



Other Tobacco Products (or OTPs)

It's not just cigarettes that'll kill you. It's anything with tobacco! One way that tobacco companies target teens is through products that put the same deadly substance in new forms and flavors. Rollies, chew, Black & Milds — they're all killers. Don't be fooled!

SOME OF THE LATEST PRODUCTS AIMED AT YOUTH:



From top left (clockwise): tip cigars, snus, blunt cigars (rollies), cigar tubes, and dissolvable tobacco. Other kinds not pictured include chew/smokeless and mini-cigars/cigarillos.

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**TOBACCO IN ANY FORM KILLS.
SPREAD THE WORD!**



BIG TOBACCO¹ TRICKERY:

- ★ OTPs come in flavors like grape, strawberry, etc. to mask the nasty tobacco taste.
- ★ Special prices make these products way cheaper than cigarettes.
- ★ Colorful packaging make OTPs look like mints, candy, or lip balm.

WHY WE NEED TO ACT NOW!:

Even though the youth smoking rate is going down in Massachusetts, the use of these “other tobacco products” is going up!²

- ★ 2009 was the first year that more high school students used “other tobacco products” than cigarettes!
- ★ In 2009, 17.6% of high school students reported using “other tobacco products” (including cigars, smokeless, chew, and spit tobacco). This is the highest rate to date.
- ★ Using smokeless tobacco has gone up 7% a year over the last six years (2003-2009)!

¹ “Big Tobacco” refers to the multi-billion dollar tobacco industry, particularly the largest tobacco companies such as Philip Morris (parent company Altria), R.J. Reynolds, and Lorillard.

² Massachusetts Department of Public Health/Department of Elementary and Secondary Education. *Trends in Youth Tobacco Use in Massachusetts, 1993-2009.* March 2010.



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TO FIGHT TOBACCO!**

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