

State and Local Stakeholders' Role in Reducing Menthol Tobacco Use

April 26, 2018
3 – 4 PM ET



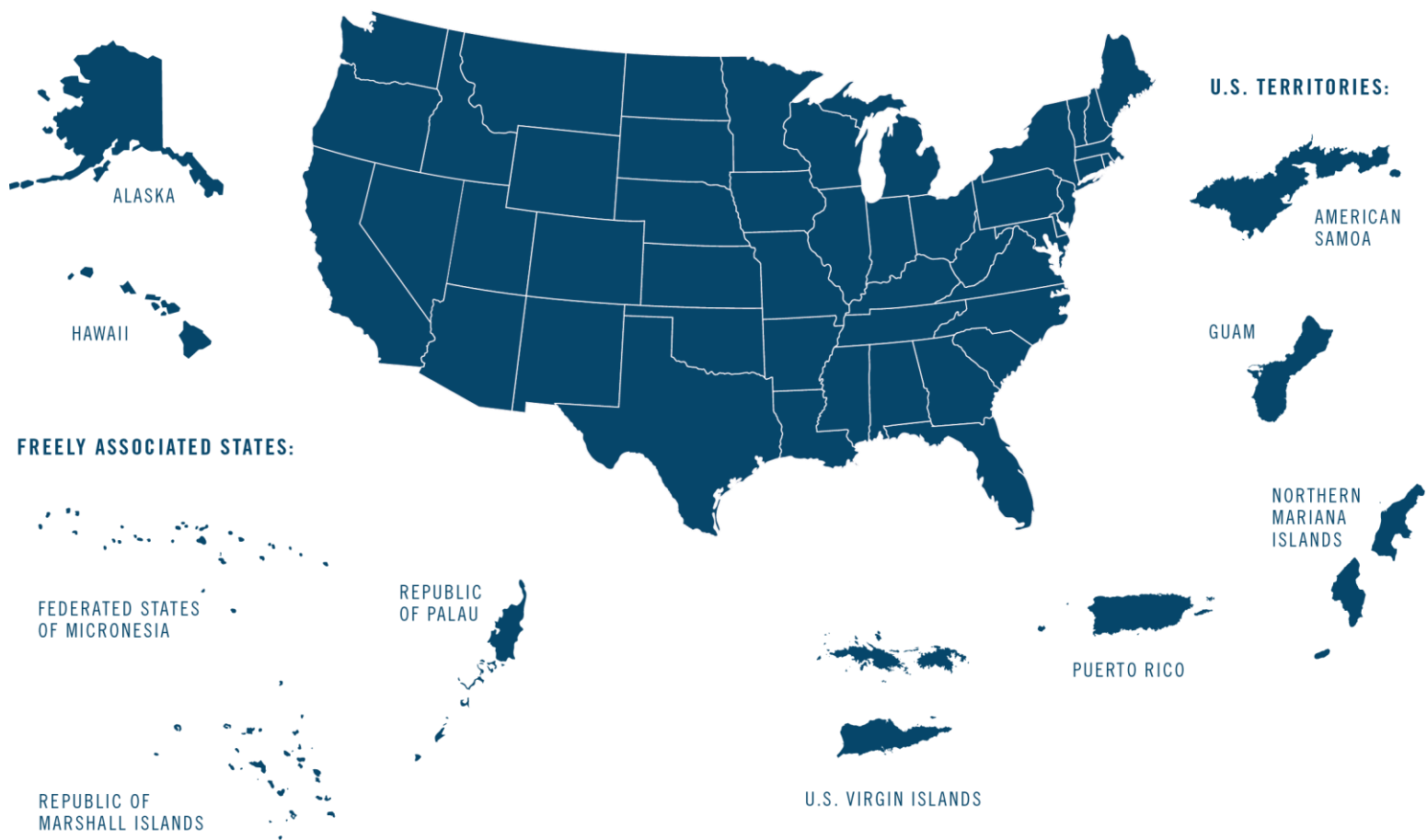
Webinar Logistics

- Two ways to listen to audio
 - Through your computer speakers (preferred)
 - Via telephone: 866-519-2796, passcode 060399
 - Do not use both methods
- This webinar is being recorded
- Submit discussion questions in the chat box for the Q&A session

Today's Agenda

- Welcome
- State support of menthol policies
- Local menthol campaign case study
- Social context of menthol tobacco use
- Q&A
- Partner resources

