

Hosted by the Smoke-Free Environments Law Project (SFELP)



2020 Strategic Planning Meeting

Tobacco Flavorings and
Future Needs

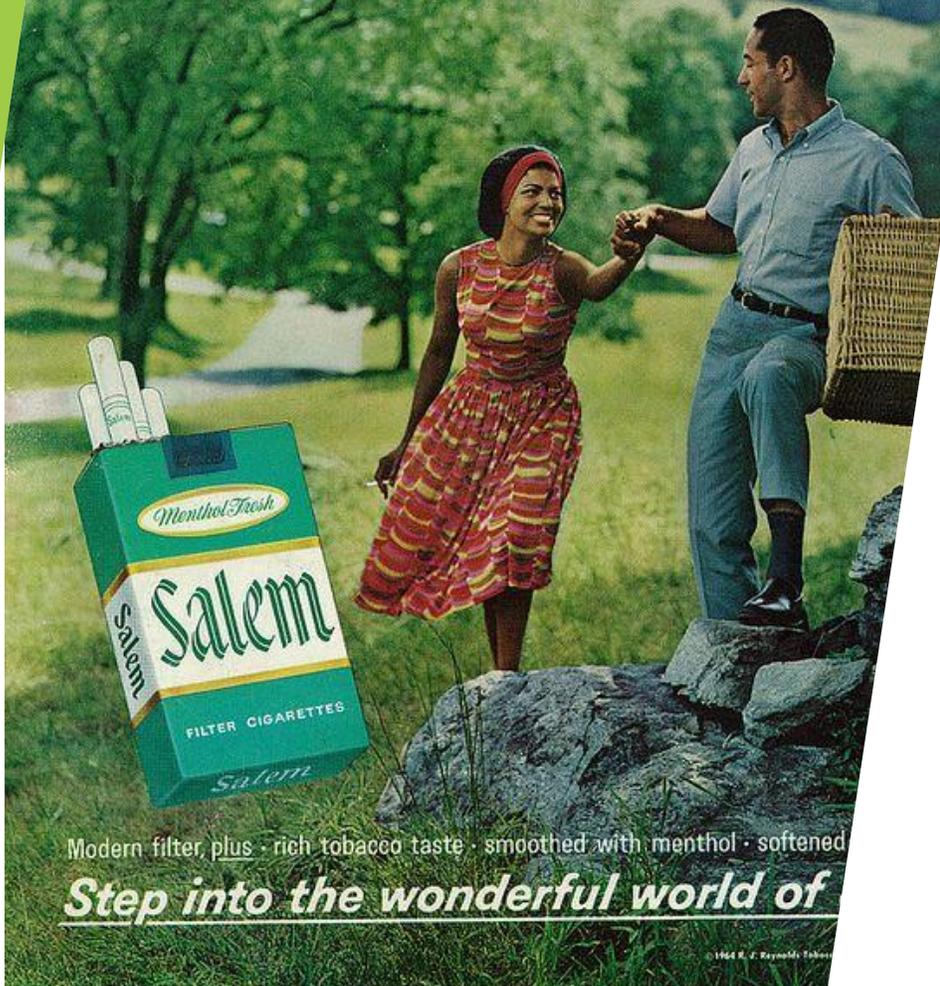
Menthol: Recent Research and Future Directions

Presented by Karalyn Kiessling



Salem softness freshens your taste

with the smoothest flavor in cigarettes today



Menthol
reduces
harshness of
smoking

GOT A COLD? Switch to KOOLS

The mild menthol gives a soothing sensation. Your mouth feels cooler. Your throat feels clearer. When other smokes lose all taste, KOOLS taste swell. Try a pack today. And save those coupons, good in U. S. A. for premiums!

