



THE UNIVERSITY OF TEXAS

MD Anderson
~~Cancer~~ Center

Making Cancer History®

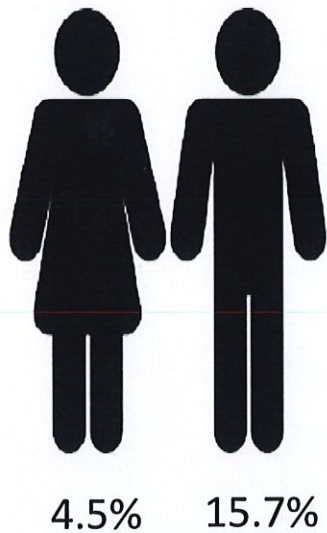
Houston City Council Meeting

November 28, 2018

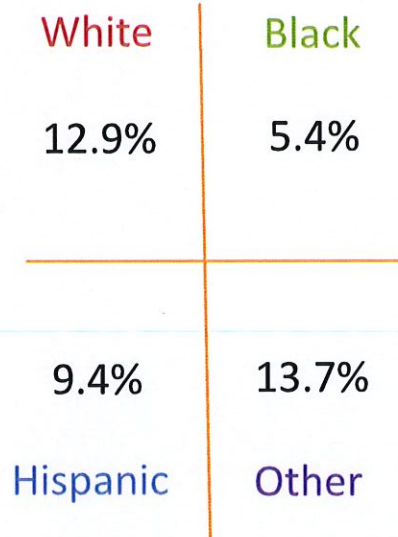
Ernest Hawk, MD, MPH

Smokeless Tobacco Use Among Texas Youth - 2016

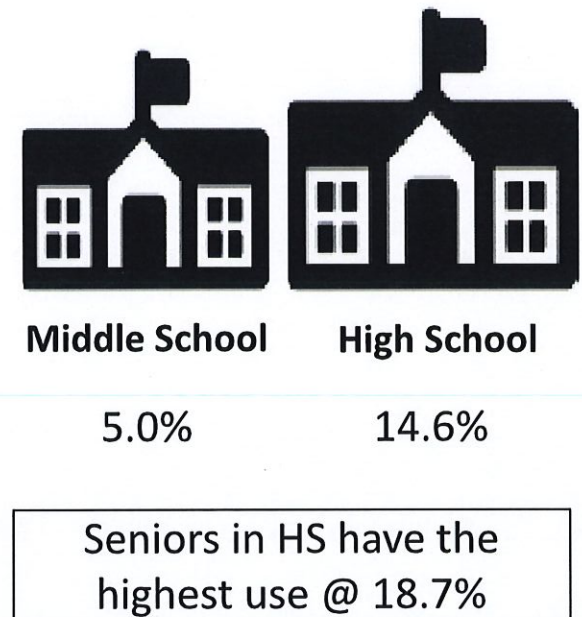
Gender



Race/Ethnicity



Age



Smokeless Tobacco – NOT a Safe Alternative to Cigarettes

Harms

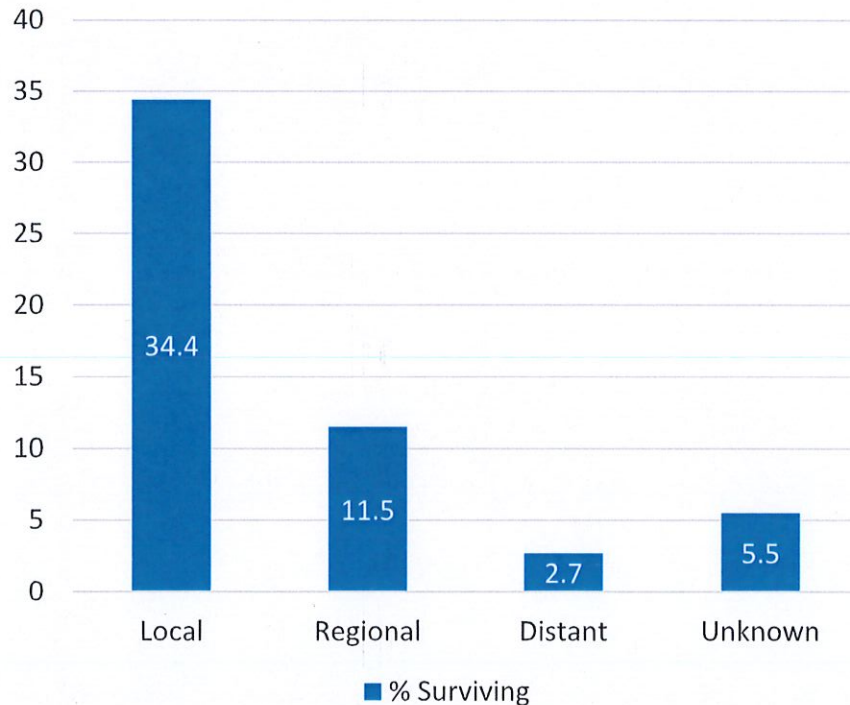
- Increased risk for:
 - Cancers of the mouth, esophagus, and pancreas
 - Death from heart disease & stroke
 - Early delivery & stillbirth when used during pregnancy
 - Noncancerous diseases of the mouth (e.g., gum disease, tooth decay & loss)
 - Nicotine addiction
 - Nicotine poisoning in children