About ASTHO



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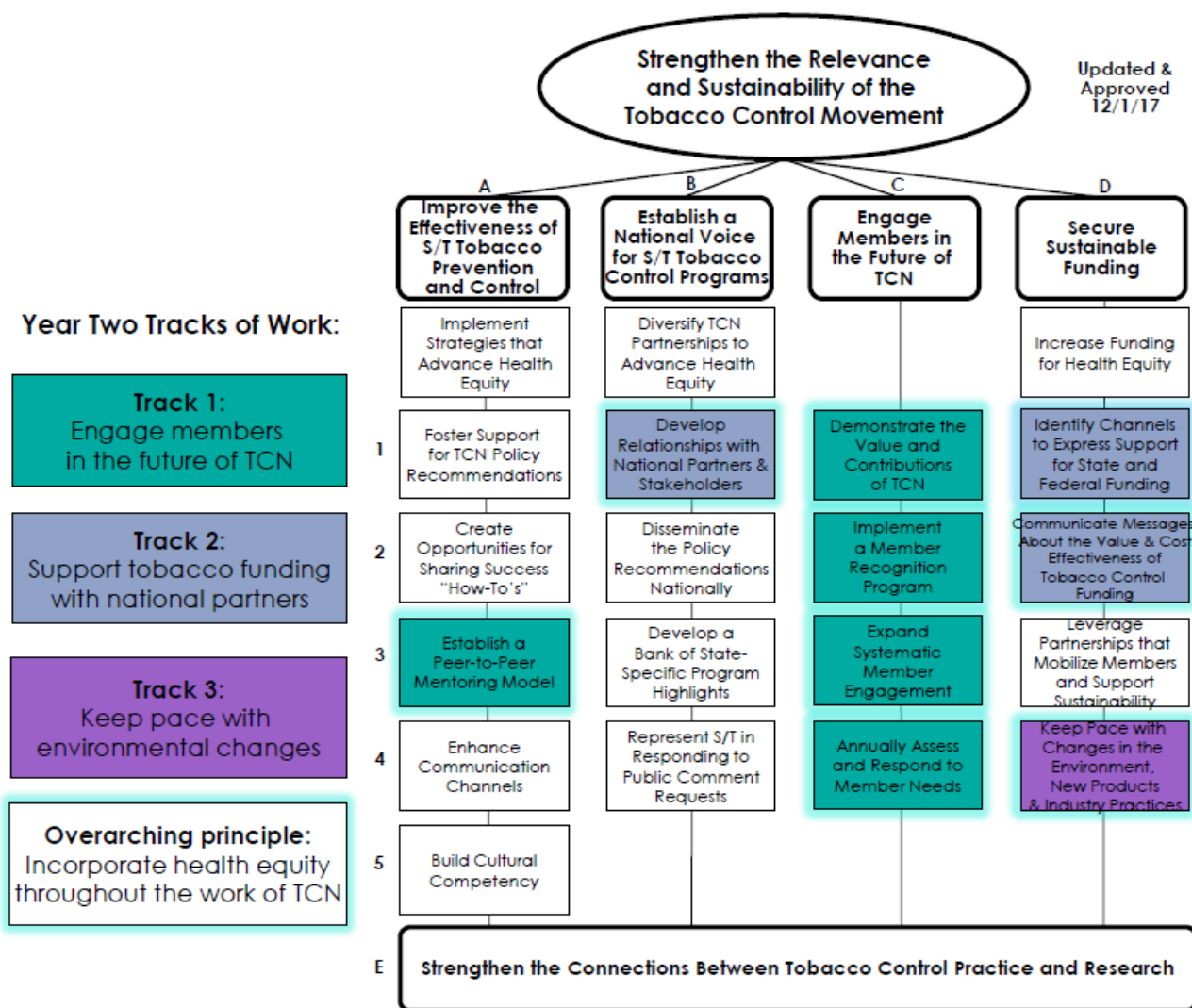
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TCN Mission

To improve the public's health by providing education and state-based expertise for tobacco prevention and control at the state/territory and national levels.