NOW DOWN IN PRICE

KOOLS now cost no more than other popular-priced brands





While
combustible
smoking was
decreasing
menthol did not



“Menthol in cigarettes has been shown to increase regular cigarette smoking and nicotine dependence, and decrease success in smoking cessation”

- Chaiton et al 2019

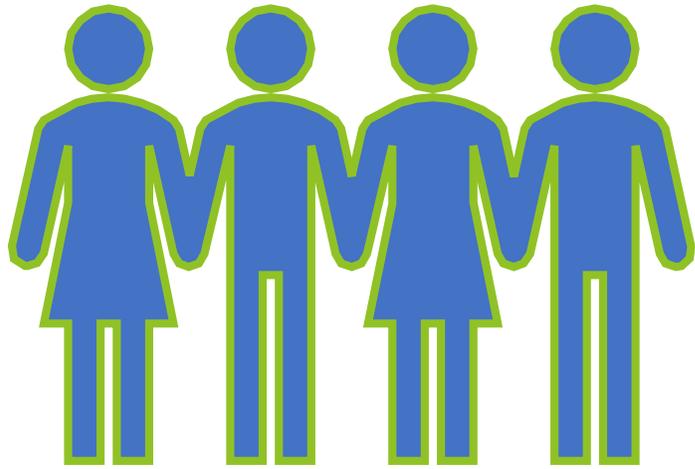


MENTHOL.
NOTHING COOL ABOUT
INCREASING YOUTH SMOKING.

stillaproblem.com

ClearWay
BY NORTON





Marginalized
Groups Are
Most Impacted

African American Community

- ▶ Targeted by tobacco companies specifically
- ▶ Exposure to marketing is greater
- ▶ Over 80% of African American smokers use mentholated products



