

GLOSSARY OF TERMS USED IN *THE TOBACCO ATLAS*

Advertising – Any commercial effort to promote, including the use of sponsorship activities, the use, image or awareness of a tobacco product, its trade marks, brand name or manufacturer.

Areca nut – The fruit of the Areca Catechu tree. Areca nut is commonly combined with betel leaves, slaked lime, and tobacco and chewed as betel-quid, particularly in areas of Southeast Asia. In Northeast India, the use of fermented areca nut (tamol) is common.

Betel-quid – A mixture which typically consists of areca nut, tobacco, slaked lime and sweetening or flavouring agents, wrapped in a betel leaf. Betel-quid is chewed in many countries in Asia, such as India, Sri Lanka, Bangladesh, Cambodia and Malaysia.

Bidis – Consist of a small amount of tobacco, hand-wrapped in dried temburni leaf and tied with string. Despite their small size, their tar and carbon monoxide deliveries can be higher than manufactured cigarettes because of the need to puff harder to keep bidis lit. Bidis are used extensively in areas of Southeast Asia and are the most commonly smoked tobacco product in India.

Chilum – A straight, conical pipe made of clay. Chilum smoking is practiced mostly among males in the northern rural areas of India. The pipe is held vertically, and to prevent the tobacco from entering the mouth, a pebble or stopper is inserted into the top of the chilum. The entire pipe is usually filled with tobacco, and the mouth-piece is wrapped with a wet piece of cloth to protect the mouth from the heat and to serve as a filter.

Cigars – Made of air-cured and fermented tobaccos with a tobacco wrapper, they come in many shapes and sizes, from cigarette-sized cigarillos, double coronas, cheroots, stumpen, chuttas and dhumtis. In reverse chutta and dhumti smoking the ignited end of the cigar is placed inside the mouth.

Clove cigarettes – *see* **Kreteks**

Consumption – Total cigarette consumption is the number of cigarettes sold annually in a country, usually in millions of sticks. Total cigarette consumption is

calculated by adding a country's cigarette production and imports and subtracting exports. "Per adult" cigarette consumption is calculated by dividing total cigarette consumption by the total population of those who are 15 years and older. Smuggling may account for inaccuracies in these estimates.

Excess mortality – The amount by which death rates for a given population group (e.g. smokers) exceed that of another population group chosen as a reference or standard (e.g. non-smokers).

Health warnings – Verbal, written or visual warnings, required by governments on packets or advertisements of all tobacco products.

Hookah – *see* **Water pipe**

Ingredients – Every component of the product that is smoked or chewed, including all additives and flavourings, contents such as paper, ink and filters, and materials used in the manufacturing process (such as adhesives etc.) present in the finished product in burnt or unburned form, and whether the tobacco has been genetically modified.

Kreteks – Clove-flavoured cigarettes. They contain a wide range of exotic flavourings and eugenol, which has an anaesthetising effect, allowing for greater and deeper inhalation.

Manufactured cigarettes – Consist of shredded or reconstituted tobacco, processed with hundreds of chemicals, wrapped in paper, and often with a filter and manufactured by a machine. They are the predominant form of tobacco used worldwide.

Nicotine – nicotinic alkaloids.

Nicotine replacement therapy (NRT) – A type of pharmacological treatment used as an aid to smoking cessation. It includes devices such as transdermal patches, nicotine gum, nicotine nasal sprays and inhalers.

Pan masala – Pan masala or betel quid consists of four main ingredients: tobacco, areca nuts and slaked lime wrapped in a betel leaf. It can also contain other

sweetenings and flavouring agents. Varieties of pan include kaddipudi, hogesoppu, gundi, kadapam, zarda, pattiwala, kiwam, mishri, and pills. It is commonly chewed in parts of Southeast Asia, especially in rural India.

Passive smoking – Inhaling cigarette, cigar, or pipe smoke produced by another individual. It is composed of second-hand smoke (exhaled by the smoker), and sidestream smoke (which drifts off the tip of the cigarette or cigar or pipe bowl).

Pipes – Made of briar, slate, clay or other substance. Tobacco is placed in a bowl and smoke is inhaled through the stem, sometimes through water.

Prevalence – Smoking prevalence is the percentage of smokers in the total population. Adult smoking is usually defined as aged 15 years and above.

Promotion – A representation about a product or service by any means, whether directly or indirectly, including any communication of information about a product or service and its price and distribution, that is likely to influence and shape attitudes, beliefs and behaviours about the product or service.

Retailer – A person who is engaged in a business that includes the sale of a tobacco product to consumers.

