

Welcome

Please stand by. We will begin shortly.

Reducing Tobacco Use among African Americans and Youth: What's Menthol Got To Do With It?

Wednesday, February 17, 2016 · 2pm ET (90 minutes)



SMOKING CESSATION
LEADERSHIP CENTER

Disclosure

Dr. Phillip Gardiner and Catherine Saucedo have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.

Moderator



Catherine Saucedo

- Deputy Director,
Smoking Cessation
Leadership Center, University
of California, San Francisco
- catherine.saucedo@ucsf.edu

Thank you to our funders



Robert Wood Johnson Foundation



truth initiative
INSPIRING TOBACCO-FREE LIVES

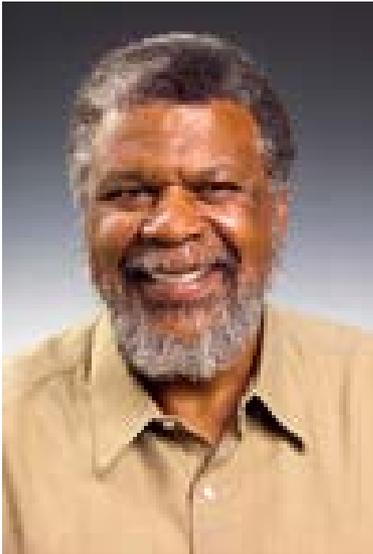


National Behavioral Health Network
For Tobacco & Cancer Control

Housekeeping

- All participants will be in **listen only mode**.
- Please **make sure your speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please request the dial-in via the chat box.
- **This webinar is being recorded** and will be available on SCLC's website, along with the slides.
- **Use the chat box to send questions** at any time for the presenters.

Today's Speaker



Phillip Gardiner, DrPH

- Program Officer in Policy and Regulatory Sciences, in the Tobacco Related Disease Research Program, at the University of California Office of the President

Reducing Tobacco Use among African Americans and Youth: What's Menthol Got To Do With It?

Phillip S. Gardiner, Dr. P. H.

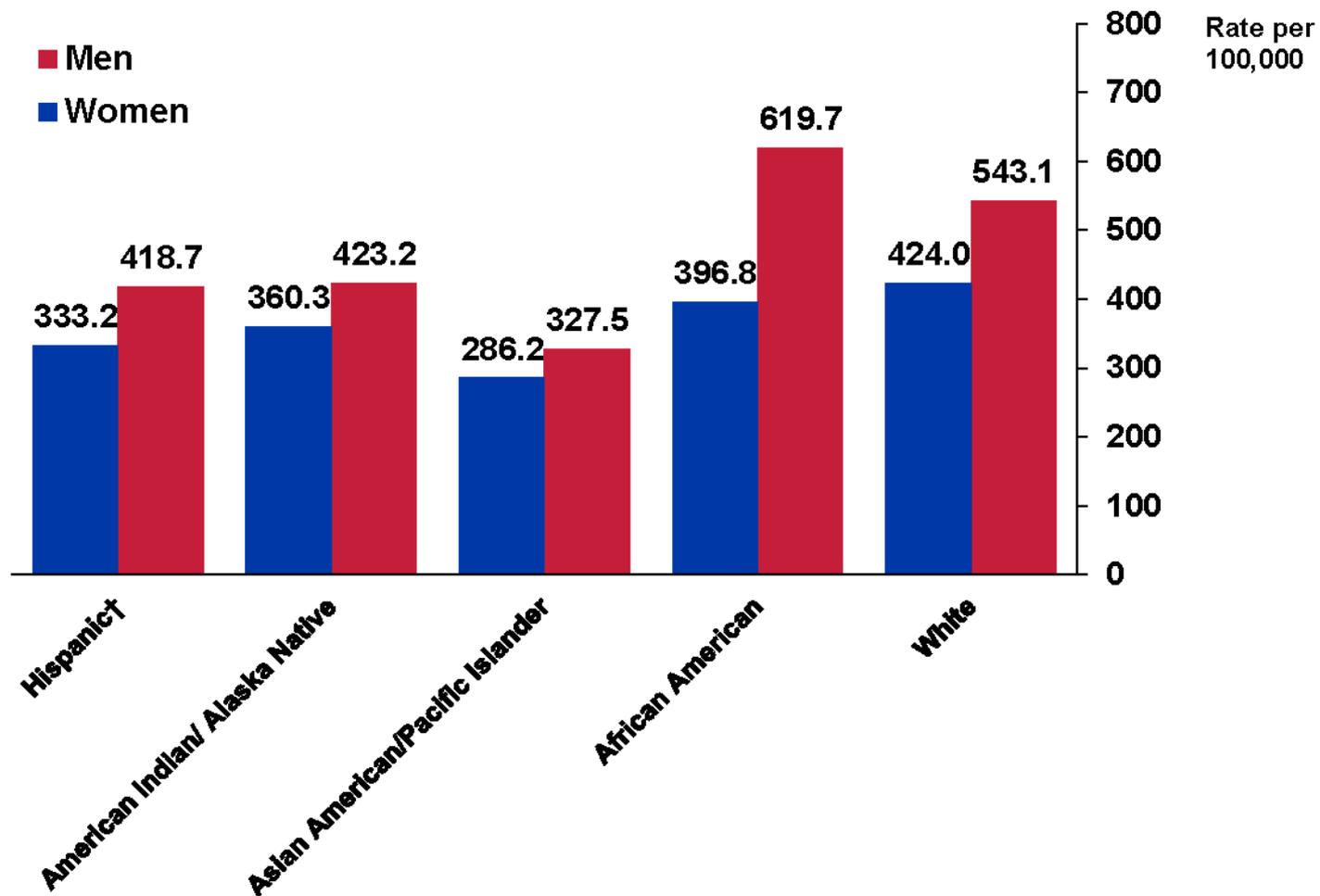
Policy and Regulatory Sciences Program Officer, Tobacco Related Disease Research Program (TRDRP) University of California
Office of the President and Co-Chair African American Tobacco Control Leadership Council

Smoking Cessation Leadership Center, UCSF

Webinar Series

February 17, 2016

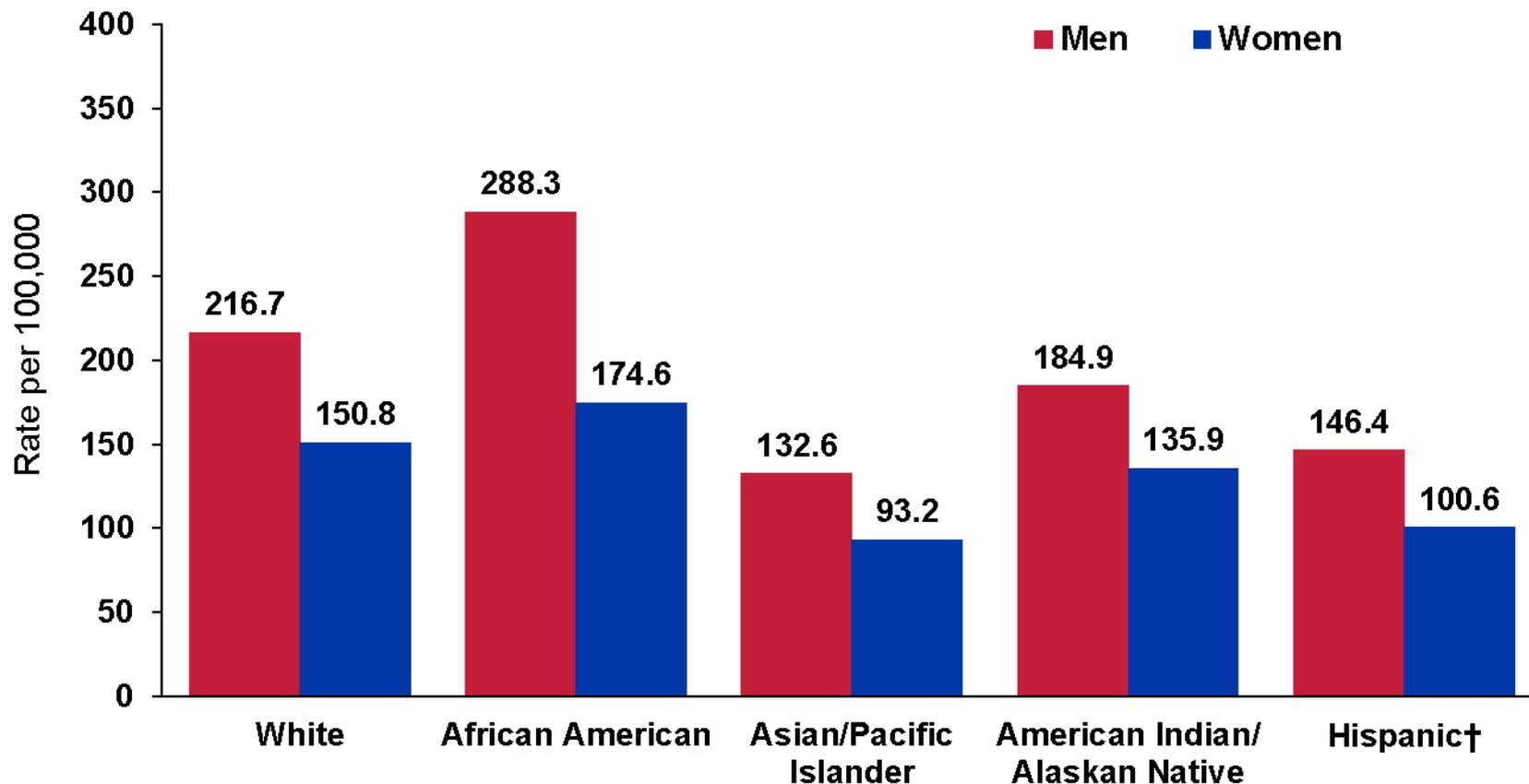
Cancer Incidence Rates* by Race and Ethnicity, 2005-2009



*Age-adjusted to the 2000 US standard population.

