareness campaign to decrease smokeless/spit tobacco use in our state and to raise awareness of this product's health risks. Unfortunately, West Virginia continues to have one of the nation's highest rates of spit tobacco use. A dentist's interaction with a patient can provide a "teachable moment" and a unique opportunity to support patients who are interested in quitting.

To promote tobacco cessation, we are asking dentists to endorse Save Face. In addition, we are requesting each dentist provide a quick intervention for spit tobacco users during the week following the Clinical Practice Guidelines utilizing the five A's for brief intervention, and screen users for pre-cancerous diseases.

We appreciate your consideration of this proposed activity for Save Face.

Sincerely,

Program Manager



## Save Face Activity Guide

### Proclamation

A Save Face Week “proclamation” is a way to collaborate with decision makers requesting that a mayor or the governor, for example, sign this document declaring the town or state will observe Save Face Week and The Great American Spit Out.

*Example Proclamation:*

### Save Face Week and The Great American Spit Out

**Whereas**, The (name of your town) Town Council is concerned about the health and welfare of the citizens of the town, and

**Whereas**, Many of the town youth and adults are known to use spit tobacco, and

**Whereas**, The rate of spit tobacco usage reported by West Virginia male high school students, 23 percent, is one of the highest in the nation, and

**Whereas**, The rate of usage among West Virginia adult males, 15.9 percent, is twice the average of males across our nation, and

**Whereas**, People who consume 8-10 daps or chews per day receive the same amount of nicotine as a heavy smoker who smokes 30-40 cigarettes a day, and

**Whereas**, Spit tobacco contains 28 known carcinogens, including formaldehyde, nickel, polonium-210 (a radioactive compound) and can contain up to 100 times the level of nitrosamines lawfully permitted in regulated products like bacon or beer, and

**Whereas**, Spit tobacco users are up to 50 times more likely to get oral cancer than non-users,

**Whereas**, Spit tobacco increases a person’s risk of cancers of the lip, tongue, cheeks, gums, floor and roof of the mouth, throat, larynx and esophagus,

**Therefore**, I, (name), as representative of the Town Council of (town), do hereby declare the third week of February, as Save Face Week and the Thursday of this week as the day of The Great American Spit Out. In so doing, I urge citizens to make publicly known the dangers of spit tobacco use and also urge spit tobacco users to demonstrate to themselves, their friends and their families that they can quit for the day of the Great American Spit Out.

Dated this \_\_\_\_\_ day of (month), Signature \_\_\_\_\_



## Save Face Activity Guide

### Tobacco Ad Teardown Footwork

Retail stores are a major focus of tobacco industry advertising. This project is designed to build relationships with retailers by educating them about the ways tobacco advertising reaches the community, especially the youth. After raising awareness about tobacco advertising and the consequences resulting in this, the outlet may choose to participate in this activity. Youth from any organization can team-up with tobacco prevention and control staff, learn about the way advertising affects them, and then offer a free clean-up at the outlet that has decided to remove their store front and/or point of purchase advertising for a certain period of time. This activity can be initiated by simply approaching retail stores and beginning the education process. See [www.throughwithchew.com](http://www.throughwithchew.com) for details.

### Spit Tobacco Ingredient Display

Consider constructing a spit tobacco ingredient display. This is a great youth activity!

Once constructed, the ingredient display provides a very powerful, visual message. The display can be rotated through your community. Place it in lobbies or areas of steady traffic flow, such as school hallways or grocery stores. Of course, be sure to get advanced permission to show display.

Here are some useful facts that can aid in the construction of the display. Remember, youth are helping with the display, maximize the moment, and teach them about the harmful effects of spit tobacco.

What is in Spit Tobacco?

Chemicals: Here are a few of the ingredients found in spit tobacco:

- Polonium 210 (nuclear waste)
- N-Nitrosamines (cancer-causing)
- Formaldehyde (embalming fluid)
- Nicotine (addictive drug)
- Cadmium (used in car batteries)
- Cyanide (used to exterminate pests)
- Arsenic (used in pesticides)
- Benzene (gasoline additive)
- Lead (nerve poison)
- Check out the American Dental Association's website for more ingredients, [www.ada.org](http://www.ada.org).