TCN 2016-2019 Strategic Map

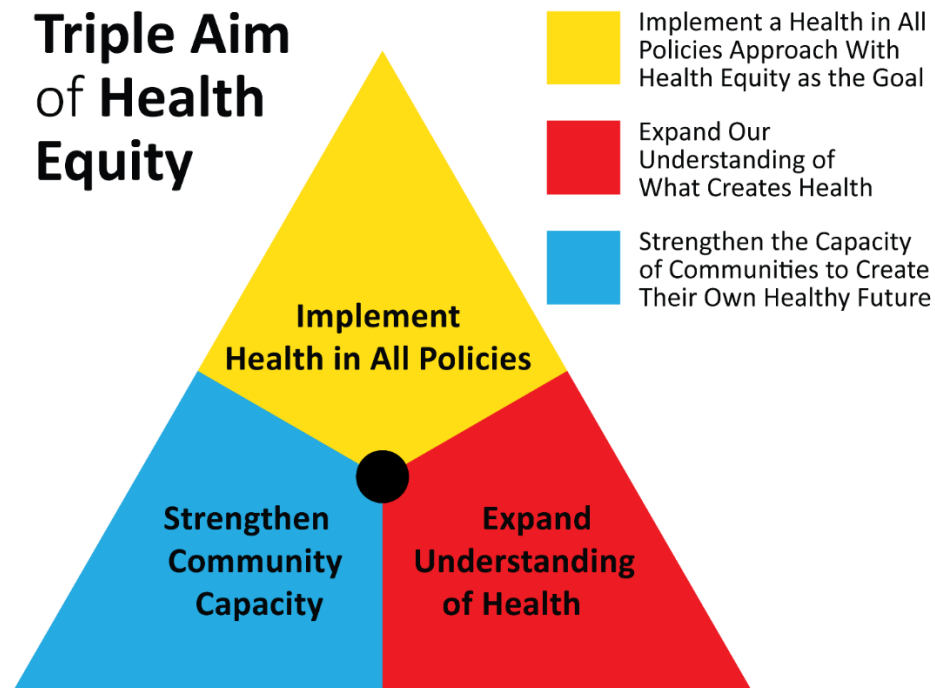




Reducing Menthol Tobacco Use – A Community Directed Initiative

Laura Oliven | Tobacco Control Manager

Menthol is a health equity issue



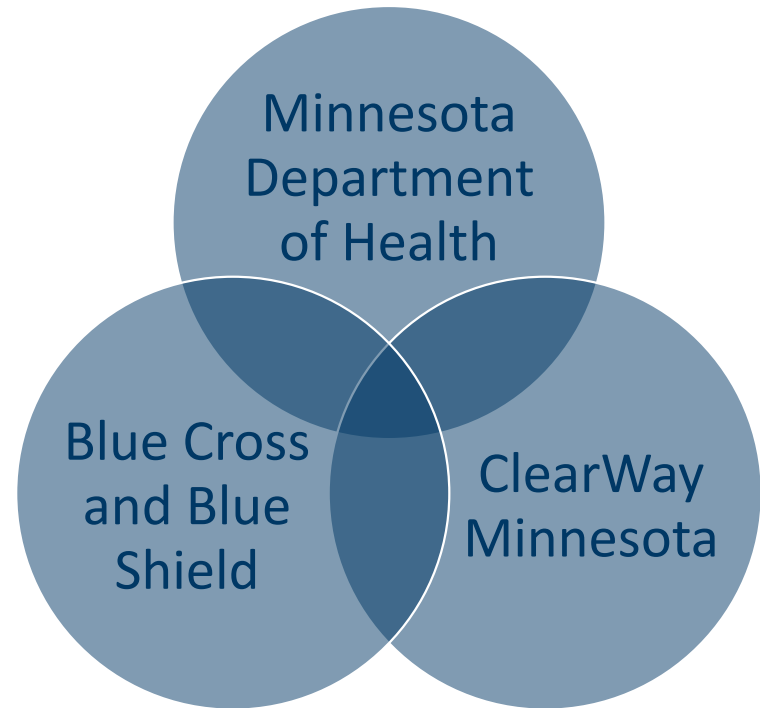
Bold Steps

- **INCREASE THE PRICE OF ALL TOBACCO PRODUCTS** through taxation policies and restrictions on discounts.
- **RESTRICT SALES** of menthol-flavored tobacco products to adults-only tobacco stores.
- **RESTRICT SALES** of flavored tobacco products to adults-only tobacco stores.
- **MAKE 21 THE MINIMUM** legal age to purchase tobacco products.
- **RESTRICT SALES** of higher nicotine cigarettes.
- **EXTEND THE PROTECTIONS** of the Minnesota Clean Indoor Air Act by including electronic cigarettes in restricted products and expanding the locations covered to include cars with children, lodging, treatment facilities and other places used by the public.
- **ADOPT SMOKE FREE HOUSING** policies in all multi-unit housing.