†Persons of Hispanic origin may be of any race.

Cancer Death Rates* by Race and Ethnicity, US, 2005-2009



*Per 100,000, age-adjusted to the 2000 US standard population.

†Persons of Hispanic origin may be of any race.

Age Adjusted Incidence Rates

(All sites and Lung) per 100,000 (Females and Males, ACS 2007)

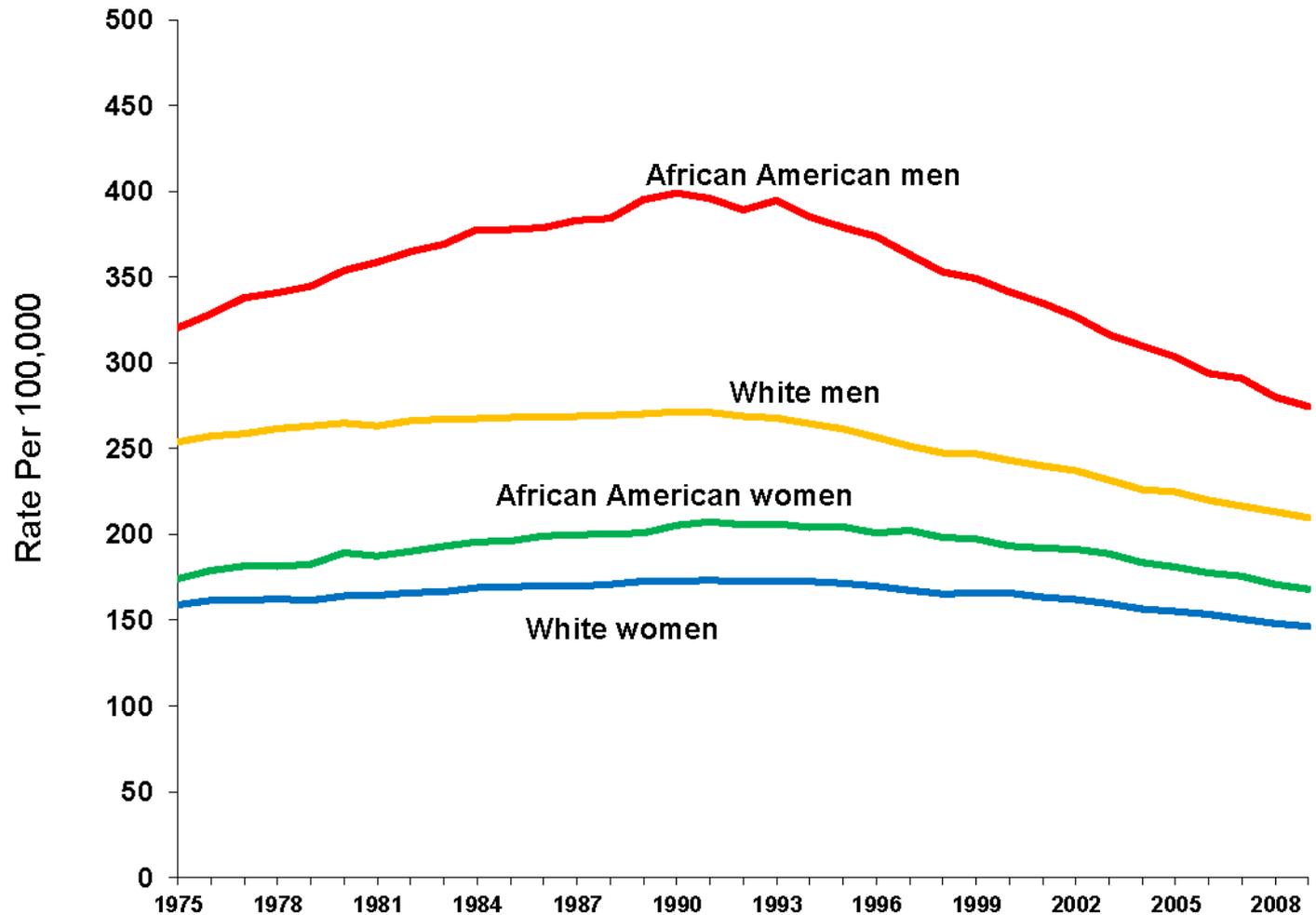
	AA	AIAN	AAPI	Whites	Hispanic
All Sites					
M	639.8	359.9	385.5	555.0	444.1
F	383.8	305.0	303.3	421.1	327.2
Lung Cancer					
M	110.6	55.5	56.6	88.8	52.7
F	50.3	33.8	28.7	56.2	26.7

Age Adjusted Mortality Rates

(All sites and Lung) per 100,000 (Females and Males, ACS 2007)

	AA	AIAN	AAPI	Whites	Hispanic
All Sites					
M	331.0	153.4	144.9	239.2	166.4
F	192.4	111.6	98.8	163.4	108.8
Lung Cancer					
M	98.4	42.9	38.8	73.8	37.2
F	39.8	27.0	18.8	42.0	14.7

Cancer Death Rates* by Sex and Race, US, 1975-2009



*Age-adjusted to the 2000 US standard population.

Source: Surveillance, Epidemiology, and End Results Program, 1975-2009, Division of Cancer Control and Population Sciences, National Cancer Institute, 2012.

The African Americanization of Menthol Cigarettes

50 Years of Predatory Marketing

African American Menthol Use Skyrockets

1953 5%

1968 14%

1976 44%

2011 88.5

2006 82.7%

Roper, B.W. (1953). A Study of People's Cigarette Smoking Habits and Attitudes Volume I. Philip Morris, Bates No. 2022239249. MSA, Inc. (1978) The Growth of Menthols, 1933 -1977. Brown & Williamson, Bates No. 670586709-785. NSDUH, 2004-2008; Giovino et al., 2013

Tobacco Industry's Assault on the African American Community (1960s & 70s)

- 91% of Advertising Budget for TV (B&W)
- Use of Male Actors with more Black features
- Tripled Cigarette Advertising in Ebony
- “Menthols got a brand new bag”
- Cool Jazz; Cool Lexicon
- Philanthropy

(Gardiner, 2004)

A new idea in smoking

Salem refreshes your taste



- menthol fresh
- rich tobacco taste
- modern filter, too

Smoking is addictive. Don't let the richness of the mix... the fragrance of soft, cool breeze... dual benefits of a Salem cigarette... and the fresh and fragrant ridges of Kurland's... Through Salem's... filter... the... rich tobacco... with a new... filter... before a whole new taste in smoking. Smoke refreshed. www.salem.com

© 1997 B&W T Co. All rights reserved.

N. Y. YANKEE STAR **ELSTON HOWARD** FLASHES THE SIGN:

"YOUR CIGARETTE'S NOT TASTING COOL ENOUGH
TILL YOU *Come Up to KOOL*"



"Feel extra coolness in your throat..!"

says *Elston Howard*

"Extra coolness no other cigarette can offer. Taste a new freshness that lasts all through the day . . . Kool after Kool after Kool. Believe me," says Yankee Star Elston Howard, "I know!"

Take Elston Howard's advice: "Try just one carton of Kool. You'll never go back to those hot and dry-tasting cigarettes again!"



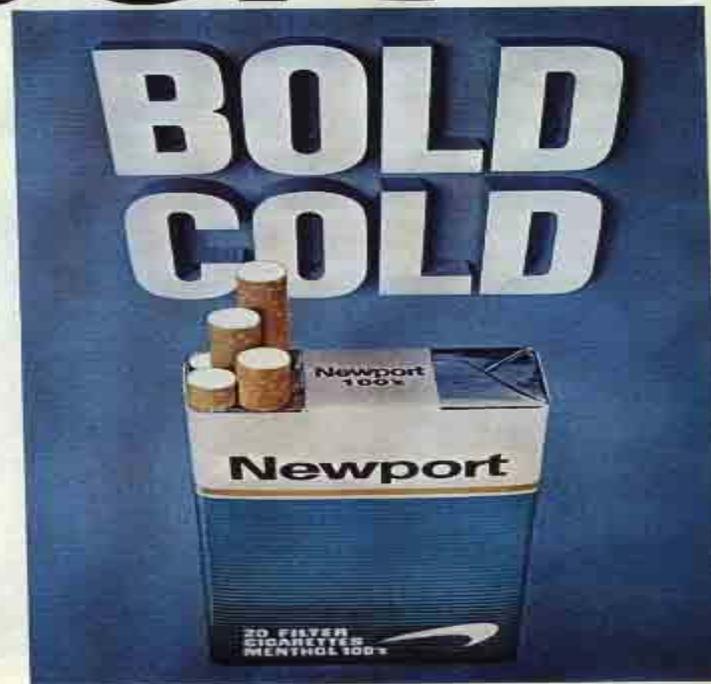
ALSO
AVAILABLE
WITHOUT
FILTER

**Cool
ain't Cold.
Newport
is.**



A whole
new bag of
menthol
smoking
filter kings & 100's

© 1970 B&W T Co.



