

The mission of the ATCA Smokeless Tobacco Workgroup is to *increase awareness and education regarding smokeless tobacco* with the ultimate aim of achieving ATCA's short term goals identified in the Strategic Plan:

- 1) increase the percentage of Alaskan youth who never start using smokeless tobacco,
- 2) increase the percentage of Alaskan adults who quit using smokeless tobacco,
- 3) reduce the disparity of smokeless tobacco use, specifically among Alaska Natives and young adults.

Action Items:

- Compile existing use data
- Compile universal talking points about smokeless tobacco
- Increase media efforts: 1) address the dangers of using smokeless, 2) address dual use: smokeless **is not** a safe alternative to cigarettes, 3) expose the dangerous, new smokeless products being marketed by Big Tobacco as well as the manipulation techniques they use to encourage use, and 4) highlight youth and adults who have successfully quit smokeless tobacco.
- Increase awareness that Alaska's Quit Line is available for smokeless tobacco users