TOWARD A
HEALTHIER
TOMORROW



A Comprehensive and Collaborative Approach



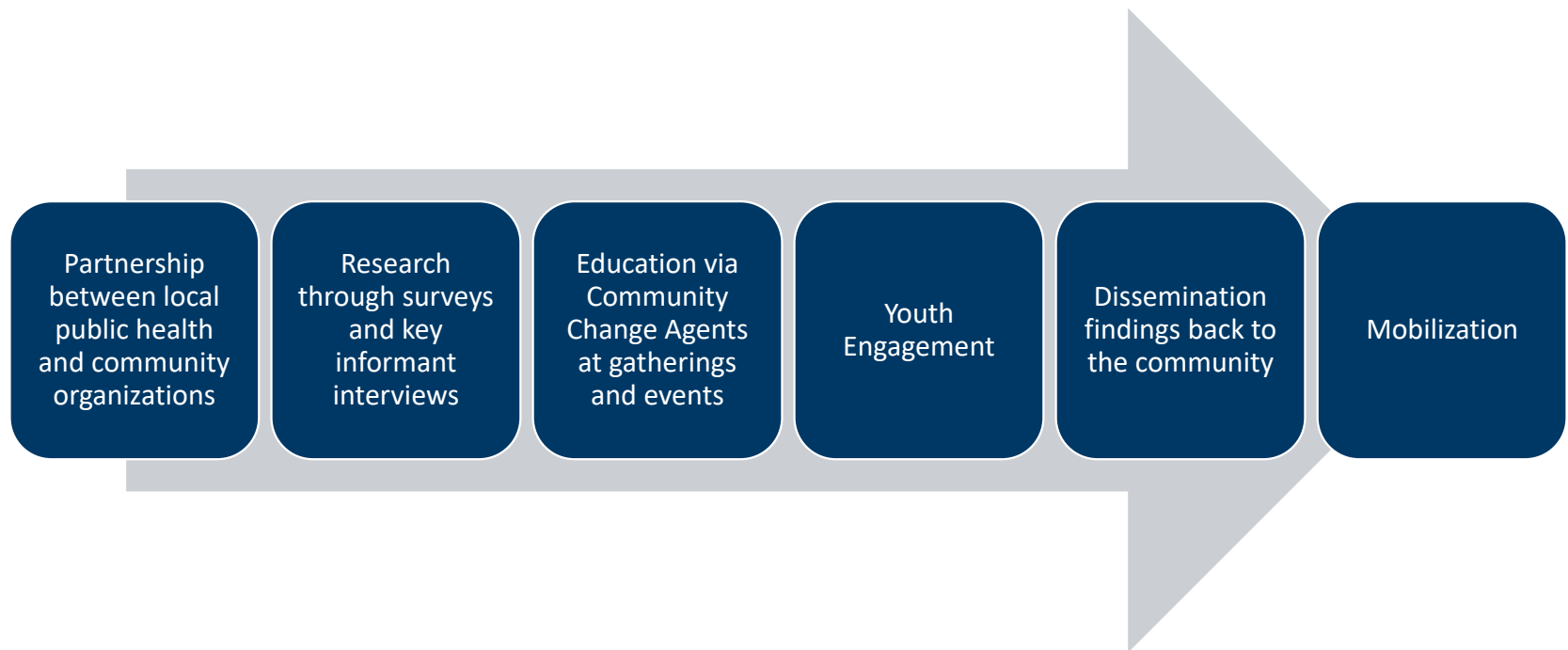
Menthol Cigarette Intervention Grant



African American
Leadership Forum

Our voices. Our future.

