



A CUP OF HEALTH WITH CDC

New Tobacco Trends

Tobacco Product Use Among Adults — United States 2013-2014

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[Announcer] This program is presented by the Centers for Disease Control and Prevention.

[Dr. Gaynes] Welcome to *A Cup of Health with CDC*, a weekly feature of the *MMWR*, the Morbidity and Mortality Weekly Report. I'm your host, Dr. Robert Gaynes.

Cigarette smoking in the United States has been on a steady decline over the past 50 years. However, new tobacco products are becoming increasingly popular.

Dr. Linda Neff is a researcher with CDC's Office on Smoking and Health. She's joining us today to discuss the dangerous new trends in tobacco use. Welcome to the show, Linda.

[Dr. Neff] Thank you, it's a pleasure to be here.

[Dr. Gaynes] Linda, how many people in the U.S. use tobacco?

[Dr. Neff] Nearly 50 million adults in the U.S. use a tobacco product every day or some days.

[Dr. Gaynes] What tobacco product is most popular?

[Dr. Neff] Cigarettes remain the most commonly used product.

[Dr. Gaynes] Well, what are some of the newer tobacco products on the market? What are they?

[Dr. Neff] The newer products that are commonly used are hookahs, or water pipes, as well as e-cigarettes, which are battery operated devices that typically deliver flavors, chemicals, and nicotine to the user in the form of an aerosol.

[Dr. Gaynes] What groups are using these newer products?

[Dr. Neff] These products are most popular among younger adults who are between 18 and 24.

[Dr. Gaynes] Linda, what are some strategies to help people quit using tobacco products?

[Dr. Neff] There are multiple strategies for quitting tobacco products. In general, the most effective strategy is counseling, combined with medications. The most important thing is to get support for quitting. Talk with a health care provider or other expert about the most effective strategy for *you* and develop a quit plan.

Broader strategies that can help people quit include increasing the price of tobacco products, adopting smoke-free policies in public areas, and mass media campaigns that warn people about the dangers of tobacco use.

[Dr. Gaynes] Where can listeners get more information about quitting tobacco products?

[Dr. Neff] Listeners can call 1-800-QUIT-NOW or go to smokefree-dot-gov.

[Dr. Gaynes] Thanks, Linda. I've been talking today with CDC's Dr. Linda Neff about the dangerous new trends in tobacco use.

Remember, new tobacco products, such as e-cigarettes and water pipes, are not risk-free. The safest, healthiest choice is to quit using all tobacco products completely.

Until next time, be well. This is Dr. Robert Gaynes for A Cup of Health with CDC.

[Announcer] For the most accurate health information, visit www.cdc.gov or call 1-800-CDC-INFO.