1970 *Ebony* magazine advertisement

Box: 17 mg. "tar", 1.1 mg. nicotine; 100's: 19 mg. "tar", 1.3 mg. nicotine av. per cigarette. FTC Report Nov. 1975.

Alive with pleasure!
Newport

*After all, if
smoking isn't
a pleasure,
why bother?*



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



REAL & RICH
THAT'S WINSTON MENTHOL
& COOL



© 2004 R.J. REYNOLDS TOBACCO COMPANY. A R.J. REYNOLDS COMPANY
7mg "tar", 11mg nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking is Especially Hazardous to Your Health.

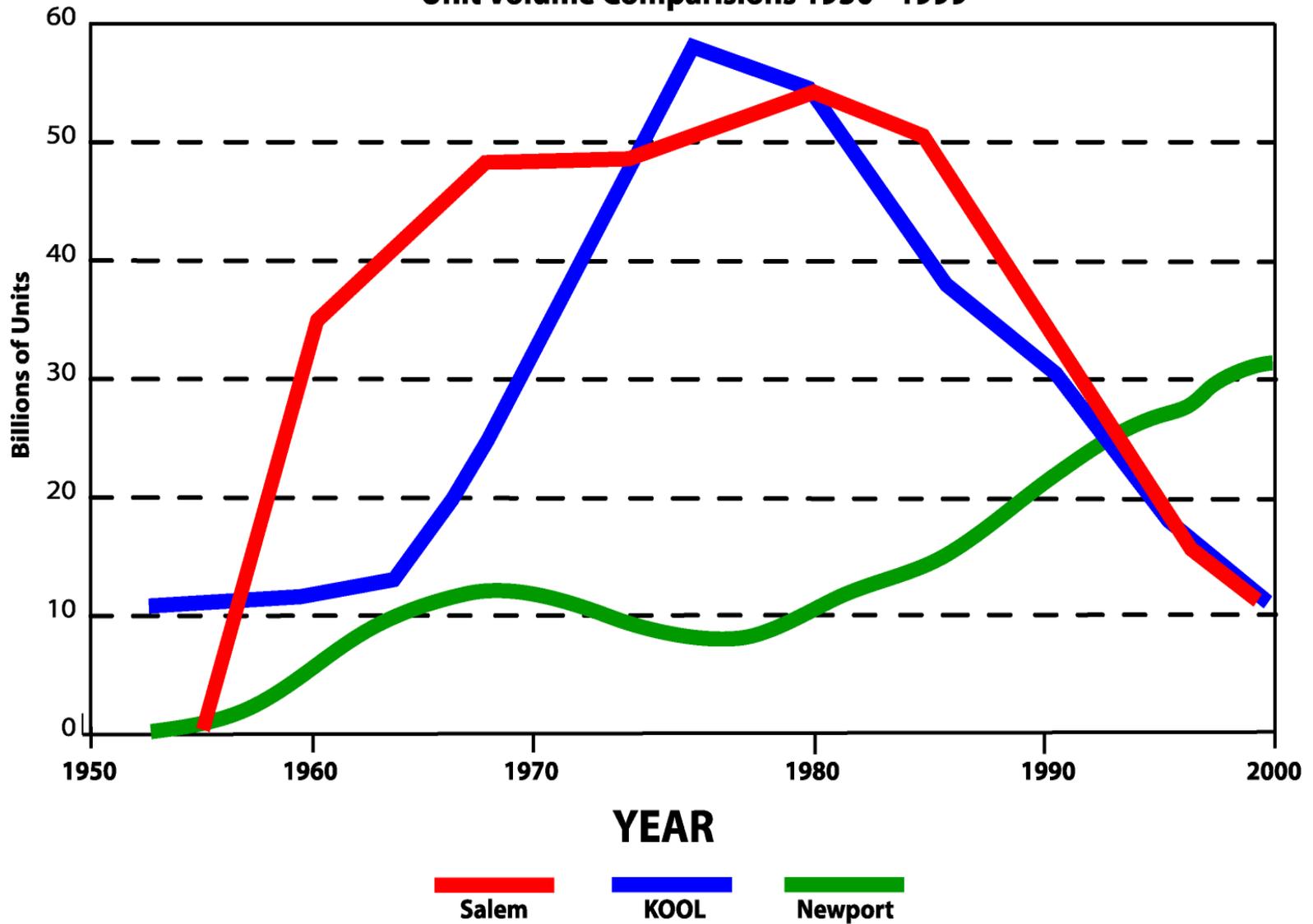
Menthol Wars: The 1980s and the Fight for Market Share

- **Cigarette Sampling *Vans***

- Kool, Newport, Salem, Benson & Hedges
- Free Cigarette Samples
- High Traffic Areas: Parks, Known Street Corners, Daily Routes
 - (Yerger, Przewoznik and Malone, 2007)

Key Menthol Brands

Unit Volume Comparisons 1950 - 1999



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

**Fire
it UP!**

**Newport
pleasure!**



© Lorillard 2002

Lights Box: 9 mg. "tar," 0.9 mg. nicotine; Medium Box: 12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

ENTICING

Inviting and surprising, MOCHA TABOO will entice you with its sweet indulgence

KOOL
SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL



Available for a limited time only

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Mintrigue, Caribbean Chill, Mocha Taboo, Midnight Berry KS Box, 10 mg. "tar", 0.9 mg. nicotine; Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bwtarnic.com ©2004 B&W T Co.

Focus vs. Non Focus Communities

(Wright, 2009)

▶ **Focus Communities: Inner-city, Colored and Poor**

- Less expensive, more desirable promotions
 - Buy 1, Get X Free
 - Summer/ Holidays

▶ **Non-focus Communities: Upscale, suburban, rural and white**

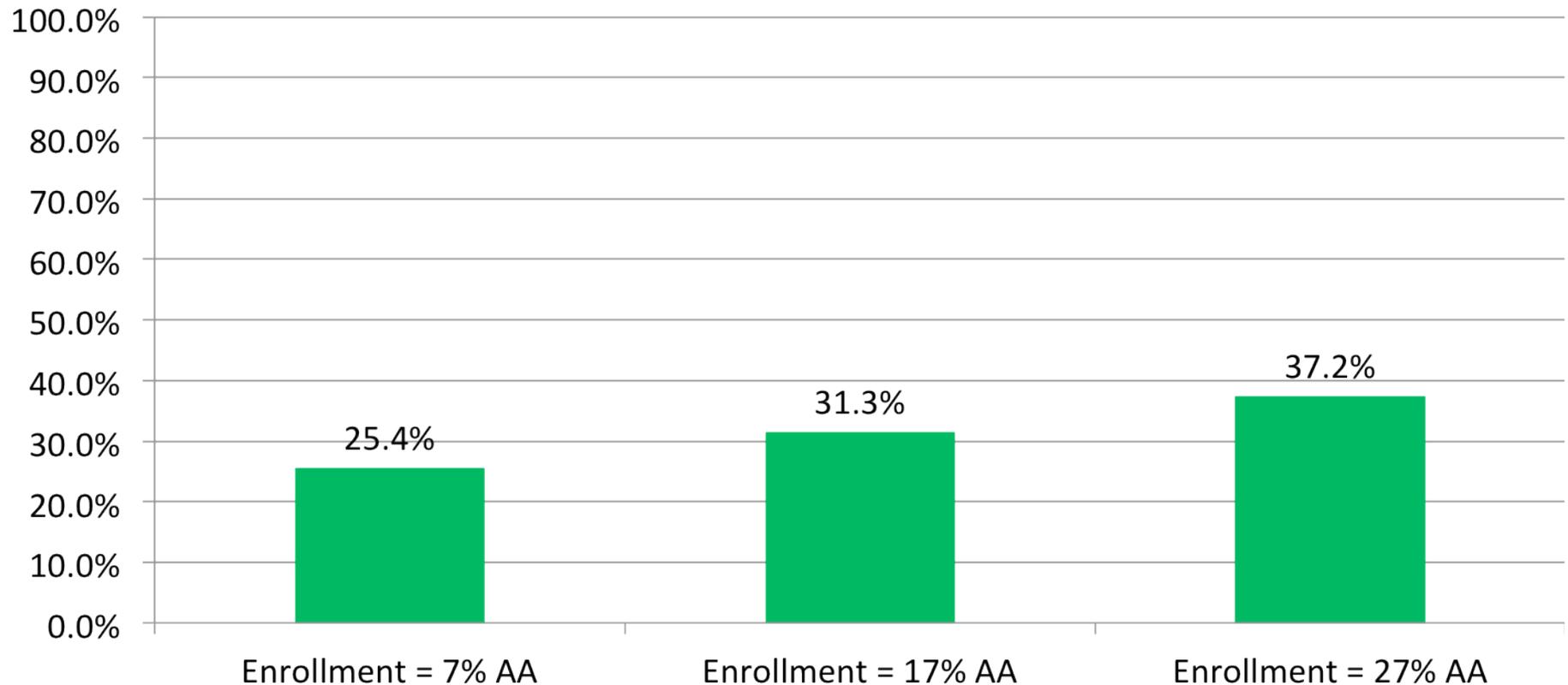
- More expensive, less desirable promotions
 - Buy 2, Get X Free
 - Buy 3, Get X Free

