

# Smoke-Free Colusa County Monthly

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## **Colusa County Wellness Coalition Merge**

Starting in January, the local Colusa County tobacco and nutrition coalitions are merging into one county-wide wellness coalition!

After months and several meetings of planning, the local Tobacco Prevention Coalition and Colusa County Grown Food Policy Council have very exciting news! These two coalitions, with focuses on tobacco and nutrition, will be merging into one county-wide wellness coalition. This coalition will contain three subcommittees: Smoke-Free Colusa County, Health and Nutrition, and Oral Health. It is our hopes that this coalition will help streamline the goals of community members to create a healthier Colusa County and provide the network and resources necessary to make that change. The first few

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meetings of 2018 will be primarily on creating a vision for the coalition and setting goals. If you are interested in attending these meetings, please contact the Tobacco Education Program at [TEP@colusaDHHS.org](mailto:TEP@colusaDHHS.org).

## *Smoke-Free Colusa County Subcommittee*



The Smoke-Free Colusa County Subcommittee, part of the Colusa County Wellness Coalition, aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

## *Smoke-Free Air Everywhere*



## FDA on Philip Morris' New IQOS Tobacco Product

On January 25th, the Food and Drug Administration (FDA) advisory panel voted 8-1 to support that the new Philip Morris iQOS products “significantly reduce your body’s exposure to harmful or potentially harmful chemicals.”<sup>1</sup>

Philip Morris submitted an application to the FDA in November to sell these

Morris claims that the iQOS contains up to 95% fewer harmful or potentially harmful chemicals than cigarette smoke produced from burning tobacco.<sup>2</sup> However, a study in Switzerland has challenged this claim and found that, while toxic chemicals are produced at lower levels than in tobacco smoke, some are

required to follow the advisory panel’s recommendations but normally does.<sup>1</sup> The FDA will be making a separate decision on approving the product to be sold in the United States and how it will be allowed to be marketed to customers.<sup>3</sup>

*Philip Morris submitted an application to the FDA in November to sell these products as a healthier alternative to traditional cigarettes*

products in the United States as “modified risk tobacco products,” which means, if approved, they will be marketed as a new type of tobacco product with less health risks than traditional cigarettes.

IQOS are *not* electronic cigarettes; they are devices that heat tobacco but do not burn it. A large amount of the harmful chemicals in tobacco are actually released when tobacco is ignited, which is the reasoning behind Philip Morris’ claim that the iQOS is a safer product.<sup>2</sup> Philip

present in larger amounts than what Philip Morris claims.<sup>1</sup> Philip Morris disputed the research of the Switzerland study.<sup>1</sup>

The FDA advisory panel did not support any claims of health benefit from the iQOS, which means they voted *not to support* that this new product “translates into a reduction in the risk for tobacco-related diseases,” nor did they support that “switching completely to iQOS presents less risk of harm than continuing to smoke cigarettes.”<sup>1,3</sup> The FDA is not

## Upcoming Events

- **February 24<sup>th</sup> 9:00 a.m. – 4:00 p.m. North State Youth Advocacy Summit:** Invite high school students that you know to the annual North State Youth Advocacy Summit in Yuba City! High school aged youth from Northern California Youth Coalitions and Yuba Sutter Friday Night Live chapters will be attending and learning skills in coalition building, becoming spokespeople, and engaging decision makers to help advocate for a healthier community.
- **March 15<sup>th</sup> 12:00-2:00 Colusa County Health/Wellness Coalition Meeting (Location TBD)** – Join Colusa County community members as we begin to develop a county-wide health/wellness coalition! Lunch provided.

For more information or to R.S.V.P to the above event, please contact the Colusa County Tobacco Education Program at [TEP@ColusaDHHS.org](mailto:TEP@ColusaDHHS.org) or 530-458-0380.

## Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program? Contact us directly to schedule an appointment:

[Colusa County Tobacco Education Program](#)

Contact: Amanda Pitts, Project Director

Phone: (530) 458-0380

<http://www.countyofcolusa.org/tobaccoeducation>

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Interested in quitting smoking?



1. Stein, Rob. "FDA Panel Gives Qualified Support To Claims For 'Safer' Smoking Device." *National Public Radio*. Web. 25 Jan 2018.

<https://www.npr.org/sections/health-shots/2018/01/25/580213742/fda-panel-gives-qualified-support-to-claims-for-safer-smoking-device>.

2. Reuters. "FDA's tobacco stance faces test with Philip Morris iQOS device." *Reuters*. Web. 22 Jan 2018 . <https://www.reuters.com/article/us-health-tobacco-pmi-device/fdas-tobacco-stance-faces-test-with-philip-morris-iqos-device-idUSKBN1FB234>.

3. Perrone, Matthew. "FDA Rejects Proposal for 'Lower-Risk' Cigarette Alternative ." *Time*. Web. 25 Jan 2018. <http://time.com/5119302/iqos-cigarette-alternative/>.