Risk – The likelihood of incurring a particular event or circumstance (e.g. risk of disease measures the chances of an individual contracting a disease).

Smoke-free areas – Areas where smoking or holding a lighted cigarette, cigar or pipe is banned.

Smoker – Someone who, at the time of the survey, smokes any tobacco product either daily or occasionally.

Snuff – Moist snuff is taken orally. A small amount of ground tobacco is held in the mouth between the cheek and gum. Increasingly, manufacturers are pre-packaging moist snuff into small paper or cloth packets to make use of the product easier and neater. Other products include khaini, shammaah, nass/naswa. Dry snuff is powdered tobacco that is inhaled through the nasal passages or taken orally.

Tar – The raw anhydrous nicotine-free condensate of smoke.

Tar and nicotine yield – The amount of tar and nicotine in milligrams in one cigarette, as determined by a machine designed to measure smoke. Machine yields of tar and nicotine levels are not necessarily what smokers actually inhale.

Tobacco attributable health care costs – Health costs calculated on the average proportion of particular diseases attributable to tobacco use.

Direct costs include: costs related to the average proportion of the occurrence of disease attributable to tobacco; health services costs such as hospital services, physician and outpatient services, prescription drugs, nursing home services, home healthcare, allied healthcare; changed expenditures from increased utilisation of services.

Indirect costs include: costs imposed on a household from tobacco-related illness or premature death; loss of production and earnings; household health; psychological costs, such as the effects of grief.

Tobacco attributable mortality – The number of deaths attributable to tobacco use within a specific population.

Tobacco control organisation – A non-profit organisation whose purpose is to reduce tobacco consumption and protect nonsmokers from the effects of involuntary smoking.

Tobacco industry documents – Previously secret, internal industry papers that have now been placed in the public domain as a result of court rulings.

Tobacco taxes – Taxes levied on tobacco products. There are two basic methods of tobacco taxation:

- nominal or specific taxes – taxes based on a set amount of tax per cigarette or gram of tobacco.
- *Ad valorem* taxes – taxes assessed as a percentage mark-up on the retail selling price of tobacco products.

Total tobacco tax refers to a combination of both methods plus any value added tax (VAT) where applicable.

Tobacco product – Any product manufactured wholly or partly from tobacco and intended for use by smoking, inhalation, chewing, sniffing or sucking, with the exception of medicinal preparations containing nicotine.

Tobacco production – Tobacco leaf production in metric tons refers to the actual tobacco leaves harvested from the field, excluding harvesting and threshing losses and any part of the tobacco crop not harvested for any reason.

Tobacco use – The consumption of tobacco products by burning, chewing, inhalation, or other forms of ingestion.

Water pipe – A water pipe, or hookah, consists of a receptacle for water which has an opening on the top to which a long wooden stem is fixed, the lower end being below water level. At the top of this stem, a small bowl is attached for tobacco. The tobacco is drawn through the water and inhaled through a long tube fixed to an outlet on the side of the receptacle. Cut, shredded tobacco moistened with molasses or other sweeteners, is kept in the bowl and burned with charcoal.

1 The History of Tobacco

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Part One:

PREVALENCE AND HEALTH

2 Types of Tobacco Use

MAIN MAP

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3 Male Smoking

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Global Partnerships for Tobacco Control
<http://www.essentialaction.org/tobacco/>
GLOBALink, UICC International Union Against Cancer
<http://www.globalink.org/>
Hamman’s research site (Steve Hamann)
<http://hamann.globalink.org/> (or)
<http://www.thai.net/tobaccocontrol/>
International Agency on Tobacco and Health (IATH)
email: admin@iath.org
International Network of Women Against Tobacco (INWAT)
<http://www.inwat.org/>
International Network Towards Smoke-Free Hospitals (INTSH)
<http://intsh.globalink.org/>
International Non Governmental Coalition Against Tobacco (INGCAT)
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International Society for the Prevention of Tobacco Induced Diseases (PTID)
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International Tobacco Evidence Network (ITEN)
<http://www.tobaccoevidence.net/>
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Network for Accountability of Tobacco Transnationals (NATT)
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Quit&Win
<http://www.quitandwin.org>
Repac’s site, especially on passive smoking (Jim Repace)
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Society for Research on Nicotine and Tobacco (SRNT)
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These web and email addresses were accurate in mid-2002. There are, in addition, many other organisations, wholly or partly working on tobacco issues, too numerous to include here. These can be contacted through INGCAT (the International Non Governmental Coalition Against Tobacco) or WHO. If any would like to be included in future editions, or on a website, please contact the authors. In addition, we were unable to include any national and sub-national organisations.

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