For a Poster Behind/By the Display:

The chemicals contained in spit are what make a user "high." They also make it very hard to quit. Why? Every time you use spit tobacco, your body adjusts to the amount of tobacco needed to get that high. Then, you need a little more tobacco to get the same feeling. You see, your body adapts to the chemicals you give it. Fairly soon, you'll need more spit tobacco more often or a higher dosage to reach that same "high" level. This process is called addiction. Some people say spit tobacco is all right because there's no smoke like a cigarette. Don't believe them. Spit tobacco is not a safe alternative to smoking. You just move health problems from your lungs to your mouth.

Note: Nicotine is a poison. It kills bugs that try to eat tobacco plants. It is even sold as an insect killer. One or two drops of liquid nicotine will kill a person. (ETR Associates, 2004, [www.etr.org](http://www.etr.org), About Spit Tobacco)



## Save Face Activity Guide

### Spit Tobacco Makeover

The makeover contest was originally created and conducted by a tobacco prevention group from Cheyenne, Wyoming. The makeover activity is designed to go along with a presentation about the harmful effects of spit tobacco.

Give a presentation to an elementary, middle or high school audience about the harmful effects of spit tobacco.

After the presentation, ask the students if they could imagine themselves with rotten teeth, gum disease and any other harmful effects from using spit tobacco. Then, give the students some “Billy Bob Teeth” (disgusting, fake teeth). Take before and after photos of what they would look like if they used spit tobacco.

“Billy Bob Teeth” can be purchased from many novelty stores. If you don’t have the funding to purchase “Billy Bob Teeth,” you can get creative with Halloween dyes or any other safe, non-toxic, household supplies.

### Letter to Families

Consider collaborating with a school in your Save Face district, whole district or other educational venues to spread the word about Save Face. Request the students return this letter with a guardian’s signature on it, proving they read it. For example:

Dear Family,

West Virginia has one of the highest rates of spit tobacco use in the nation. In West Virginia, 15.9 percent of adult males and 23.3 percent of male high school students use spit tobacco – double the national average.

The \_\_\_\_\_ County Tobacco Use Prevention Program is conducting an educational campaign for Save Face, with the message that spit tobacco is not a safe alternative to smoking. Spit tobacco use can cause oral cancers, dental disease, high blood pressure, nicotine addiction and a variety of other health problems.

We are hoping you will spread the word about this important health issue. Enclosed are handouts about spit tobacco. Please take the time to talk to your child about the dangers of this product.

Thank you for helping decrease the toll of tobacco in our community. Please feel free to call me if you are interested in additional ways we can work together.

Best Regards,

Program Manager



## Save Face Activity Guide

### Letter to a Business

Consider using this letter to approach businesses, and ask them to participate in a Save Face Activity.

(Quitline Logo)

(Business Rep.)  
200 Name Street  
Anytown, USA 25555

Dear (Business Rep.),

Are you concerned about loss of productivity? Are you concerned with health insurance costs for your employees who use tobacco and their dependents whose health is also affected? (Name of county) Tobacco Prevention wants to help you address these issues, as well as ensure your workplace has resources available to help employees who are ready to quit.

(Name of county) Tobacco Prevention would like to partner with your company. You can reach out to your employees by creating awareness about the dangers of tobacco use, as well as providing them with cessation tools.

Spit tobacco use in the United States is higher among people who are employed in blue-collar occupations and service/labor jobs. Statistics regarding spit tobacco show West Virginia men use this type of tobacco more than twice the national average, 15.9 percent.

As a West Virginia employer, we hope you'll join Save Face, and highlight to your employees and the community that your company cares about health.

(Name of your county) Tobacco Prevention invites you to contact us as a local, community resource; ready to help you address tobacco use at the workplace. We have several tobacco cessation materials and programs, posters, brochures and media materials specific for your workplace.

For more information about Save Face, please contact us at: (contact information).

Thank you,

(Your name)



## Save Face Activity Guide

### Faith-Based Letter

This activity is designed to collaborate with faith-based communities to encourage them to endorse and promote Save Face to their congregation. By partnering with these entities, the congregations can gain awareness about the problems associated with spit tobacco use and can share resources for cessation.

(Quitline Logo)

(Reverend David Goliath)  
200 Name Street  
Anytown, USA 25555

Dear (Reverend Goliath),

West Virginia Division of Tobacco Prevention, in partnership with the WVU School of Dentistry and the Save Face program, is sponsoring its annual Save Face Activities. We invite your church to participate.