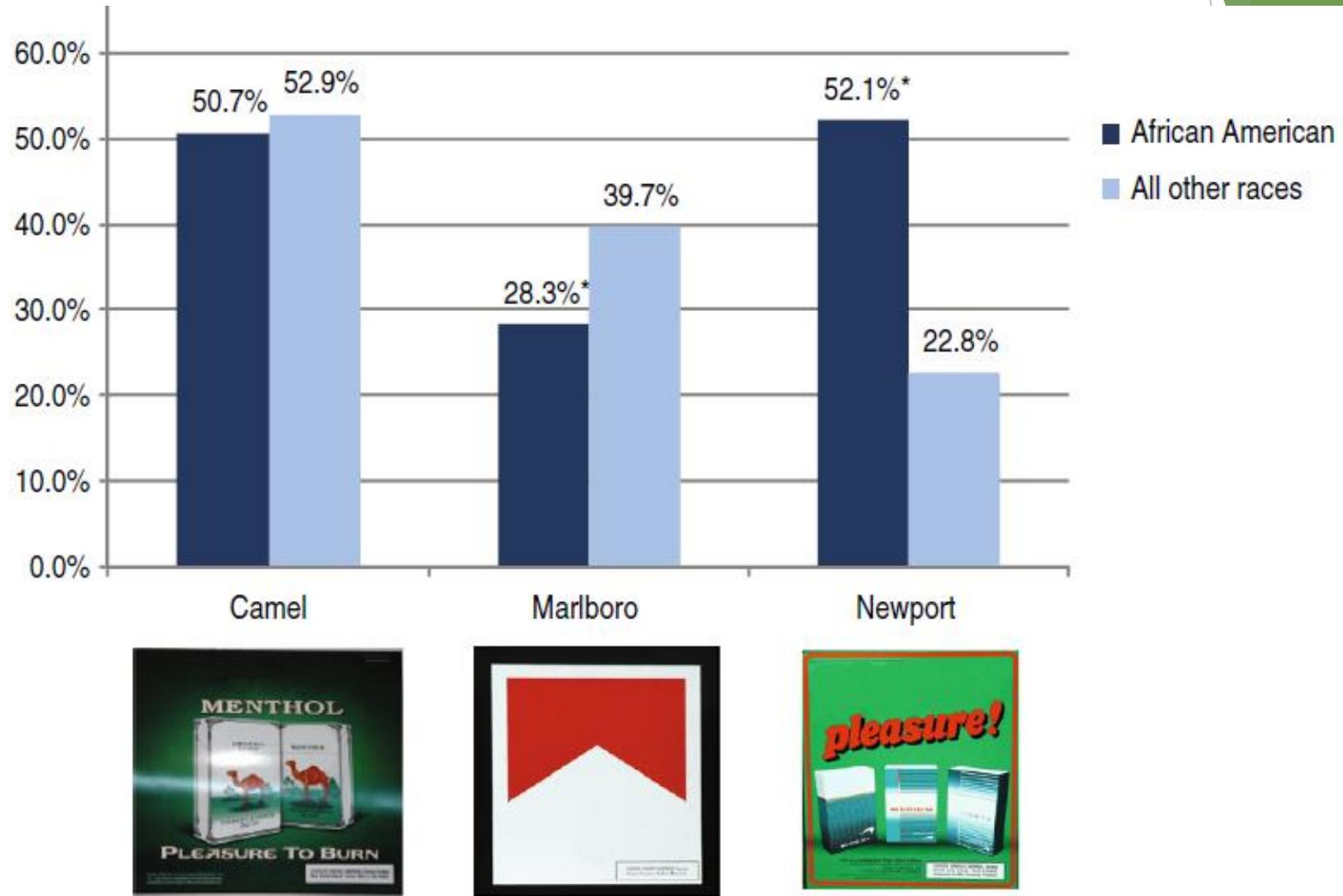


Figure 1 Brand recognition by African-American students versus all other races. *chi-square test $p < 0.01$. Note: Values are observed.



"Change is good. But I prefer big bills."

VIRGINIA
SLIMS
MENTHOL

YOU'VE COME A LONG WAY BABY

Also available
in Regular

VIRGINIA
SLIMS

TobaccoFreeCA



The **tobacco industry** has
spent millions **targeting**
the **LGBT** community.



- ▶ Youth with anxiety or depression more likely to use menthol “above and beyond” known relationship between mental health and smoking
- ▶ Link with severe mental illness in youth as well

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect.

U.S. Food and Drug Administration (FDA) and Menthol: Recent Developments

Timeline: FDA and Menthol

2009	2013	2018	2020
Menthol excluded from Family Smoking Prevention and Tobacco Control Act	FDA releases report evaluating effects of menthol	Statement by Scott Gottlieb M.D. signaling intent to act	African American Tobacco Control Leadership Council (AATCLC) and Action on Smoking and Health (ASH) sue the FDA for lack of action on menthol

November 9, 2020: Request for 2013 Citizen Petition to be Granted



Projected Impact of a Ban

- ▶ The actual and anticipated effects of a menthol cigarette ban: a scoping review (2020)
 - ▶ Cadham, Christopher J, Sanchez-Romero, Luz Maria, Fleischer, Nancy L, Mistry, Ritesh, Hirschtick, Jana L, Meza, Rafael, & Levy, David T. (2020).
 - ▶ Examined effects of :
 - ▶ Hypothetical menthol ban
 - ▶ Actual menthol bans
 - ▶ Other flavored product ban

The actual and anticipated effects of a menthol cigarette ban: a scoping review (2020)

Actual menthol bans

- 11% decrease in cigarettes sales overall
- 29-63% attempted quitting
- 24% successfully quit
- 28.2-76.1% switched to another tobacco product
- 29% switched to e-cigarettes

Hypothetical menthol ban

- 24-64% would attempt quitting
- 11-46% would switch to another tobacco product
- 12-30% switched to e-cigarettes

Other key findings

- Substitution to flavored cigars
 - Clove cigars specific concern
- Intent to find product regardless

Harm Reduction for those Most Affected

Levy et al (2011)

