

## New Camel Dissolvable Tobacco Products Coming Soon

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In late 2010, RJ Reynolds—the company that makes Camel products—announced that they would be removing the Camel dissolvable tobacco products from the three current test markets (Portland, OR; Indianapolis, IN; and Columbus, OH).

David Howard, a spokesman for Reynolds, American stated: “We have made the business decision that we are going to new lead markets for our dissolvable tobacco products late in the first quarter of 2011. As a result of that, we will be leaving the current three lead markets...” Howard went on to say: “We are leaving those lead markets after gaining learnings from adult tobacco consumers over the past two years. Those products have been available in those markets since the first quarter of 2009. And we’re very pleased with the feedback we’ve received from [those] consumers following the

introduction of Camel dissolvable tobacco products. Now, we have made the business decision to go to new lead markets in order to gain additional feedback and new perspectives.”



Potential new dissolvable tobacco packaging. Source: <http://tobaccocommons.com>

Howard did not discuss the new test market locations.

About the test market findings, Howard stated, “These are tobacco products that provide...consumers options to enjoy tobacco without bothering others. And we also believe that these dissolvable tobacco products can meet societal expectations, in that there is no secondhand smoke, there is no spitting and there is no cigarette-butt litter because the products

dissolve. These are [among] the learnings.”

Health groups including Campaign for Tobacco-Free Kids have called on Camel to permanently remove these products from the shelves. These groups believe that these products are attractive to youth because they are packaged much like gum or mints. In addition, these products could encourage smokers to become “dual users” by continuing to smoke while also using these products “when they can’t smoke.” ♦

Sources:  
<http://tobaccocommons.com>  
<2/22/11>  
Convenience Store News  
<http://www.cspnet.com/>  
<2/22/11>

## Minnesota Adult Tobacco 2010 Survey Results Are In: Smoking is Down, Smokeless Tobacco Use Is Up

The results from the 2010 Minnesota Adult Tobacco Survey were released in early February. Since the last survey was released (2007), the Minnesota adult smoking rate decreased nearly 1%—from 17% to 16.1%. The 2010 adult smoking rate is down 6% from the 1999 Minnesota adult smoking rate of 22.1%.

Unfortunately, smokeless tobacco rates were up in 2010. From 2007 to 2010, the overall rate of smokeless tobacco use among Minnesota adults increased from 3.1% to 4.3%. There was a much more dramatic increase in the number of current smokers who reported also using smokeless tobacco. In fact, this rate more than doubled from 4.4% in 2007 to 9.6% in 2010. This increase is in-line with the types of marketing that tobacco companies have been engaging in—particularly in regards to snus. Both Camel and Marlboro have been marketing their snus products for “dual use” or for those times when smokers can’t light up because of smoke-free policies.

The full Minnesota Adult Tobacco Survey report can be found online at: <http://www.mnadulttobaccosurvey.org/>

## Johnson High School Senior Creates New Jóvenes de Salud Chapter

In mid-2010, Carissa Ontiveros, a senior at Johnson High School in St. Paul approached Carmen Robles of RTC and Jóvenes de Salud (JdeS) with an idea: she wanted to start a JdeS chapter at Johnson. Ontiveros has been participating in JdeS events since she was in the sixth grade. She was always impressed by the group and the youth who participated and she saw a real need for a similar group at Johnson. According to Ontiveros, there is a large Latino population at Johnson. However, there was no group to bring these Latino youth together. Ontiveros felt that a JdeS chapter at Johnson would be a very positive addition to the school and her experience there.



Carissa Ontiveros (bottom right) with youth from the Johnson and Harding JdeS groups.

Ontiveros met with members of the Harding High School JdeS group to discuss her idea. Harding members gave her a lot of ideas and advice. After months of planning, the Johnson JdeS group met for the first time in December. The group started with three members. There are now 15 regular members. Ontiveros said that, right now, the group is focusing on getting to know

each other and building trust. She said that she wants to create a trusting environment

that gives people a place to go after school and learn about health issues that are impacting the Latino community—namely: tobacco use, poor nutrition, and lack of physical activity. Ontiveros also wants to create a group that inspires JdeS youth to get involved with their community and make a positive difference. She wants the

Johnson JdeS to be well known in the school as a Latino program that is making a difference.

Ontiveros has been accepted at Hamline University for the fall semester. She is planning to study criminal justice and forensic science. When asked about the future of the Johnson JdeS group and her involvement, Ontiveros stated: “I am still going to stay involved. But, it is time for me to pass the spotlight on to others. I leave knowing that I made a difference with the JdeS and that I can continue to make a difference in the future.” She went on to say that she has already been working to recruit a new youth group leader. There are a couple of students who are interested. Ontiveros said: “I hope it will happen and that the program will keep growing.”

There are JdeS chapters at Harding High School, Johnson High School, Henry Sibley High School, and South St. Paul High School. ♦

## Marlboro Launches “Snus Challenge”

Marlboro recently launched their “Snus Challenge.” This Challenge is an online contest. Tobacco users go online each week, answer five questions, and win prizes and/or coupons. In week one, by answering one simple question correctly, participants could qualify for \$20 of snus coupons! Below is a screen shot from the Marlboro website. Here you can see that participants could enter to win 1 of 325,000 sets of ear buds. The Challenge will continue for eight weeks. ♦

Marlboro - Snus - The Challenge

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

HI ELIZABETH | LOG OUT

HOME THE COWBOY THE RANCH NIGHTLIFE ADVENTURE PRODUCT NEWS THE CHALLENGE PROMOS & OFFERS MY MARLBORO (0)

WHAT IS SNUS?

**MARLBORO SNUS CHALLENGE**

**WELCOME TO WEEK 1**

THIS WEEK'S PRIZE  
**PREMIUM EAR BUDS**  
WIN 1 OF 325,000

VIEW ALL +

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Sweepstakes limited to smokers 21+ who are legal residents of the 50 U.S. or D.C. (except MA and MI). Void in MA, MI and where prohibited. Begins 02/14/2011 and ends 04/10/2011. See Official Rules for details.

**WARNING: This product can cause mouth cancer.**