

Unfortunately, articles like this add to the already pervasive notion that smokers must either quit or die. There are other options. Public health should not prohibit people from enjoying certain behaviours, but instead promote ways to reduce the risks associated with those behaviours. Driving isn't banned, instead there are seatbelts. There are good ways to reduce the health risks associated with nicotine instead of eliminating its use. Smokeless tobacco (ST) is an alternative. It delivers nicotine in a satisfying dose, and current best evidence does not associate ST use with oral cancer. In fact, all tobacco related disease risks fall if you switch from smoking to using smokeless tobacco.

People who use or promote ST are not undermining smoking reforms. Increased ST use should be interpreted as a success for the anti-smoking movement. Vilifying ST serves only to maintain smoking as the most popular means of obtaining nicotine.

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