In West Virginia, tobacco use is higher than the national average and kills 3,800 residents each year. In West Virginia annually, approximately 4,000 youth under the age of 18 will start tobacco and may develop a lifelong addiction that can end their lives prematurely.

More than one out of every four adults in West Virginia smoke, 28 percent. Spit tobacco statistics show 23.3 percent of male high school students in West Virginia use spit tobacco, one of the highest rates in the nation. Nearly 90 percent of all tobacco users started using as teens or pre-teens.

We hope the faith community will carry on the tradition of caring for those in need and promote Save Face by alerting their congregational members of this event. Please consider inserting the attached bulletin into your congregation's newsletter. Contact me if you would like to participate.

We appreciate your willingness to work with us in educating the public and protecting our children from a future of tobacco addiction.

Thank you,

(Your name)



## Save Face Activity Guide

### Faith-Based Bulletin Notice

Perhaps a congregation would agree to place an announcement, such as this, in their newsletter or bulletin.

Save Face Week is the third week of February and The Great American Spit Out is Thursday of this week. This is an awareness week to encourage you to stop using tobacco products. Free programs are available to you by calling \_\_\_\_\_. Information on these services can be found on the church's bulletin board or by calling your local tobacco prevention program at \_\_\_\_\_. Kick the habit for good. God Bless.

### Quit Spit Kits

Quit Spit Kits are designed to maximize Save Face activities. Quit Spit Kits are used to aid those who are interested in quitting spit tobacco. These kits are wonderful tools to supply to health care providers who participate in Save Face and who are assisting patients in their cessation efforts.

Below is a list of items suggested by the West Virginia Division of Tobacco Prevention Program. Use your imagination and be creative!

- Save Face Brochure
- American Cancer Society "Cold Hard Facts" Brochure
- Rack Card (4X9) with instructions for checking yourself and for quitting
- Information Brochure (may change or look different)
- BACCOFF Replacement Chew

### Paycheck Inserts

Paycheck stuffers can be used at any business to encourage Save Face awareness and to assist users in their cessation efforts. Make sure local cessation services, like the Quitline, are included on the flyers.

### Youth Activities

- Give youth presentations at local schools on the dangers of spit tobacco and on tobacco industry tactics. Involve youth in activism, such as approaching local decision makers about promoting changes in the community. Perhaps they would like to encourage officials to create an ordinance that prohibits tobacco industry advertising at local activities, convenience stores or sporting events.
- Encourage youth to write to decision makers requesting policy changes.
- Conduct a mock town council meeting. Youth can play both sides, as decision makers and themselves. Have them practice how they can bring their issue to a town council meeting and have their thoughts be heard!
- Utilize youth in radio ads. Help youth create messages that can be recorded and used in radio ads to promote Save Face. Perhaps you can use these ads on local radio stations. Youth have so much fun with this activity, and the community loves it!



## Save Face Activity Guide

### Summertime Save Face

The goal of Summertime Save Face is to bring the fight against spit tobacco full circle in offering activities year round. West Virginia remains among the states with the highest use of spit tobacco.

Summertime Save Face activities are designed to promote healthy lifestyles while enjoying outdoor activities. West Virginia has a rich and diverse range of outdoor activities such as camping, fishing, hiking, biking and golfing, just to name a few. All of these activities can be considered healthy, family-oriented, summertime fun in West Virginia. Yet spit tobacco is popular among these activities, and the smokeless tobacco industry continues to focus its advertising in these directions.

Summertime Save Face activities may help raise awareness about the prevalence of spit tobacco use in your community, how to counteract the tobacco industry, as well as the dangers associated with spit tobacco use.

More details for Summertime Save Face are coming soon to [www.razewv.com](http://www.razewv.com)!

Summertime activity ideas:

- Tobacco Sponsorship Monitoring/Tracking – Visit local shows, state fairs and any other event that may have tobacco industry advertising and sponsorship. Record what you see by taking notes about what kinds of advertisements, free samples of tobacco products and sponsorships that are taking place. The tobacco industry may be in violation of the Tobacco Settlement Agreement. This needs to be reported to the Attorney General's office. Taking pictures is a great way to do this.
- Counter-Advertising Campaign – Place anti-tobacco advertisements in the local media, local venues, summertime events, etc. Just putting up a banner with your local tobacco prevention organization's name is a form of counter advertising. You may be able to purchase a spot to place your banner at your local high school or other field during an entire sports season for very little money. The Bluefield Orioles, Princeton Devil Rays and West Virginia Power all partner with local coalitions to display signs and promote special tobacco-free nights.



