



Smokeless Tobacco Use: A New Challenge for Public Health

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Dear Editor,

Smokeless tobacco use in Southeast Asian countries is the cause of many noncommunicable diseases and cancers. There is still an increasing trend in the consumption of smokeless tobacco, which has been reported in various studies in different countries across Asia, Europe, Australia, North America, and Africa (1-5).

The purpose of writing this letter to the editor is to create a new perspective for researchers in this field. The following points will be helpful to researchers and policymakers.

Lack of Restrictive Rules

In many countries, community health managers are not aware of the dangers of smokeless tobacco. This lack of awareness at various levels of management has led to an increase in general health problems. We need evidence-based laws to overcome this challenge. Informing community officials, adopting laws, and enforcing the rules can be helpful in this regard (6). The media can also help in producing educational and awareness programs.

Convenient and Hidden and Accessible Consumption

Smokeless tobacco is easier to use, and the smoke does not spread in the environment. This is probably one of the reasons for the increase in consumption. In other words, other people cannot easily guess its use by others.

Cultural Beliefs and Traditions

The ethnic and cultural beliefs dominant among the people, which are transmitted from generation to generation, cannot be easily erased from the minds of the people. Beliefs constitute an important part of the culture, and we should not ignore the power of the influence of

culture in any society.

Inappropriate Interventions in This Area

Most of the interventions in this area include cigarette smoking interventions, while the identity of the two types of smoke-free tobacco and smoke tobacco is different. For this reason, most studies could not indicate an effective impact (7).

As a result, this study provided a guide for future researchers and policymakers to prevent and reduce smokeless tobacco use.

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