Smokeless tobacco "is not a safe substitute for smoking cigarettes. It can cause cancer and a number of noncancerous oral conditions and can lead to nicotine addiction and dependence"

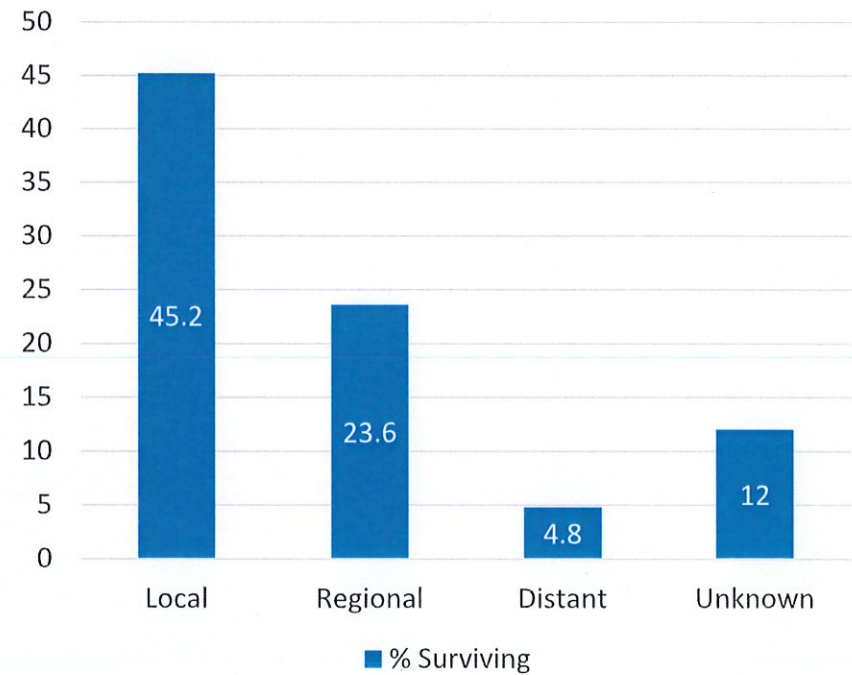
– Advisory Committee to the Surgeon General, 1986

Cancers Caused by Smokeless Tobacco Are Highly Lethal

Pancreatic Cancer 5-Yr. Relative Survival



Esophageal Cancer 5-Yr. Relative Survival



Cancers Caused by Smokeless Tobacco Are Also Highly Morbid



Gruen Von Behrens (*May 14, 1977 – September 8, 2015*)

- *Started dipping at age 13*
- *Developed oral cancer at age 17*
- *Spent much of his adult life in treatment*
- *Devoted much of his free-time to public education & policy changes intended to assure other kids could avoid a similar fate*

Significant Social Influences on Youth Adoption

- High-school males' sports participation¹
- Modeling of smokeless tobacco use by family, friends & others²⁻⁴
- Perceived use by baseball coaches, teammates & other baseball athletes of similar age³

1 Davis, et al., J Adolesc Health, 1997;21:97-101

2 Riley, et al. J Adolesc Health, 1991;12(1):15-21

3 Walsh, et al., Tob Control, 2009;9 Suppl 2:II32-9

4 Gansky, et al., J Public Health Dent, 2009;69(2):116-24

MD Anderson's Mission

*To eliminate cancer in Texas, the nation and the world through outstanding programs that integrate patient care, research and **prevention**, and through education for undergraduate and graduate students, trainees, professionals, employees and the public*