▶ **Menthol Cigarettes Cheaper**

- Non-focus- 50 cents off/ pack (\$5.00 off/ ctn)
- Focus- \$1.00-\$1.50 off/ pack (\$10.00-15.00 off/ ctn)

Predatory Marketing Patterns (Henriksen, 2011)

As the % African American students increased, proportion menthol ads increased:



Menthol Cigarettes: Cheaper for African Americans

- For each 10% increase in the proportion of African American students:
 - Newport discount 1.5 times greater
 - The proportion of menthol advertising increased by 5.9%,
 - Newport promotion were 42% higher and
 - The cost of Newport was 12 cents lower.

(Henriksen, et al., 2011)

Storefront Cigarette Advertising Differs by Racial/Ethnic Community

	Brookline	Dorchester	<i>p-value</i>
	n= 42	56	
	%	%	
• Retailer w/ Ads	42.9	85.7	<0.001
• Small Ads	56.8	20.1	“
• Large Ads	2.0	23.7	“
• Menthol Ads	17.9	53.9	“
• Average Price	\$4.94	\$4.55	“

(Seidenberg, et al., 2010)

The Ultimate Candy Flavoring; Menthol Helps The Poison Go Down Easier

- Chief Constituent of Peppermint Oil; Minty-Candy Taste; Masks the Harshness of Smoking
- Cooling Sensation; activates taste buds; cold receptors; increases throat grab
- Anesthetic effects; Mimics Bronchial Dilatation; easier to inhale; more nicotine taken in. (Ahijevch and Garrett, 2004)
- Independent Sensory Activation Neurotransmitters (Brody, 2012)
- Increases Salivary Flow; Transbuccal Drug absorption (Hopp, 1993)
- Greater Cell Permeability (Ferris, 2004; Benowitz, 2004)

Menthol Harder to Quit!

	Quit Attempts	% Difference
Non-Menthol	38.1%	
Menthol	41.4%	+8.8%

	Cessation (>3 mo.)	% Difference
Non-Menthol	21.2%	
Menthol	18.3%	-13.8%

(Levy, et al., 2011)

All Tobacco Products Contain Some Menthol

- Menthol content of U.S. tobacco products

-

Product	Menthol (mg)
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-

Regular (non-menthol) cigarettes	0.003
----------------------------------	-------

Menthol cigarettes (weak effect)	0.1–0.2
----------------------------------	---------

Menthol cigarettes (strong effect)	0.25–0.45
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Pipe tobacco	0.3
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Chewing tobacco	0.05–0.1
-----------------	----------

(Hopp, 1993)

FDA Confirms: Menthol in all Cigarettes

- “. . . menthol content appears to occur within discrete ranges for both mentholated and non-mentholated cigarettes.”
- “. . . This study shows that menthol may be present in non-mentholated cigarettes and adds to the understanding of how menthol may be used in cigarette products.”

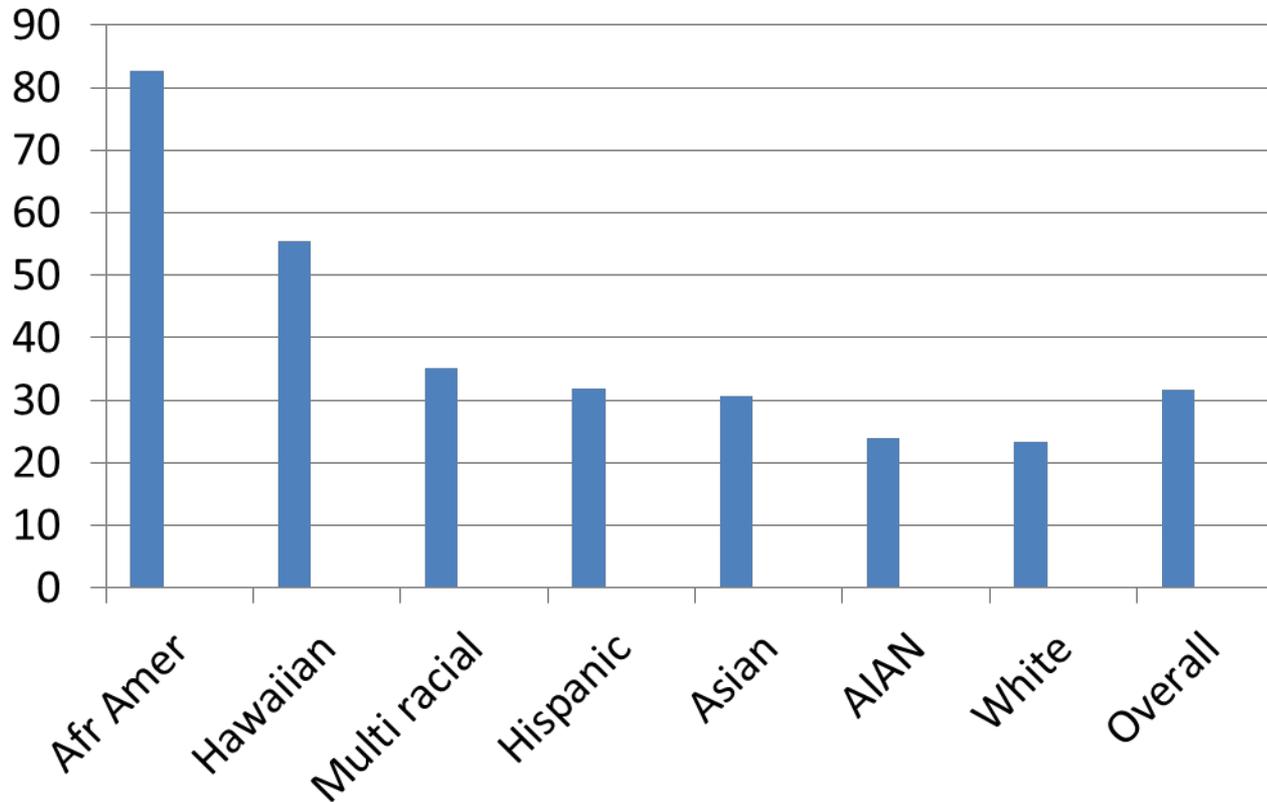
(Ai et al., 2015)

Who Uses Menthol Cigarettes?

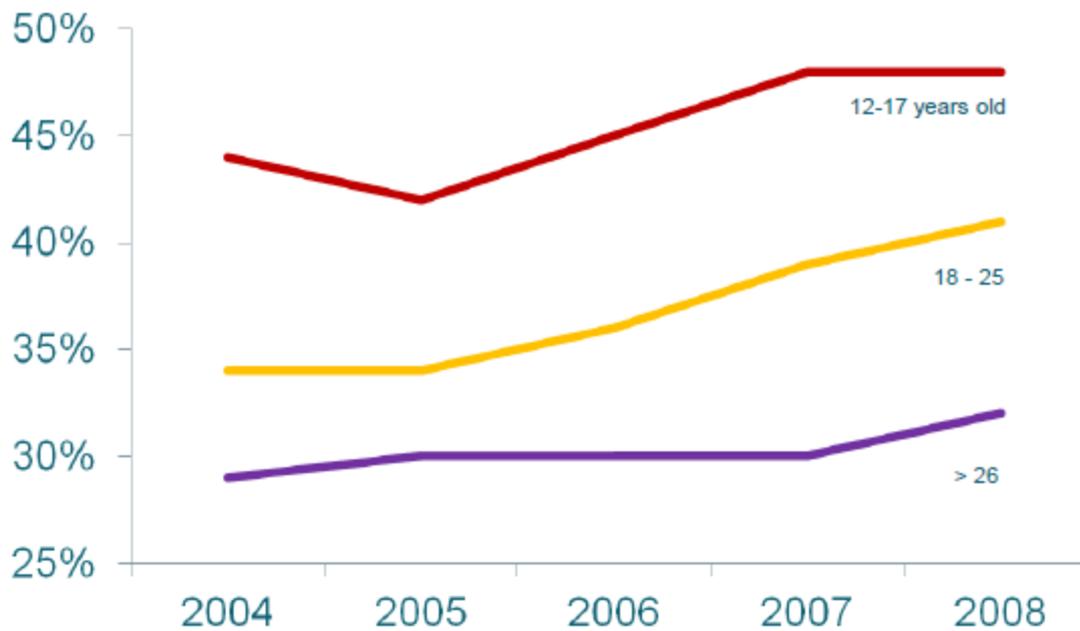
- 1.1 million underage **adolescents** smoked menthol cigarettes
- 18.1 million adults
- 52.2% of all menthol smokers are **women**