Key Activities



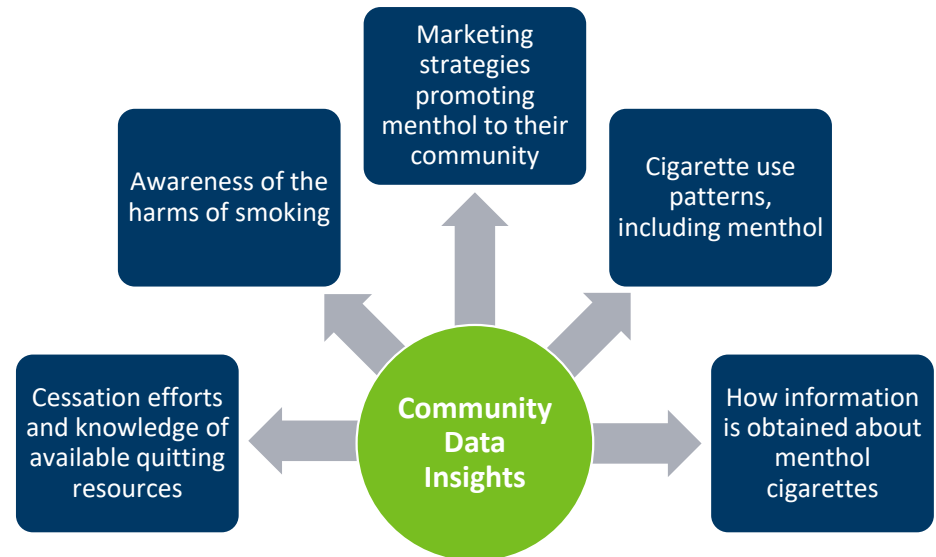
Baseline Assessment

407 Surveys

- Church gatherings
- Partner meetings
- Outdoor markets
- Community festivals
- Public housing meetings
- Door-to-door canvassing

10 Interviews

- Key informants included individuals from faith-based, community, business, and philanthropy organizations
- The interview process was used to further explore the issue of menthol tobacco in the community



Menthol Findings

Survey results mirror national findings

84% smoke menthol

88% believe tobacco use is a significant health issue

61% feel menthol is marketed to their community more than others

86% support for laws

72% menthol makes it harder to quit

57% noticed coupons

69% believe menthol makes it easier for young people to start



Findings reveal community support for action

Key recommendations

Restrict sales of menthol and other flavored products

Set minimum prices for cigars


Tobacco 21

Reduce number and density


Coupon and buy down deals



Metro-wide Coalition

 **Beautiful Lie, Ugly Truth** July 30 · 🌐


Gene Nichols of the African American Leadership Forum speaks up about restricting the sale of menthol tobacco.



"I stand before you in grief due to the death of my brother on July 4 from COPD at the age of 68... The tobacco industry has targeted African Americans with menthol cigarettes for decades."

GENE NICHOLS, HEALTH & WELLNESS CO-CHAIR AT THE AFRICAN AMERICAN LEADERSHIP FORUM

👍 Like 💬 Comment ➦ Share 📷

 **Beautiful Lie, Ugly Truth** August 4 · 🌐

Congratulations to the City of Minneapolis for becoming the first city in Minnesota to restrict the sale of menthol tobacco products!



Beautiful Lie, Ugly Truth [Learn More](#)

Nonprofit Organization

👍 Like 💬 Comment ➦ Share 📷



Laura Oliven, MPP
Tobacco Control Manager
Laura.Oliven@state.mn.us

RESTRICTING MENTHOL TOBACCO: THE MINNEAPOLIS STORY

LaTrisha Vetaw

NorthPoint Health & Wellness, Inc.

Betsy Brock

Association for Nonsmokers-Minnesota

Who we are



LaTrisha Vetaw, NorthPoint, Inc.



**Betsy Brock
Association for Nonsmokers-
Minnesota**



Success in Minneapolis!

- On July 1, 2015 the Minneapolis City Council voted unanimously to restrict the sale of flavored tobacco (menthol exempt) to adult-only tobacco product shops
- On August 4, 2017, the Council voted 10-2 to remove the menthol exemption (added liquor store exemption for menthol only)
 - Implemented August 2018



Minneapolis:

- Largest city in Minnesota (population: 400,000)
- Increasing focus on health equity
- North/South divide
- City Council passed \$15/hr minimum wage and required paid sick and safe time in 2017
- The Council/ Mayor were up for re-election in 2017

STEP 1: DEVELOP A CAMPAIGN

BEAUTIFUL **LIE**
UGLY TRUTH

ABOUT **MENTHOL** TOBACCO

Campaign Materials





ABOUT MENTHOL

Easier to start, harder to quit.

Tobacco companies add menthol to tobacco products to cool the throat and make them taste better.

The tobacco industry has marketed menthol cigarettes as healthier and safer, but they are just as deadly.

Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not.



MENTHOL USE IN MINNESOTA

African Americans: 88%

of African American adults who smoke use menthol, compared to 25% of adult smokers overall.

High School Students:

Use of menthol cigarettes among Minnesota high school smokers more than doubled since 2000.

44%

of Minnesota high school students who smoke use menthol.

LGBTQ Youth & Adults:

70%

of LGBTQ youth smokers smoke menthols.