ASK: Implement public policy to help make our mission a reality



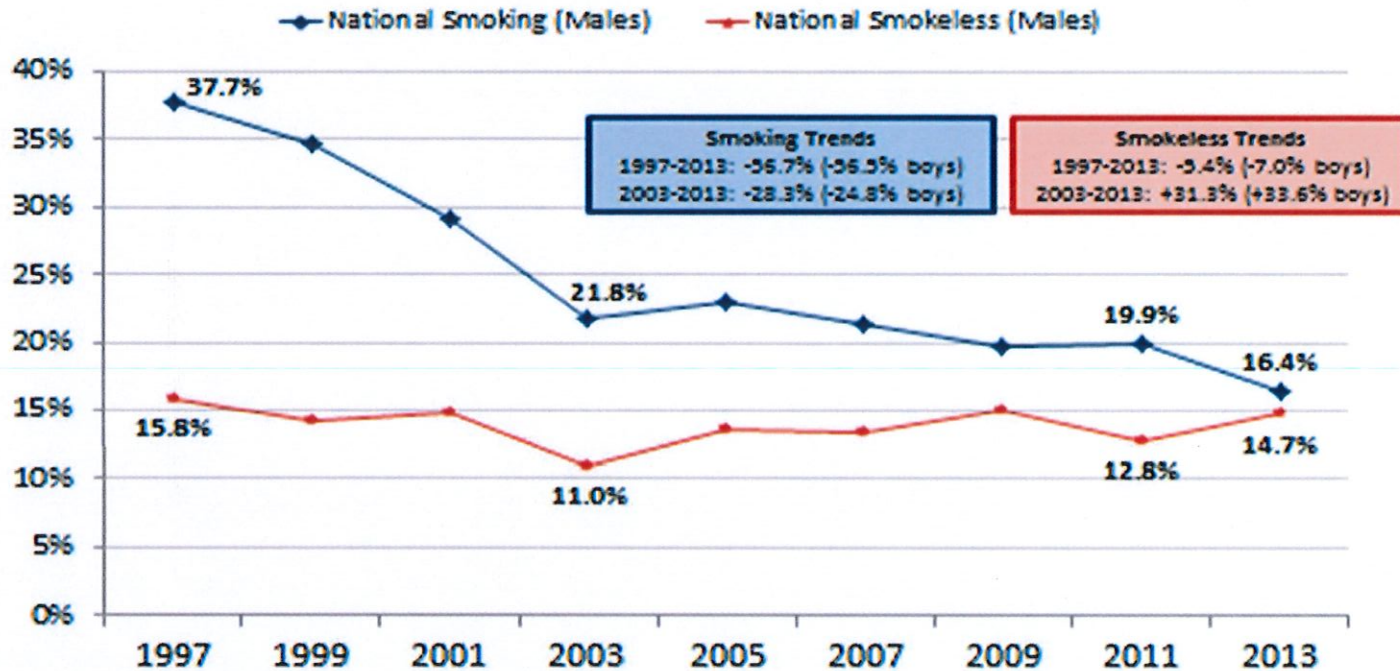
**KNOCK TOBACCO
OUT OF THE PARK**





Why Tobacco-Free Baseball?