(NSDUH, 2004-2008)

Percent Menthol Cigarette Use among Past Month Cigarette Smokers Aged ≥ 18 Years, by Race/Ethnicity: 2004-2008 (NSDUH, 2004-2008)



Kids Smoke Menthols Most

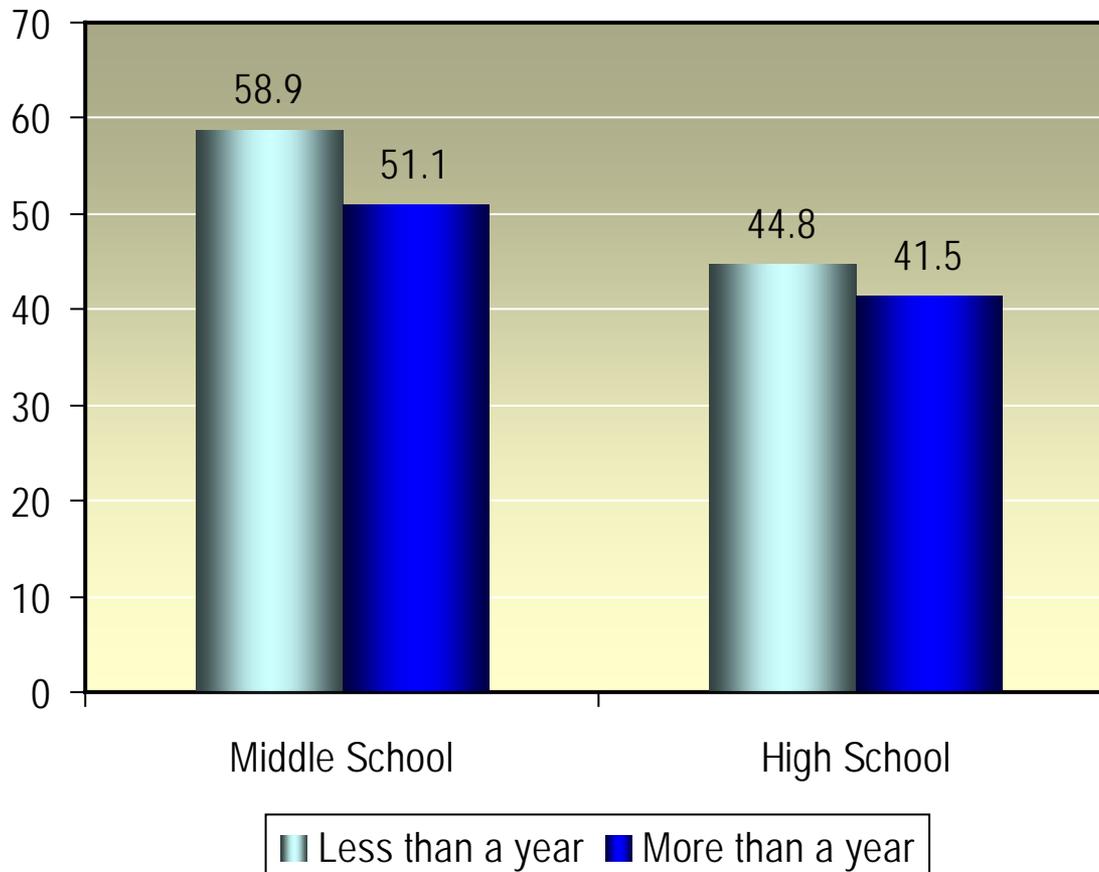


Source: 2004 to 2008 SAMHSA National Survey on Drug Use and Health (NSDUH)

Are Mentholated Cigarettes a Starter Product for Youth? — 2002 NYTS

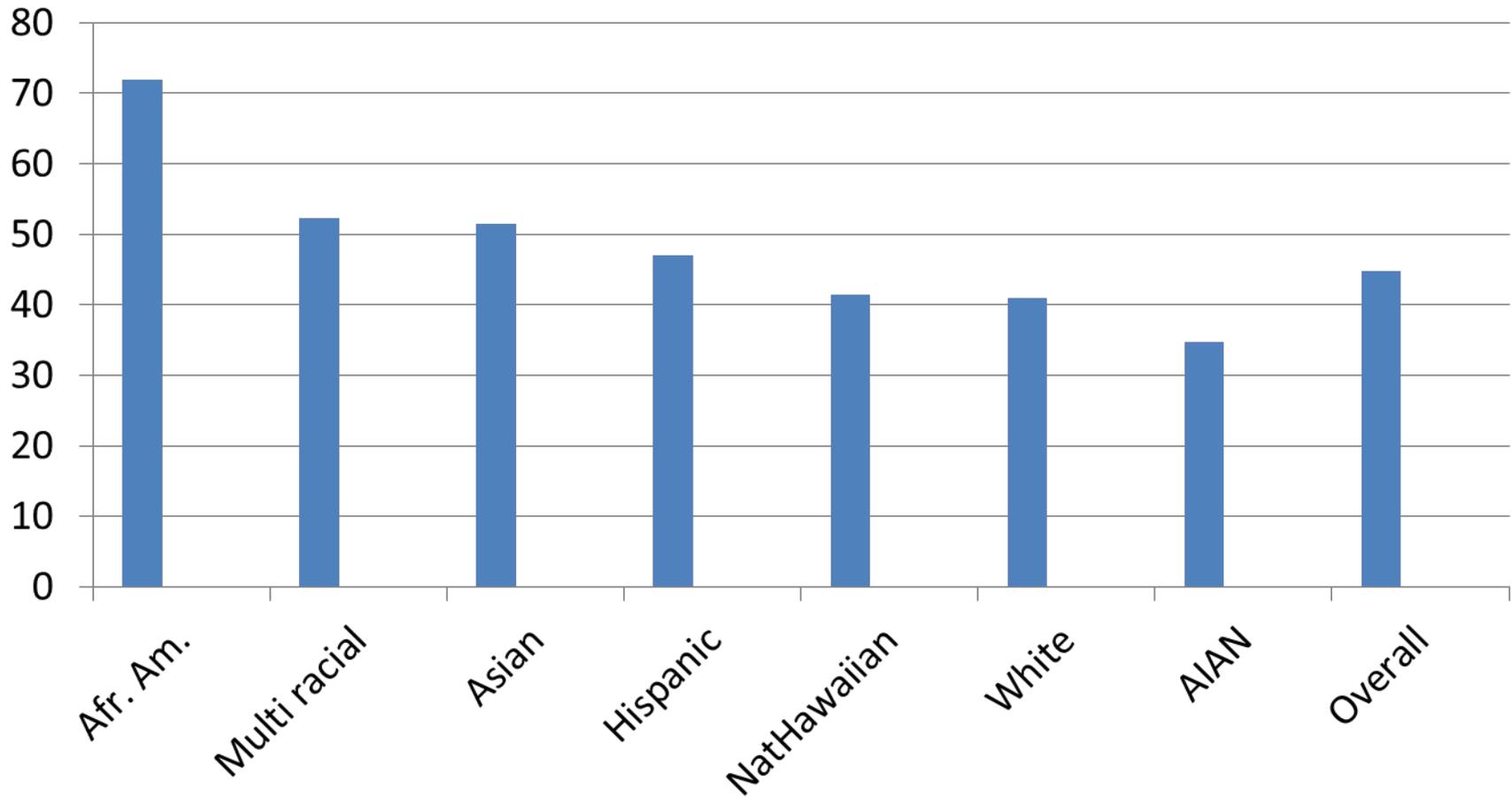
Hersey, 2006

[Percentages for youth smoking a usual brand of cigarettes.]



- “Less Experienced” smokers in middle school are more likely to smoke menthol ($p = 0.002$)
- The same pattern exists for smokers in high school (but n.s.)