## Media

### Save Face Media Opportunities

Committing to do Save Face activities takes a lot of work. Do not let the effort go unnoticed by local and state media. Below is a suggested list of media activities ranging from minor amounts of work and involvement (letters to the editor) to more involved and time-consuming efforts.

#### Letters to the Editor

Coordinate a group of volunteers to write letters to the editor. Make sure letters are submitted to local and statewide papers. Provide the volunteers with:

- Spit tobacco talking points
- Email addresses and mailing addresses for newspaper
- Word-length limits for newspaper
- Designated time to send letter

#### Editorial

Find an expert (such as a doctor, cessation counselor, parent or tobacco program manager) to submit an editorial, a factual article/opinion piece, to the local and statewide newspapers. Prior to submitting an editorial, contact the newspaper to gauge interest and determine word-length. This article can highlight:

- Personal stories of achievement (quitting spit tobacco)
- Tragedy (a death due to spit tobacco)
- Stories of the human spirit (overcoming obstacles)
- Stories of tobacco industry manipulation/advertising
- Interviews of survivors, users, chewers, coaches and physicians
- Policy issues surrounding spit tobacco

#### Paid Media

Use Save Face media pieces for radio, newspaper or television, or design your own.

#### Earned Media

Supplement your paid media with earned media. Pull partners together to hold a press conference. Highlight youth taking a stance against Big Tobacco, or users who have quit. Invite a national expert to briefly speak about spit tobacco. Make sure all speakers are coordinated and have talking points. Send a media advisory about the press conference several days prior, and on the morning of the press conference. Widely distribute the press release. Relate Save Face press conference to a current event addressing spit tobacco policy changes (school policies, taxes, Tobacco Settlement Funding). Contact local talk radio shows or television news shows to suggest an interview with an expert.



## Media

### Template Press Release

This is a sample “swiss cheese” press release. Remember to promote Save Face with your local media.

DRAFT  
Save Face  
News for Immediate Release

(County) Takes Part in Save Face Campaign

(City) in (County) will participate in the Save Face activities. Save Face is a tobacco cessation campaign that strives to educate West Virginians on the dangers of using spit tobacco.

According to the West Virginia Department of Health and Human Resources, one in every five deaths in West Virginia is tobacco related. Statistics from the Centers of Disease Control and Prevention indicated the use of spit tobacco among West Virginia residents is the second highest in the United States.

“Spit tobacco use is dangerous because it contains over 28 cancer-causing agents,” said (Title, Name). “We are especially concerned because recent studies have shown that spit tobacco use among West Virginia males is nearly double the national average.”

Spit tobacco use is related to oral cancers, tooth and gum disease, leukoplakia and cardiovascular disease. Spit tobacco use can also result in gingivitis, bad breath, stained teeth and receding gums, according to the Centers for Disease Control and Prevention.

“Cancer of the esophagus, larynx, stomach, pharynx and pancreas are caused by constant exposure to chemically-enhanced spit tobacco,” said (Title, Name). [Quote example]

West Virginia Division of Tobacco Prevention has a Quitline to help spit tobacco users quit their addiction. The Quitline is a phone-based service. Users who wish to quit can call this free or low cost service at 1-877-966-8784.

“Giving up tobacco is the single best thing you can do to improve and protect your health,” said (Title, Name).



## Examples

### Table Tent

**STOP SPIT TOBACCO**

Spit tobacco is not a safe alternative to cigarettes. It's deadly. You could face cancer, deformity, heart disease, tooth decay – even death. In fact, thousands of spit tobacco users die from oral cancer every year. If you think spit tobacco is safe, you don't know spit.

**save face** stop spit tobacco

**SAVE YOURSELF FROM TOBACCO**

Save your face. Get help from the West Virginia Quitline at **1-877-966-8784**.

