

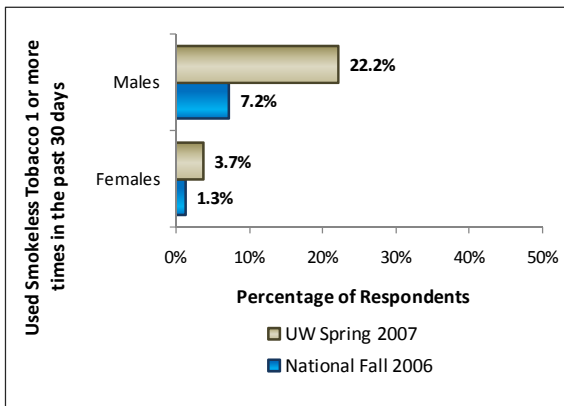
FACT SHEET

University of Wyoming Spit Tobacco Use Higher than U.S. Average

Smokeless tobacco use among University of Wyoming male students is nearly three times (22.2%) that of university students nationwide (7.2%).

Smokeless tobacco use among University of Wyoming female students is also nearly three times (3.7%) that of university students nationwide (1.3%).

Percentage of University of Wyoming and U.S. University Students Who Used Smokeless Tobacco in the Past 30 Days, 2006 and 2007^{7,8}



Young Males at Highest Risk for Use

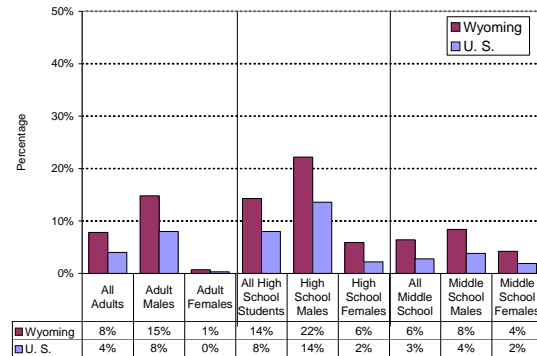
Wyoming residents at high risk for using spit tobacco are young (25–34), male, and have a high school education or less.³

- Male high school students reported the highest percentage of use, followed by adult males.^{1,3}

Wyoming male youth use rates are approximately eight percentage points above the U.S. average.^{1,2}

The use rate of female Wyoming high school students is also higher than the national average.^{1,2}

Wyoming and U.S. Spit Tobacco Use Rates, 2005^{1,2,3}



Health Effects

Smokeless tobacco use is strongly linked to oral cancer.

- Smokeless tobacco contains 28 cancer-causing agents (carcinogens).⁵
- According to the Mayo Clinic, spit tobacco users are at an increased risk of oral cancers, including “cancers of the mouth, throat, cheek, gums, lips and tongue. Only 56 percent of people with mouth or throat cancer live more than five years beyond the time of diagnosis.”⁶
- Exposure to tobacco juice which is not intentionally swallowed may induce cancers of the esophagus, larynx, stomach, pancreas and prostate.⁹

Smokeless tobacco contains the same addictive stimulant, nicotine, as cigarettes.

- One “dip” of smokeless tobacco delivers the same amount of nicotine as three to four cigarettes.⁹
- Nicotine delivered through smokeless tobacco use stays in the bloodstream longer.⁹

WYSAC Fact Sheet: Smokeless Tobacco and Wyoming Students
December 2007



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FACT SHEET *cont.*

Tobacco Sales and Sponsorship at the University of Wyoming

Tobacco companies have sponsored University of Wyoming (UW) organizations in exchange for the right to advertise and distribute free tobacco samples at UW events.

- Tobacco products are currently sold at the University of Wyoming (UW) Student Union.
- The U.S. Smokeless Tobacco Company (USSTC) currently sponsors Greek houses at UW and distributes free samples at Greek events.

Tobacco and College Rodeo

- The U.S. Smokeless Tobacco Company (USSTC) provides between \$10,000 and \$20,000 in prize money to the UW Rodeo Club each year.
- USSTC currently has the right to advertise and give away smokeless tobacco products (tobacco sampling) at UW Rodeo events.
- The National Intercollegiate Rodeo Association (NIRA) moved the site of the College National Finals Rodeo from Missoula, Montana to Casper, Wyoming after the Montana State University requested that USSTC no longer distribute free samples on campus grounds in 1998.
- NIRA has distributed nearly \$5 million in scholarships to college rodeo participants over the last 30 years.¹⁰
- The NIRA is not affiliated with the National Collegiate Athletic Association, which prohibits tobacco advertising at its events.¹¹

Tobacco Advertising and Public Opinion in Wyoming

While tobacco advertising takes place at many events in Wyoming, public opinion favors policies that limit tobacco advertising.

- 11% of Wyoming adults have attended a public event where spit tobacco was promoted, and 8% have attended a public event where free samples of spit tobacco were given out.⁴
- Wyoming adults support policies that limit the ability of tobacco companies to advertise at public family events (66%) and that limit sponsorship at public events (60%).

Steps to Eliminate Tobacco Funding from UW

The Wyoming Union Board has the decision-making power to allow or ban tobacco sales at UW's Student Union.

Wyoming Through with Chew (WTWC) is cooperating with UW fraternities to raise awareness of the dangers of smokeless tobacco and to gain their support in banning tobacco sample distribution at their events, as well as tobacco funding of their activities.

WTWC is also working to help the UW Rodeo Club raise alternative funds to replace USSTC-contributed prize money with other sources.

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