Percent Menthol Cigarette Use among Past Month Cigarette Smokers Aged 12 - 17 Years, by Race/Ethnicity: 2004-2008 (NSDUH, 2004-2008)



Youth Using E-Cigarettes More than Regular Cigarettes

- **8th Grade:** 9% e-cigarette; 4% regular cigarettes
- **10th Grade:** 16% e-cigarette; 7% regular cigarettes
- **12th-Grade:** 17% e-cigarette; 14% regular cigarettes (MTF, 2014)

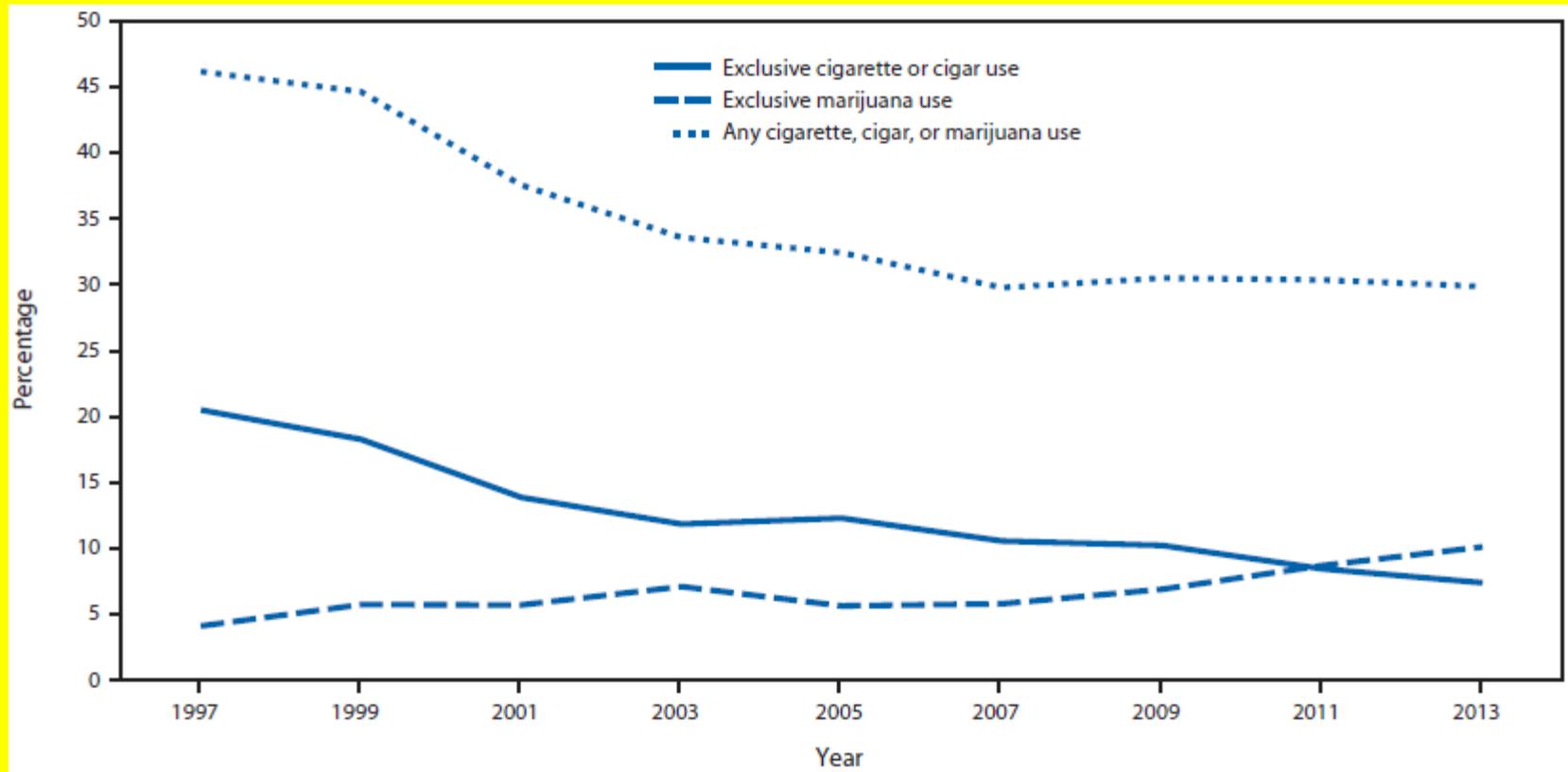
Association of Electronic Cigarette Use With Initiation of Combustible Tobacco Product Smoking in Early Adolescence

- In Los Angeles over 2500 9th graders filled out baseline and follow-up surveys including questions about cigarette and e-cigarette use
 - **Those who had ever used e-cigarettes at baseline compared with nonusers were more likely to report initiation of combustible tobacco use over the next year.** (Leventhal et al., 2015)

High School Students' Use of Electronic Cigarettes to Vaporize Cannabis

- Nearly 4000 High School Students in Connecticut completed an anonymous survey
 - **27% who have used both marijuana and e-cigarettes reported using e-cigarette aerosolizers to vaporize cannabis including hash oil, and wax THC.** (Morean et al., 2015)

Prevalence of exclusive cigarette or cigar use, exclusive marijuana use, and any cigarette, cigar, or marijuana use (MMWR, 2015)



Warning- Flavor- Warning

7700+ Flavorings

Menthol

All Banned FDA flavors

E-Pens; E-Hookah Pens

- Cherry, Chocolate,
- Vanilla, Bubblegum



E-Cigars

- Swisher Sweets E-cigars (Swisher International)



The Aerosol: Its Not Just Water Vapor

- **E-Cigarette Aerosol Contains:**
 - Propylene glycol, glycerol, flavorings, and nicotine, which are found in the e-liquid, are also found in the e-vapor
 - Propylene oxide
 - Volatile Organic Compounds: Benzene and Toluene
 - **Menthol**

The Aerosol: Its Not Just Water Vapor

- **E-Cigarette Aerosol Contains:**
 - **Carbonyl Compounds:** Formaldehyde, acetaldehyde, and acrolein
 - **Metals:** tin, silver, iron, nickel aluminum, sodium, chromium, copper, magnesium, manganese, lead, potassium and silicate nanoparticles
 - **Tobacco specific nitrosamines (TSNAs)** carcinogenic compounds found in tobacco and tobacco smoke.
 - (Schripp et al, 2012; Westenberger 2009; Goniewicz et al, 2013; Williams et al, 2013; Henderson, 1981)

Flavorings GRAS? Not For Inhalation

- GRAS certification by the Flavor Extracts Manufacturers Association (FEMA) pertains only to ingestion, not inhalation.
 - “E-cigarette manufacturers should not represent or suggest that the flavor ingredients used in their products are safe because they have FEMA GRAS™ status for use in food because such statements are false and misleading.”

Flavorings GRAS? Not For Inhalation

- Aldehydes toxicologically are primary irritants of the mucosa of the respiratory tract
- The lungs have a different spectrum of toxicity than the intestinal tract, substances known to be safe when swallowed can still be dangerous when inhaled

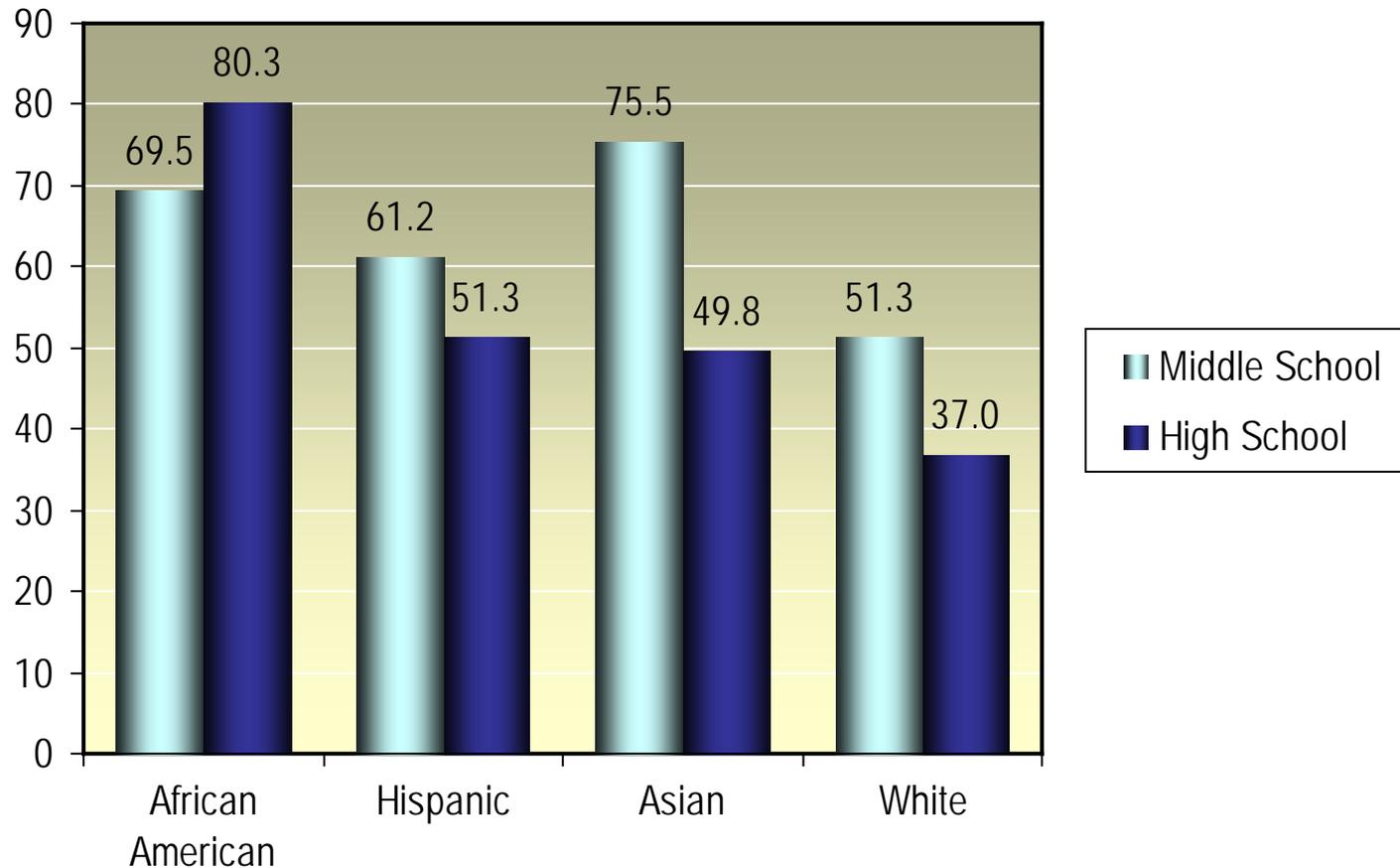
– (Williams, James, and Robert, 2015)