36%

of adult LGBTQ smokers smoke menthol cigarettes.

HARMFUL EFFECTS OF MENTHOL

Menthol cigarettes cause cancer, heart and lung diseases, and death. Tobacco use, including menthol-flavored products, is still the No. 1 preventable cause of death in Minnesota.

Studies have shown that the tobacco industry has manipulated menthol levels to broaden youth appeal.

INDUSTRY MANIPULATION:

The tobacco industry has a long history of targeting the African American community, women, LGBTQ, and youth with menthol tobacco marketing.



Tobacco companies began targeting African Americans with menthol cigarettes in the 1960s.

Brands such as Salem and Newport would give out free packs of menthol cigarettes from vans.

Tobacco industry documents show these vans targeted young, lower-income, black smokers at "retail outlets, currency exchanges/check cashing stations, public aid offices, large housing complexes, shopping malls, rapid transit locations, busy street corners, and nightclubs/bars."



"We don't smoke that shit. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid."

-RJR Executive, 1971

"...the base of our business is the high school student."

-Lorillard (Salem of Newport), 1976

TAKE ACTION:

Join us at:
beautifullyuglytruth.org

What can we do to stop the tobacco industry from harming our communities with menthol tobacco?

Minnesota communities have the authority to regulate the sale of menthol tobacco products. While such a policy will inconvenience adult smokers, it will help protect youth from a lifetime addiction. Minneapolis and Saint Paul already prohibit the sale of fruit and candy flavored tobacco products in any store that allows kids to enter. The same needs to be done for menthol.



References available at beautifullyuglytruth.org
(May 2008)

Video



BeautifulLieUglyTruth

STEP 2: BUILD A COALITION

MINNESOTA MENTHOL COALITION

- 50+ organizations working together to advocate for menthol tobacco restrictions
 - Community groups, African American leadership, health plans, public health, medical community, faith community, etc.

STEP 3: COUNTER THE OPPOSITION

Opposition

- Tobacco companies: most notably Reynolds American
 - African American leaders
- Retail associations:
 - Minnesota Retailers Association
 - National Association of Tobacco Outlets (NATO)
- Convenience store chains



Rev. Al Sharpton
National Action Network
President & Founder



Host
Pastor Billy G. Russell
Pastor of Greater Friendship MBC
President of Minnesota State Baptist Convention

NATIONAL ACTION NETWORK PRESENTS:

Community Leadership Luncheon
Topic: Decriminalizing The Black Community
Banning Of Menthol Cigarettes
January 25, 2017 12-2PM
Location: Greater New Friendship MBC
2600 E. 38th Street
Minneapolis, MN 55408

Panelists Includes:



Major Neill Franklin
Ex. Director/Former Narcaotics Agent
Maryland State Police



Chief John I. Dixon III
President, Noble



Former Congressman Kendrick Meek
Former Captain
Florida State Highway Patrol



Art Way Esq.
Sr. Drug Policy Manager/Colorado
DPA (Drug Policy Alliance)

For More Information..Please call Rev. DeVes Toon 646-981-5972/nanfieldassist@yahoo.com
Greater New Friendship MBC 612-827-7928/info@greaterfriend.org

MORE FROM THE HOMEPAGE

✦ s in Eden Prairie
pilot

Mind of a killer: FBI questions Vegas
gunman's girlfriend

Tillerson denies he weighed resigning or
called boss 'moron'

Mixed emotions in Wisconsin town
Foxconn picked for plant

UN chief: Scientists say
will be 'new normal'

MINNEAPOLIS

Lobbyists descend on Minneapolis to fight menthol restriction

Tobacco companies and retailers are pushing back against Minneapolis leaders' move to restrict the sales of menthol cigarettes in the city.

By Emma Nelson Star Tribune | JULY 20, 2017 — 10:28PM



Top Stories



Small plane crashes in Eden
Prairie parking lot, killing

STEP 4: ADVOCATE

Minneapolis Policy Timeline/Process

- March 13, 2017: Educational hearing in Health Committee
- June 16: Formal introduction of ordinance and beginning of t-shirt war!
- July 20: Press conference
- July 24: Public hearing in Health Committee, 60+ supportive testifiers and “Quorum-ghazi”
- August 2: Health Committee take two and Committee of the Whole
- August 4: Final vote









STEP 5: CELEBRATE!