West Virginia TOBACCO QUITLINE  
1-877-966-8784

Health Human Resources Division of Tobacco Prevention

**www.ynotquit.com**

### Brochure

**WHAT TOBACCO COMPANIES DON'T TELL YOU**

In addition to nicotine, spit tobacco contains 28 chemicals known to cause cancer and other health problems. Here are just a few:

- Formaldehyde (in embalming fluid)
- Arsenic (in rat poison)
- Polonium (in nuclear waste)
- Cadmium (in car batteries)
- Cyanide (a deadly gas)
- Lead (a nerve poison)

**save face** stop spit tobacco

Giving up tobacco is the single best thing you can do to improve and protect your health, now and for the rest of your life. We want to help you succeed. Call the friendly, professional counselors for support and quit spit tobacco today.

West Virginia TOBACCO QUITLINE  
1-877-966-8784

Health Human Resources Division of Tobacco Prevention

**FACE THE FACTS**

**SPIT TOBACCO IS DEADLY.**

**save face** stop spit tobacco

**Spit tobacco is not sexy, sporty or macho... it's deadly.**

**Do You Chew?... Take This Quiz!**

Check the statements that apply to you:

- I use spit tobacco or stuff within 30 minutes of waking.  
Fact: You have a strong nicotine addiction. See a physician or dentist right away.
- I use chew, and I don't spit.  
Fact: People who swallow tobacco juice increase their chances of ulcers and stomach cancer.
- I started with a low-nicotine, sweet-tasting spit tobacco and now I use Skoal® Kodiak® or Copenhagen®.  
Fact: Manufacturers of spit tobacco intentionally encourage users to start at a low level of nicotine, then to build up to a higher level of nicotine tolerance - successfully increasing your addiction.
- My gum tissue is peeling back.  
Fact: This is a sign of serious gum disease. See your dentist immediately, because gums do not grow back. This can cause you to lose your teeth.

**save face** stop spit tobacco

- I have sores, white patches, red patches and/or lumps in my mouth.  
Fact: Changes inside your mouth can be seen seven days after starting to use spit tobacco. The patches or lumps can be signs of cancer.
- I don't enjoy sports or the outdoors as much anymore.  
Fact: Spit tobacco slows your performance and reaction time. After the initial "buzz," spit tobacco raises your blood pressure and increases your heart rate.
- My tongue feels numb. Sometimes I have difficulty swallowing or moving my tongue.  
Fact: You need to see a physician or dentist right away. Your life may depend on it.

If you checked any of these statements, you are addicted to spit tobacco, and it may control your life. You are facing BIG risks for serious health effects. For more information, and for help quitting, contact the West Virginia Quitline toll free at 1-877-966-8784.

Sources: Mayo Clinic, 2006; National Cancer Institute, 2006; American Cancer Society; Oregon Research Institute; Wyoming Department of Health.

**TIPS TO HELP YOU QUIT**

Make a plan and list your reasons for quitting. Review your daily habits of spit tobacco use. Recognize how you will need to change your routine. Ask for support. Your family, friends or co-workers will support your plan.

Talk with your doctor, dentist, pharmacist or a health professional about medications to help you quit. Some people have found that alternative methods, such as meditation, are also useful. Find what works for you.

Set a quit date. Put spit tobacco substitutes in places you previously kept spit tobacco.

Reward yourself. Include in your plan periodic rewards with the savings you will have from not buying any more chew or stuff.

Don't give up. Remember it is hard to change everyday habits. If you relapse, don't get discouraged. Try again!

Call the West Virginia Quitline toll free at 1-877-966-8784.

Log on to [www.ynotquit.com](http://www.ynotquit.com) for counseling support.

### Rack Card

**CHECK YOURSELF**

Spit tobacco is not a safe alternative to cigarettes. It's deadly. You could face cancer, deformity, heart disease, tooth decay – even death. In fact, thousands of spit tobacco users die from oral cancer every year. If you think spit tobacco is safe, you don't know spit.

Check yourself monthly for early signs of cancer. To begin, find a mirror and good lighting.

**Face and neck:** Do both sides of your face and neck look the same? Gently press your jawbone for lumps.

**Check lips and gums:** Pull down your lower lip. Are there white or red patches or sores that bleed easily? Look very carefully at where you place your tobacco. Do you see changes in color or rough areas? Separate your lip and check between your fingers. Are there bumps or sores?