Menthol Use On The Rise

- From 2004 to 2010, menthol smoking rates increased among young adults and remained constant among youth. In contrast, smoking rates for non-menthol cigarettes decreased for both age groups.
- Use of Camel menthol and Marlboro menthol cigarettes increased during the study period, especially among youth and young adults, particularly non-Hispanic Caucasians
 - (Giovino et al., 2013)

Mentholated Cigarettes Use is Highest among Minority Groups— 2002 NYTS

[Percentages for youth smoking a usual brand of cigarettes.] Hersey, 2006



Prevalence of Menthol Smoking Among Ever Smokers; Hispanic Origin

(Delnevo, 2011)

Mexican	19.9 (18.3, 21.7)
Puerto Rican	62.0 (58.0, 65.8)
Other	26.5 (23.7, 29.5)
Total	27.1 (26.7, 27.6)

Hawaii Youth Tobacco Survey, 2000, 2003 and 2009 (Hawaii State Department of Health, 2009)

		Middle School			High School	
	2000	2003	2009	2000	2003	2009
Cigarette Prevalence	38.4	21.1	17.2	63.3	47.8	36.9
Menthol	61.5	61.4	70.0	76.1	75.8	78.4
Brand: Kools		56.1	27.1		61.1	57.6

Filipinos and Menthol

- Menthol cigarettes constituted 55% of the cigarette market in 2007
- Marlboro Menthol Lights; Philip Morris Menthols
- Cigarettes in the Philippines were found to contain 8% more nicotine and 76% more tar than imported brands
- (Euromonitor Cigarette Report, 2008)

If Menthol Were Banned 100,000s of Lives would be saved

2010 – 2050

All Menthol Smokers Black Menthol Smokers

10%	323,107	91,744
20%	478,154	164,465
30%	633,252	237,317

(Levy, et al., 2011)

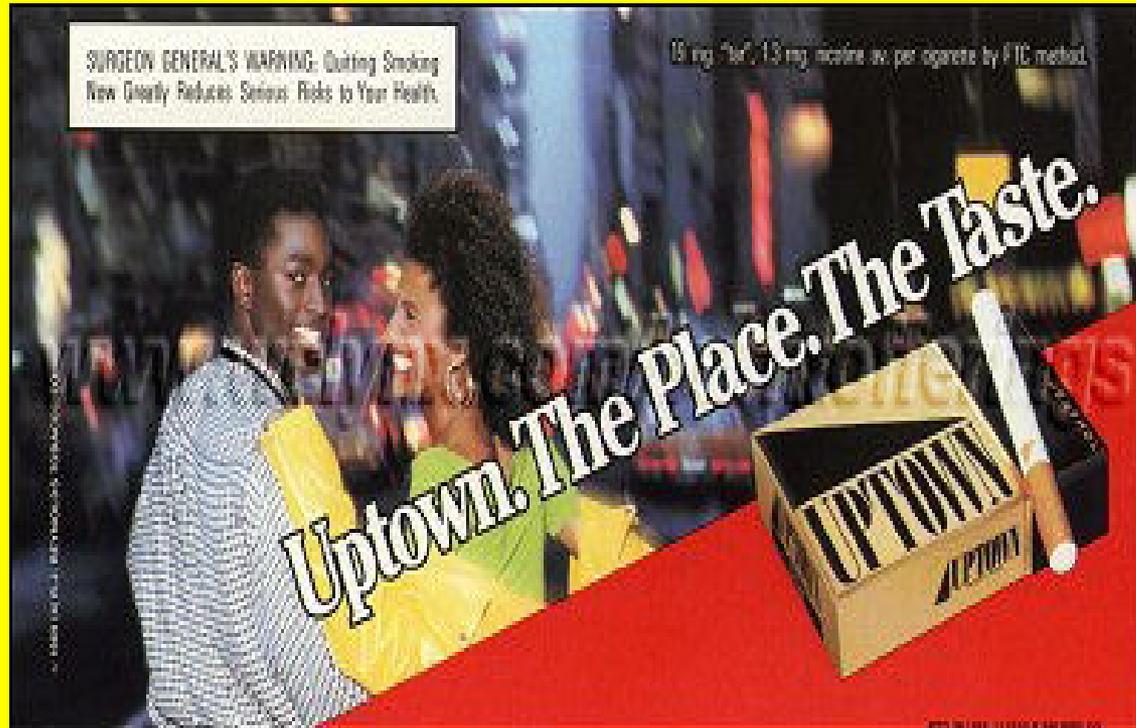
The Fight To Ban Menthol

Still A Burning Issue

Uptown Cigarettes: For Black Folks 1989-1990

- Reynolds Targeted Philadelphia Black Community in 1989 for 1990 February Launch of Uptown Cigarettes
- Local Coalition Led by African Americans and Other Health Groups Exposed this Predatory Marketing
- Louis Sullivan, Secretary of HHS calls out R.J. Reynolds; Reynolds Withdraws Uptown

Show Ya Right



Brand X Menthol Cigarettes 1995

- Red, Black and Green Packaging
- Capitalize on **X** Identification with **Malcolm X**
- Launched in Boston by Stowebridge Brook Distributors of Charlestown, Mass. 1995
- Community Based Opposition Forced the Suspension of sales



www.cigarettespedia.com

Kool Mixx Campaign 2004

- Attempt to Capitalize on Hip-Hop in the Black Community
- Nation-wide Contests on Mixing, Scratching and DJing to Culminate in a National Contest in Chicago
- Local Opposition by African American Groups
- Lawsuit Brought by Attorney Generals of NY, Mass and Illinois Blocked the National Meeting in Chicago

KOOL MIXX

IF IT'S MUSIC, IT'S IN THE MIXX



COAST TO COAST: HEAD TO HEAD

KOOL MIXX IS ALL ABOUT CONNECTING YOU WITH MUSIC, AND RIGHT NOW IT'S BEARING UP FOR ITS FIFTH BIG YEAR. ALL ACROSS THE NATION, DJs WILL BE BATTLING FIERCELY TO BECOME THE NEXT KOOL MIXX NATIONAL CHAMPION AND WINNING ALL THAT GOES WITH IT. TO LEARN MORE, CALL 877-604-5665.

IN ASSOCIATION WITH

VIBE

THE HOUSE OF MENTHOL[®]



STANTON

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

©2003 B&W T Co.

Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bw.com

KOOL MIXX

KOOL recognizes DJs as the center of Hip Hop. Inspired by the real feel and energy of the streets.

The 2004 DJ Battle Is On. Be There.

In its sixth year, this fierce coast-to-coast battle of the hottest rising DJs is the ultimate way for you to...



EXPERIENCE THE SOUNDTRACK TO THE STREETS

Also experience it at www.houseofmenthol.com or call 877-604-434 (5665) for more info.

You must be 21 years of age or older and a smoker to log on to this website.