STEP 6: IMPLEMENT & EVALUATE

Implementation and Evaluation

- Implementation:
 - Implementing August 2018
 - City is preparing materials and outreach plan
- Evaluation:
 - Robust evaluation plan including: case study, youth focus groups, retail assessments, analysis of sales data, and compliance assessments

Key Lessons Learned

1. Community engagement & youth involvement is essential
2. Don't underestimate the opposition: it will be fierce
3. Check-in often with your council champions and supporters
4. Make sure you have clear talking points & messaging

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SOCIAL CONTEXT of MENTHOL TOBACCO USE

Michael Scott

NAATPN, Inc

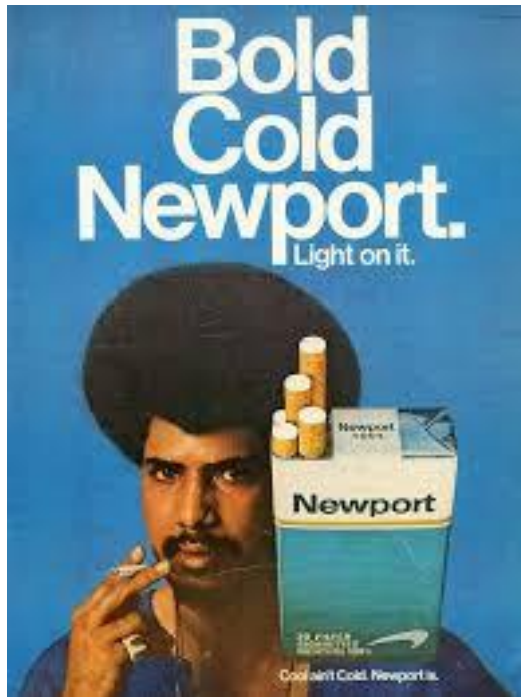


What is social context?

- Immediate social and physical environment
 - People and institutions
 - Culture

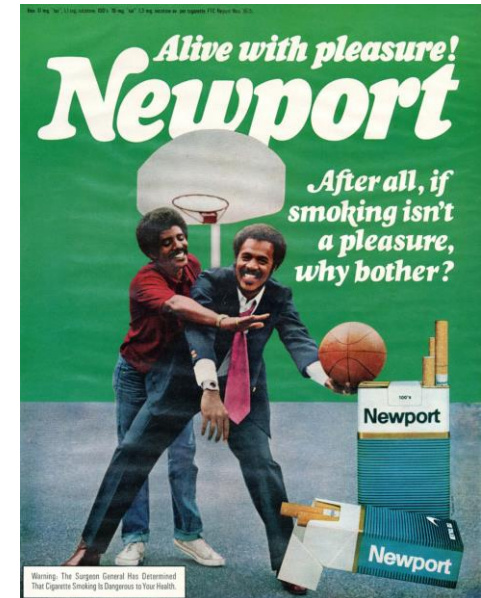


Menthol's Social Context



- Newport, Kools....
- The 'Black' cigarette
- Healthier?

Targeted Marketing



What's The Deal With Menthol

African American menthol use has skyrocketed in the last 50 years.



2016	>88%
2006	- 80%
1976	- 44%
1968	- 14%
1953	- 5%

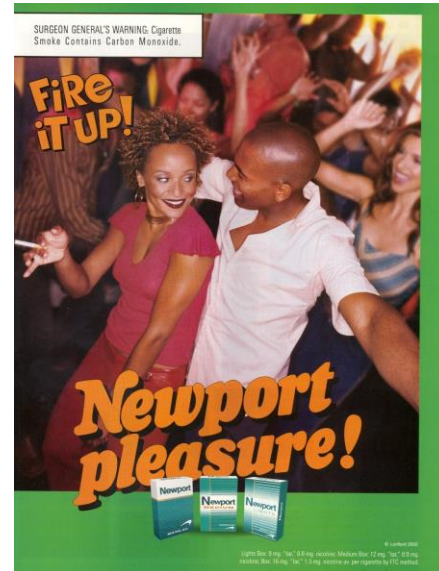
Roper, B.W. (1953). A Study of People's Cigarette Smoking Habits and Attitudes Volume I. Philip Morris, Bates No. 2022239249. MSA, Inc. (1978) The Growth of Menthols, 1933 - 1977. Brown & Williamson, Bates No. 670586709-785. NSDUH, 2004-2008.