**Roof of the mouth:** Tilt your head back and open wide. Look for discoloration, sores, bumps or swelling.

**Floor of the mouth:** Put the tip of your tongue on the roof of your mouth. With one finger, press around the floor of your mouth. Do you feel sores, bumps or swelling?

**Tongue:** Stick your tongue out. Grab it with a paper towel and move it from side to side. Look for any color changes or bumps.

If you see or feel any of these signs, see a doctor right away. Be sure you tell your dentist that you use spit tobacco.

**save face** stop spit tobacco

**TIPS TO HELP YOU QUIT**

Make a plan and list your reasons for quitting. Review your daily habits of spit tobacco use. Recognize how you will need to change your routine. Ask for support. Your family, friends or co-workers will support your plan.

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Log on to [www.ynotquit.com](http://www.ynotquit.com) for counseling support.

**Save yourself from tobacco. Save your face.**

West Virginia TOBACCO QUITLINE  
1-877-966-8784

Health Human Resources Division of Tobacco Prevention

**save face** stop spit tobacco



examples

## Examples

### Check Stuffer/Bookmark

**FACE THE FACTS.**  
**Spit tobacco is addictive and dangerous**  
 Need help quitting? Contact the West Virginia Quitline  
 toll free at **1-877-966-8784.**  
**www.ynotquit.com**

save face  
 stop spit tobacco

### Fact Card

**THE DEADLY FACTS ABOUT SPIT**

- Spit tobacco contains 28 cancer-causing agents (carcinogens).
- Spit tobacco users are up to 50 times more likely to get oral cancer than non-users.
- Because spit tobacco is absorbed rapidly into the bloodstream through the lining of the mouth, it may be even more addictive than smoking cigarettes.
- Users have a higher risk of heart disease, hypertension and heart attacks.
- Spit tobacco can cause bleeding gums and sores of the mouth that never heal.
- Mouth cancer is very hard to cure and can spread rapidly throughout the body. Often by the time the signs are noticeable, it's too late.

save face  
 stop spit tobacco

**MORE FACTS**

- Some of the harmful chemicals in spit tobacco are Polonium 210 (nuclear waste), Formaldehyde (embalming fluid), Cadmium (used in car batteries), Arsenic and Lead.
- Spit tobacco contains a high concentration of salt, which contributes to high blood pressure.
- A 30-minute chew gives you the same amount of nicotine as three cigarettes.
- Dip, or moist snuff, has the highest levels of nitrosamines - up to 100 times the level lawfully permitted in regulated products like bacon and beer.

To quit, call the  
**West Virginia Quitline**  
**1-877-966-8784**

West Virginia TOBACCO QUITLINE  
**1-877-966-8784**

save face  
 stop spit tobacco

West Virginia Department of Health & Human Resources  
 Division of Tobacco Prevention

### Fact Sheet

**FACE THE FACTS.**

- West Virginia spit tobacco use among males, is nearly double the national average.
- If you hold an average size dip or chew in your mouth for 30 minutes, you get as much nicotine as you do from about three cigarettes.
- Spit tobacco contains 28 cancer-causing agents (carcinogens).
- Because spit tobacco is absorbed rapidly into the bloodstream through the lining of the mouth, it may be even more addictive than smoking cigarettes.
- Spit tobacco users have a higher risk of heart disease, hypertension and heart attacks.
- Spit tobacco can cause bleeding gums and sores of the mouth that never heal.
- Studies have shown that spit tobacco is a "gateway" substance, leading to cigarette smoking, as well as the use of alcohol, marijuana and other drugs.
- Mouth cancer is very hard to cure and can spread rapidly throughout the body. Often by the time the signs are noticeable, it's too late.
- Spit tobacco contains these poisonous chemicals: formaldehyde (in embalming fluid), arsenic (in rat poison), polonium (in nuclear waste), cadmium (in car batteries), cyanide (a deadly gas) and lead (a nerve poison).
- People who dip or chew increase their risk of mouth cancer, throat cancer, heart disease, stomach problems, loss of appetite, as well as other physical changes such as fatigue, muscle weakness, dizziness and decreased physical performance.

**Spit tobacco is deadly.**

West Virginia TOBACCO QUITLINE  
**1-877-966-8784**

save face  
 stop spit tobacco

West Virginia Department of Health & Human Resources  
 Division of Tobacco Prevention