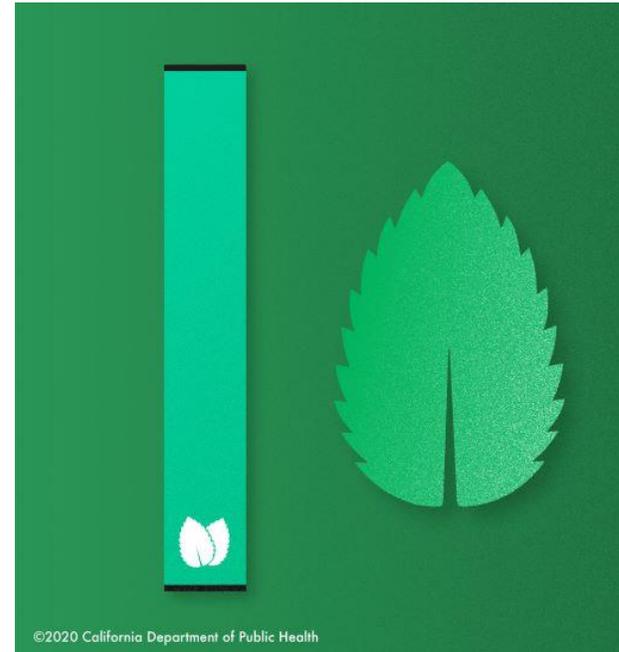
- “reduction in smoking prevalence would be 9.7% overall and 24.8% for Blacks”
- Deaths averted estimated as over 600,000 overall and over 200,000 for Black menthol smokers

Muller et al (2019)

- Opportunity to reduce disparities in cardiovascular health

Questions Still to Answer

- ▶ Impact on initiation
- ▶ Threat of illicit market
- ▶ IQOS (heat-not-burn)
- ▶ Role of e-cigarettes



Menthol and Vaping

- ▶ New users choosing menthol flavor is dropping
 - ▶ More so adults and tank users
- ▶ Not linked to cessation
- ▶ May be in products not labeled 'menthol' or 'mint'
- ▶ Could cause more irritation
- ▶ Purchasing location
 - ▶ 18% online
 - ▶ 39% in vape shop
 - ▶ 43% at other stores



Opportunities for Action

- ▶ Pressure at the federal level
 - ▶ Public Comment
- ▶ If FDA does ban menthol, compliance will be key
 - ▶ A partial ban in Chicago only 57% were compliant
 - ▶ Communication with retailers and education
- ▶ FDA may only restrict flavors in some products
 - ▶ Work with community to reduce availability



Questions?



“Interestingly, many menthol cigarette brands (e.g., Newport, Marlboro Menthol, Camel Menthol) contained greater quantities of added sugar than menthol.”

Break





Future Research Needs

Current SFELP Research

MyVoice Study

- Asking about youth awareness of Tobacco 21

Dissertation work

- Study 1: Historical look at “Big Tobacco’s Playbook” with the FDA and comparing to vaping
- Study 2: Retail environment for vapor products (and tobacco as a whole)
- Study 3: Analyzing work of advocates for Tobacco 21

We want your input on:



What
information you
want to know



How you want
the information
presented to you

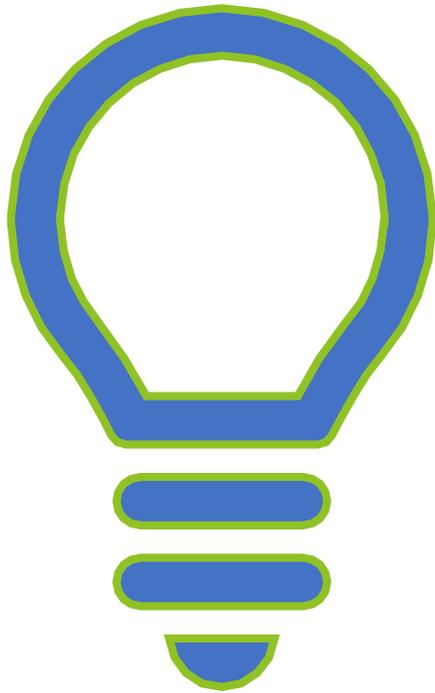


Related
materials



One Idea: Brief Reports

- ▶ Summaries of current research on a particular subject
- ▶ Potential areas for reports:
 - ▶ Tobacco use during pregnancy
 - ▶ Emerging tobacco products including e-cigarettes
 - ▶ Secondhand smoke and vapor
 - ▶ Tobacco use in the LGBTQ+ community
 - ▶ Others?



Other ideas?