Smoking and Smokeless Tobacco Use Rates: High School Boys, 1997–2013

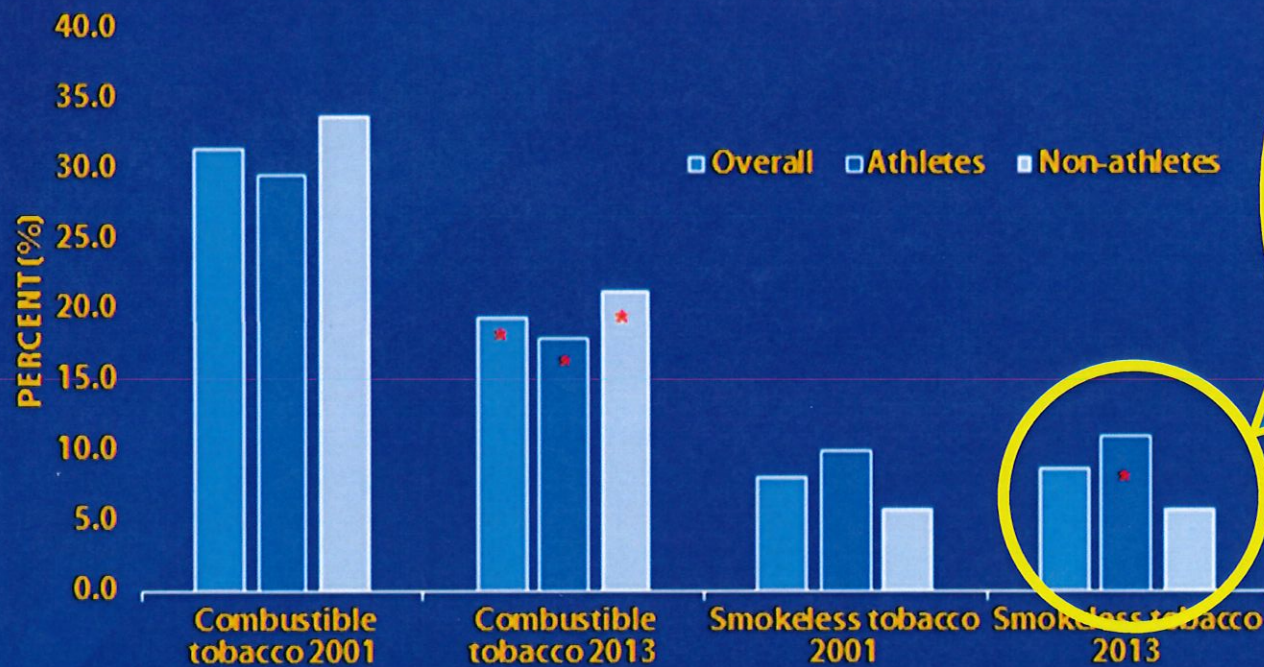


Source: CDC, Youth Risk Behavior Surveillance Survey



Why Tobacco-Free Baseball?

Trends in current tobacco use among high school athletes & non-athletes, YRBS, U.S., 2001–2013



Athletes are twice as likely as non-athletes to use smokeless tobacco

* Significant linear trend during 2001-2013 (p<0.05). Although the table only presents data from the surveys in 2001 and 2013, data from the surveys in 2001, 2003, 2005, 2007, 2009, 2011, and 2013 were used in the trend analysis.



Knock Tobacco Out of the Park Education Efforts Begin – 2011

- **Primarily PR Campaign**
- **17 National Partner Organizations**
- **Hundreds of local organizations**
- **Thousands of Emails sent to MLB and Players Association**
- **US Senate Letter**
- **Letter from 15 MLB City Health Commissioners**
- **Lots of Press!**





Knock Tobacco Out of the Park 2011 – Incremental Changes

2011 MLB Collective Bargaining Agreement (CBA)

Players, managers and coaches may no longer:

- Carry tins or packages of tobacco on field
- Use smokeless tobacco during on-camera interviews





Summer 2014: Powerful Events

June 16, 2014

Hall of Famer Tony Gwynn dies from oral cancer, which he attributed to 30-plus years of smokeless tobacco use.



August 20, 2014

Curt Schilling announces he was treated for oral cancer, blames chewing tobacco.





Policy Efforts Begin - 2015



[About](#) [In the News](#) [Get the Facts](#) [Partners](#) [Take Action](#)



Chicago Becomes Fourth City to Take Tobacco Out of Baseball

[READ MORE](#)



Why We're Here...





From Sea to Shining Sea

2018 baseball season: 15 tobacco-free stadiums





Local Policy Comparison

City	All Tobacco	Only Smokeless	All Sports	All Levels	Only Pros	Entire Facility	Everyone in Facility
San Francisco	X		Yes	X		Yes	Yes
Boston	X		Yes	X		Yes	Yes
Los Angeles		X	Yes	X		Yes	Yes
New York	X		Yes		X	Yes	Yes
Chicago	X		Yes	X		Yes	Yes
Washington DC	X		Yes	X		Yes	Yes
Milwaukee		X	Yes	X		Yes	Yes
St. Louis	X		Yes	X		Yes	Yes
Tampa Bay		X	Yes	X		Yes	Yes
Seattle	X		Yes		X	Yes	Yes
Houston		X	Baseball Only		X	Yes	No



