

DID YOU KNOW?

- In 2012, nine million Americans aged 12 and up used spit tobacco
- Almost half of all new users start before age 18
- Smokeless tobacco contains 28 carcinogens
- As of 2013, 8.8% of all high school students used smokeless tobacco; 14.7% are male according to a new Centers for Disease Control and Prevention (CDC) survey
- Approximately 6% of adult men use spit tobacco; 1% of adult women
- According to the American Cancer Society, three out of four people who use chewing tobacco have non-cancerous or pre-cancerous sores in their mouths
- Users are four to seven times more likely to develop cancer of the oral cavity
- The CDC reports no change in usage rates between 2012 and 2013 whereas other tobacco use types are declining
- Approximately 30,000 Americans are diagnosed with mouth and throat cancer annually
- Almost 8,000 Americans die from mouth and throat cancer each year
- Five-year survival rate for those with mouth and throat cancer is 50%
- Marketing of smokeless tobacco totaled \$451.7 million in 2011, as noted by tobaccofreekids.org

FOR MORE INFORMATION

For more information about Oral Health America's work to reduce spit tobacco use and improve oral health, please visit nstep.org or contact Brittany Wright at 312-836-9900 or brittany.wright@oralhealthamerica.org.

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