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

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

*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)

<table>
<thead>
<tr>
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<th>AA</th>
<th>AIAN</th>
<th>AAPI</th>
<th>Whites</th>
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<tbody>
<tr>
<td><strong>All Sites</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>M</td>
<td>639.8</td>
<td>359.9</td>
<td>385.5</td>
<td>555.0</td>
<td>444.1</td>
</tr>
<tr>
<td>F</td>
<td>383.8</td>
<td>305.0</td>
<td>303.3</td>
<td>421.1</td>
<td>327.2</td>
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<tr>
<td><strong>Lung Cancer</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>M</td>
<td>110.6</td>
<td>55.5</td>
<td>56.6</td>
<td>88.8</td>
<td>52.7</td>
</tr>
<tr>
<td>F</td>
<td>50.3</td>
<td>33.8</td>
<td>28.7</td>
<td>56.2</td>
<td>26.7</td>
</tr>
</tbody>
</table>
## Age Adjusted Mortality Rates

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

<table>
<thead>
<tr>
<th></th>
<th>AA</th>
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<tbody>
<tr>
<td><strong>All Sites</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>331.0</td>
<td>153.4</td>
<td>144.9</td>
<td>239.2</td>
<td>166.4</td>
</tr>
<tr>
<td>F</td>
<td>192.4</td>
<td>111.6</td>
<td>98.8</td>
<td>163.4</td>
<td>108.8</td>
</tr>
<tr>
<td><strong>Lung Cancer</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>98.4</td>
<td>42.9</td>
<td>38.8</td>
<td>73.8</td>
<td>37.2</td>
</tr>
<tr>
<td>F</td>
<td>39.8</td>
<td>27.0</td>
<td>18.8</td>
<td>42.0</td>
<td>14.7</td>
</tr>
</tbody>
</table>
Cancer Death Rates* by Sex and Race, US, 1975-2009

*Age-adjusted to the 2000 US standard population.
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%

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

Springtime is wonderful... to the fragrance of the air, the fragrance of soft, new grass... and another of Salem captures the lush green and fragrant perfume of nature... Through Salem's unique filter, Play Easy! The Salem taste in moderation, with relaxation, with a new smoking sensation. That's what Salem offers... today and every day. Salem refreshed... Salem Select.

Salem's new smoking sensation.
“Your cigarette's not tasting cool enough till you come up to Kool”

“Feel extra coolness in your throat…”

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!”

©1962, BROWN & WILLIAMSON TOBACCO CORPORATION  The Mark of Quality in Tobacco Products
Cool ain’t Cold. Newport is.

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

1970 Ebony magazine advertisement
Alive with pleasure!

Newport

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

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)
Fire it up!

Newport pleasure!

SURGEON GENERAL'S WARNING: Cigarette smoke contains carbon monoxide.

Lights Box: 9 mg. tar; 0.8 mg. nicotine; Medium Box: 12 mg. tar; 0.9 mg. nicotine; Box: 16 mg. tar; 1.3 mg. nicotine as 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.
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

<table>
<thead>
<tr>
<th></th>
<th>Brookline</th>
<th>Dorchester</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=</td>
<td>42</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Retailer w/ Ads</td>
<td>42.9</td>
<td>85.7</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>• Small Ads</td>
<td>56.8</td>
<td>20.1</td>
<td>&quot;</td>
</tr>
<tr>
<td>• Large Ads</td>
<td>2.0</td>
<td>23.7</td>
<td>&quot;</td>
</tr>
<tr>
<td>• Menthol Ads</td>
<td>17.9</td>
<td>53.9</td>
<td>&quot;</td>
</tr>
<tr>
<td>• Average Price</td>
<td>$4.94</td>
<td>$4.55</td>
<td>&quot;</td>
</tr>
</tbody>
</table>

(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!

<table>
<thead>
<tr>
<th></th>
<th>Quit Attempts</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Menthol</td>
<td>38.1%</td>
<td></td>
</tr>
<tr>
<td>Menthol</td>
<td>41.4%</td>
<td>+8.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Cessation (&gt;3 mo.)</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Menthol</td>
<td>21.2%</td>
<td></td>
</tr>
<tr>
<td>Menthol</td>
<td>18.3%</td>
<td>-13.8%</td>
</tr>
</tbody>
</table>

(Levy, et al., 2011)
All Tobacco Products Contain Some Menthol

- Menthol content of U.S. tobacco products

<table>
<thead>
<tr>
<th>Product</th>
<th>Menthol (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular (non-menthol) cigarettes</td>
<td>0.003</td>
</tr>
<tr>
<td>Menthol cigarettes (weak effect)</td>
<td>0.1–0.2</td>
</tr>
<tr>
<td>Menthol cigarettes (strong effect)</td>
<td>0.25–0.45</td>
</tr>
<tr>
<td>Pipe tobacco</td>
<td>0.3</td>
</tr>
<tr>
<td>Chewing tobacco</td>
<td>0.05–0.1</td>
</tr>
</tbody>
</table>

(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)
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.)
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)
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: It's 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: It's 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.
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)*

<table>
<thead>
<tr>
<th>Origin</th>
<th>Prevalence (%) (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexican</td>
<td>19.9 (18.3, 21.7)</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>62.0 (58.0, 65.8)</td>
</tr>
<tr>
<td>Other</td>
<td>26.5 (23.7, 29.5)</td>
</tr>
<tr>
<td>Total</td>
<td>27.1 (26.7, 27.6)</td>
</tr>
</tbody>
</table>
### Hawaii Youth Tobacco Survey, 2000, 2003 and 2009

(Hawaii State Department of Health, 2009)

<table>
<thead>
<tr>
<th></th>
<th>Middle School</th>
<th>High School</th>
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</thead>
<tbody>
<tr>
<td>Cigarette Prevalence</td>
<td>38.4</td>
<td>21.1</td>
</tr>
<tr>
<td>Menthol</td>
<td>61.5</td>
<td>61.4</td>
</tr>
<tr>
<td>Brand: Kools</td>
<td>56.1</td>
<td>27.1</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>All Menthol Smokers</th>
<th>Black Menthol Smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>323,107</td>
<td>91,744</td>
</tr>
<tr>
<td>20%</td>
<td>478,154</td>
<td>164,465</td>
</tr>
<tr>
<td>30%</td>
<td>633,252</td>
<td>237,317</td>
</tr>
</tbody>
</table>

(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

Uptown. The Place. The Taste.
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
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
COAST TO COAST : HEAD TO HEAD

Kool Mixx is all about connecting you with music, and right now it's gearing 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 877-564-5600.

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


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.

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

KOOL MIXX SPECIAL EDITION PACKS
Menthol A Sacrificial Lamb
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!

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Research for a Healthier California

www.trdrp.org
phillip.gardiner@ucop.edu

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2016 Tips Campaign

www.cdc.gov/tips
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