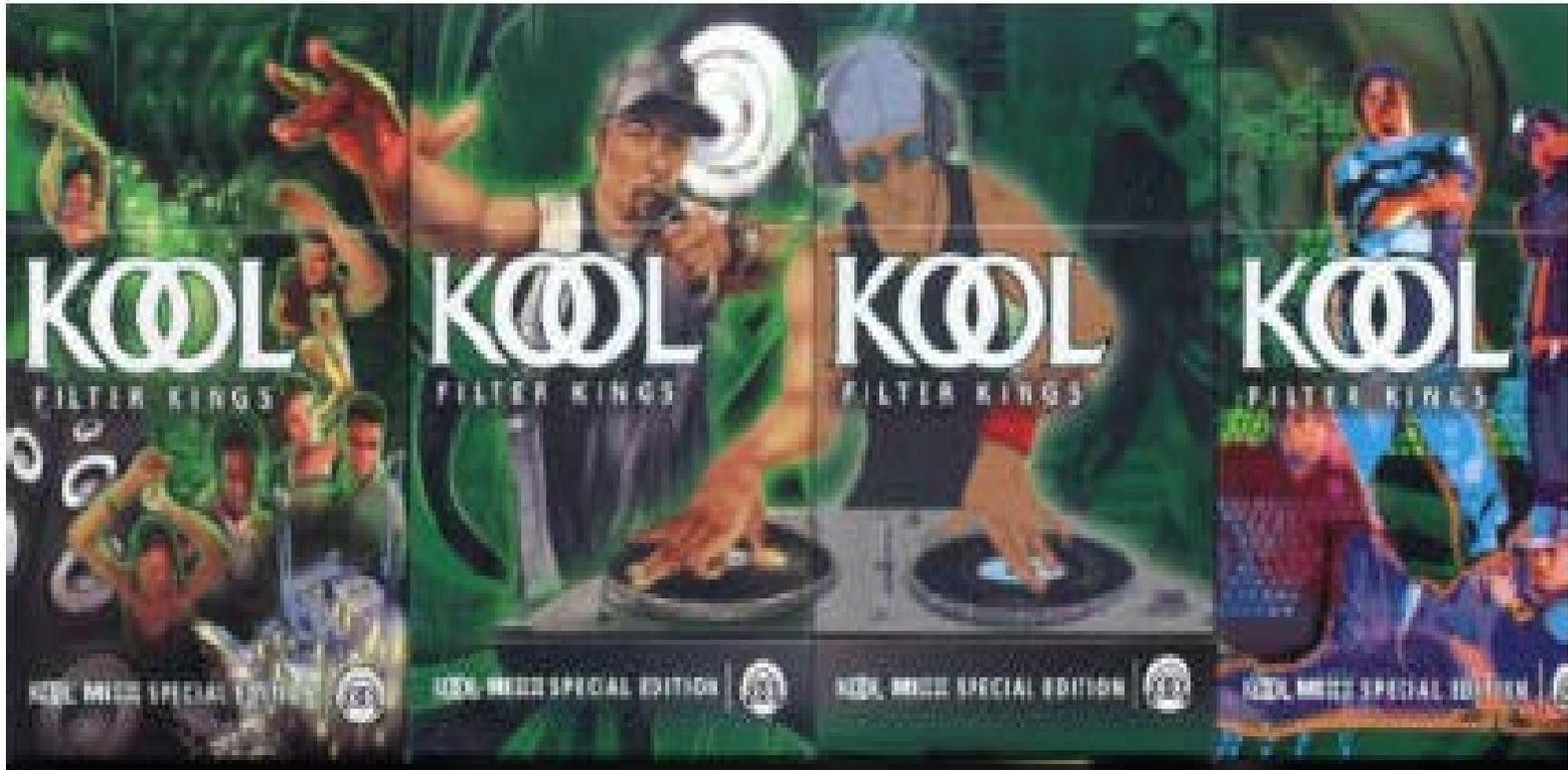
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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bw.com

KOOL Cigarette Packs

KOOL MIXX SPECIAL EDITION PACKS



Menthol A Sacrificial Lamb



1823060 www.fotosearch.com

FDA Dropped The Ball

- Menthol Excluded from Flavor Ban
- TPSAC Report: Singles out Menthol; Disallowed by Court; now overturned
- 6 years of Inactivity and Counting
- US lags behind: Canadian Provinces, Brazil, Ethiopia, European Union (2020) all have ban the sale of menthol tobacco products

Chicago Set the Local Standard

- 500 Foot Buffer Zone Around City Schools
 - Mayor and Health Department, Major Actors
 - Town Hall Meetings
 - Aggressive Media Campaign
 - Organized Community Support
 - National Tobacco Control Movement Involvement
- Baltimore; Berkeley, San Francisco, Minneapolis, St. Paul, So Cal

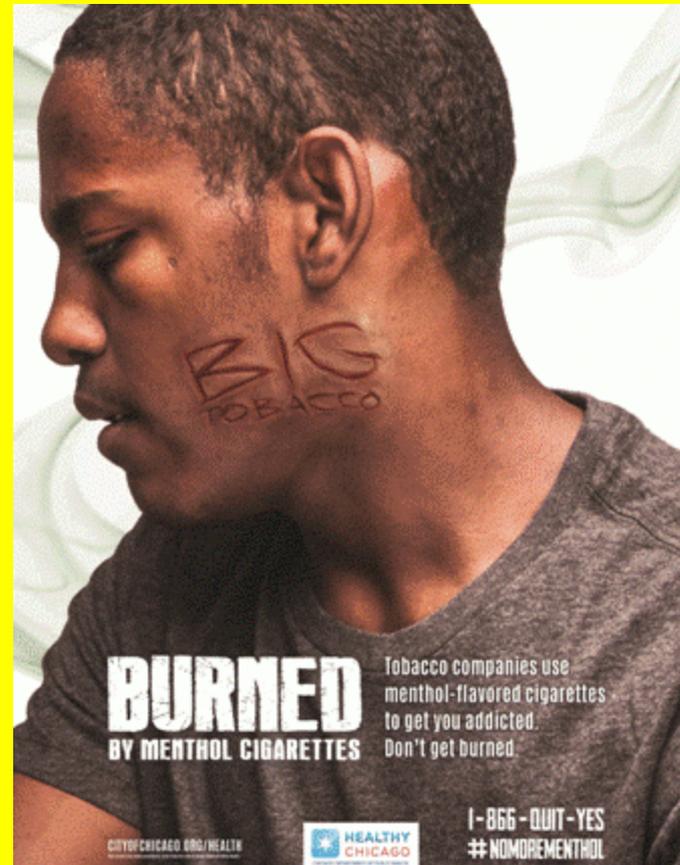
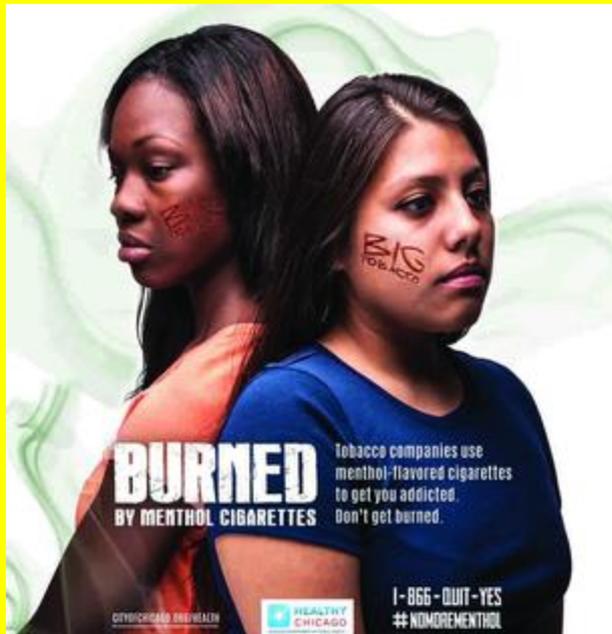
Possible Alternatives

- 1. 500- 1000 Foot Buffer Zones
- 2. Restrict Menthol Sales to Tobacco Shops
- 3. Prohibit Menthol Sales City / County-wide
- 4. Restrict the Sale of All Tobacco Products Around Schools and Parks

Take Action!

- **Speak with your Elected Officials; Develop Aggressive Media Campaigns**
- **Include Menthol Products in all Proposed Flavor Bans**
- **National Organizations should Pass Resolutions like Delta Sigma Theta Calling for the FDA to Ban Menthol**
- **World No Tobacco Day=No Menthol Sunday, May 31, 2015, 2016 and beyond?**

Burned!



The Triangulum!

**The Triangulum: Tobacco, Marijuana, and
E-Cigarettes**

Thursday, May 26, 2015

9:00am – 12:00pm PDT

TRDRP Live Webcast

Presenters

- **Kelvin Choi, Ph.D.**, National Institute of Minority Health and Health Disparities
- **Susan Weiss, Ph.D.**, National Institute of Drug Abuse
- **Suzaynn Schick, Ph.D.**, University of California San Francisco
- **Mary Rezk-Hanna, N.P.**, University of California Los Angeles
- **Discussant: Kenneth Warner, Ph.D.**, University of Michigan

What's at Stake?



Thank You!

TRDRP

Research for a Healthier California

www.trdrp.org

phillip.gardiner@ucop.edu

Grant Funding

Cutting Edge Research

Scientific Conferences

Dissemination of Research Findings

Questions and Answers



- Submit questions via the **chat box**

Contact SCLC for technical assistance

CME/CEUs of up to 1.5 credits are available to all attendees of this live session. Instructions will be emailed after the webinar.



Visit us online

- <http://smokingcessationleadership.ucsf.edu>

Call us toll-free

- **1-877-509-3786**



2016 *Tips* Campaign



www.cdc.gov/tips

Next webinar

“Beyond the Basics: Pharmacotherapy for Smoking Cessation”

Monday, March 14th at 1pm ET

CME/CEU Statement

Accreditation:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.5 AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

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Social Workers: This course meets the qualifications for 1.5 hours of continuing education credit for MFTs and/or LCSWs as required by the California Board of Behavioral Sciences. If you are a social worker in another state, you should check with your state board for approval of this credit.