Types of Policies Enacted

- **Three teams are covered by a statewide policy in California (San Diego, Anaheim, and Oakland)**
- **2 of the local policies cover 2 teams each (New York and Chicago)**
- **That leaves 10 local policies covering 12 MLB teams.**



Local Policy Overview

- **Those 10 policies include 5 that are 100% comprehensive – covering all tobacco products, all sports, all levels of organized play, the entire stadium or athletic facility, and everyone in it. (San Francisco, Boston, Chicago, Washington DC, St. Louis)**
- **3 restrict only smokeless tobacco, but cover all sports, all levels of organized play, the entire stadium or facility and everyone in it. (Tampa Bay, Milwaukee and Los Angeles)**



Local Policy Overview

- **One covers all tobacco products, the entire sports facility, and all people in it, but only covers ticketed events. (New York)**
- **One covers only pro-sports facilities, but covers all tobacco products, the entire facility and everyone in it. (Seattle)**
- **Proposed Houston policy only covers pro-sports teams, only covers players and employees of the teams and league, and covers those individuals throughout the stadium.**



A Tailor-Made Approach for Houston

Proposed Houston policy:

- **Is narrowly focused to address the specific problem, use by role models**
- **Only covers players and employees of teams and league**
- **Does not cover fans**
- **Only covers pro-teams and stadiums**
- **Only covers smokeless tobacco**



All-American Campaigns





Universal Support



MLB Strongly Supports

Since 2011, Major League Baseball has supported the elimination of tobacco use by all players while playing or otherwise engaged in activities associated with Major League Baseball.

Since 2017, violations of state and local tobacco-free baseball laws are considered a violation of the contract. And since 2015 MLB has contracted with tobacco cessation experts to provide confidential cessation counseling to all players, with free NRT.



Astros Support Tobacco-Free Baseball

- Teams and owners have supported in all 15 cities
- The Astros and Jim Crane support this effort
- Even players understand



Houston Astros, LLC
P.O. Box 288
Houston, Texas 77001-0288
Ph: 713.259.8000
Fax: 713.259.8909
www.astros.com

October 9, 2018

The Honorable Sylvester Turner, Mayor
City of Houston
901 Bagby Street
Houston, Texas 77002

RE: Smokeless Tobacco

Dear Mayor Turner

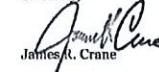
I would like to take this opportunity to communicate the Houston Astros' support for the proposed ordinance relating to the prohibition of the use of smokeless tobacco in professional baseball stadiums in the City of Houston.

Major League Baseball and the Houston Astros strongly believe that children should not use or be exposed to smokeless tobacco. In that spirit, MLB and the Astros have long supported a ban of smokeless tobacco at the Major League level. We have been proud of the progress toward this important goal in recent years, and we hope that the Houston City Council will continue this momentum, as so many other cities throughout our game have done.

We fully support the smokeless tobacco regulations recently passed by other state and city governments. The current restrictions in place in fifteen Major League Baseball stadiums will assist in the accomplishment of our goal of a complete ban of smokeless tobacco at all levels of professional baseball.

Please do not hesitate to contact my office if there is any assistance that we can provide to you or the Houston City Council in their consideration of this matter.

Sincerely,


James R. Crane

1 | Page



Players Understand It Too...

- Dodgers reliever J.P. Howell: **"I try not to do it in front of kids. I know it's a bad example. I do all this charity stuff and then dip – it feels kind of hypocritical."**
- Giants ace Madison Baumgartner also supported the law. **"Hopefully it will be a positive thing for us players. It's not an easy thing to stop doing, but I support the city."**
- When asked about the bill, the Mets' David Wright responded carefully. **"On one hand, I would argue we are adults and that's a choice we choose to make. On the other hand, we are role models and the last thing we want is for an underage kid to begin using because they watched their favorite players do it."**



National Support



** Legacy is a strong supporter of tobacco-free baseball, but does not lobby and does not support or oppose specific legislation.*



Strong Local Support



The Leader of Houston's New Majority®



**Texas Children's
Hospital®**



**Texas
Pediatric
Society**
The Texas Chapter of the
American Academy of Pediatrics



HCMS
Harris County Medical Society



Questions?

Ernest Hawk, MD, MPH

THE UNIVERSITY OF TEXAS
MD Anderson
~~Cancer Center~~

Making Cancer History®

Kevin O'Flaherty