What's The Deal With Menthol

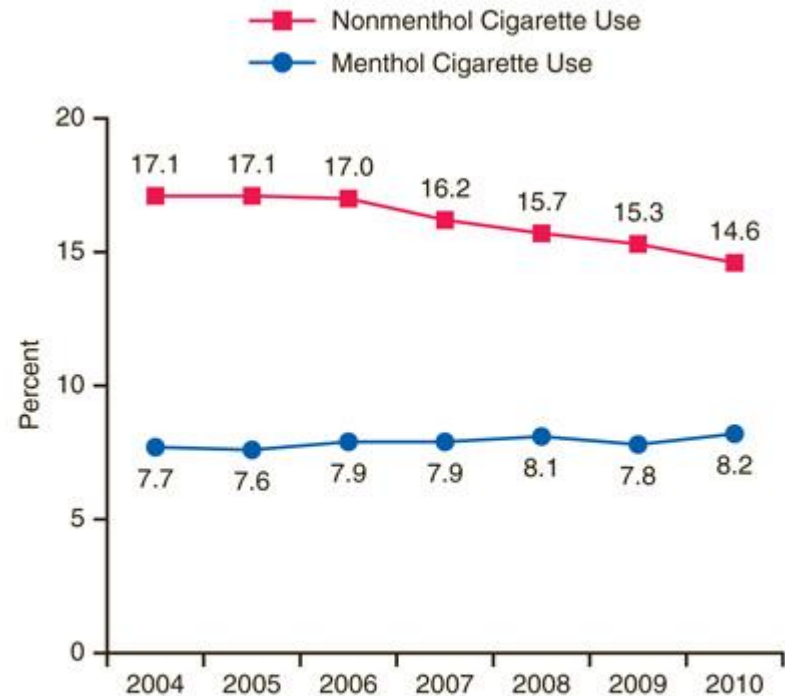
- Priority populations have been disproportionately targeted with this menthol assault.

African Americans	-	88%
Asians	-	51%
Latinos	-	47%
LGBTQ	-	36%
Whites	-	30%

(Gardiner 2004)



While overall
cigarette use
continues to fall,
menthol use is on
a slight increase

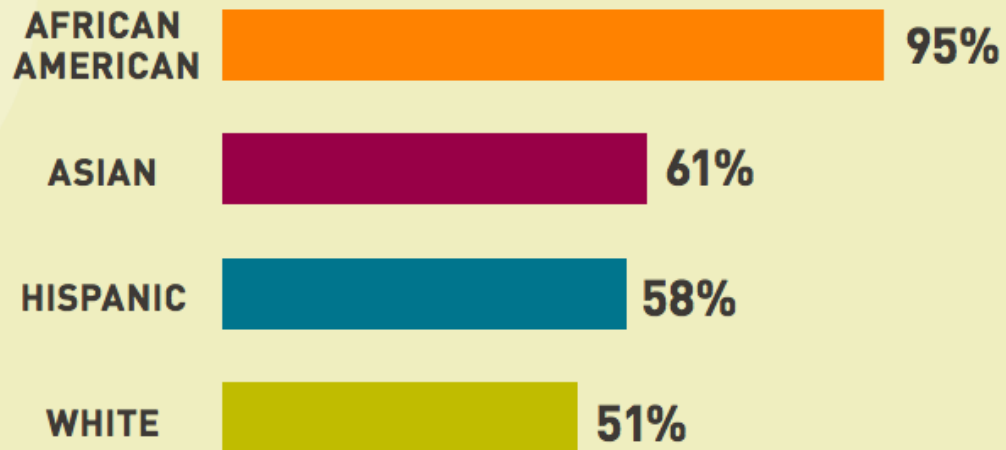


Source: 2004 to 2010 SAMHSA National Surveys on Drug Abuse and Health (NSDUHs).

Can I get a loosey??



MENTHOL SMOKING RATES AMONG TEEN SMOKERS



<https://truthinitiative.org/news/truth-about-menthol>



While the Family Smoking and Tobacco Prevention Control Act banned flavored cigarettes as a method of protecting public health/families.....

By allowing an exemption for menthol.... do the poorest; least informed; fewest resources receive the same level of protection??

The definition of preying on the most vulnerable sections of our society.



(Inter)National Movement to Ban Menthol



Dr. Phil Gardiner, AATCLC

Chicago

San Francisco

Oakland

Canada

Brazil

European Union



Carol McGruger, AATCLC



(Inter)National Movement to Ban Menthol

Minneapolis Menthol included in existing flavors ordinance;
adult only liquor stores exempted; 2017

Oakland Menthol sales restricted to adult only tobacco
shops; 2017 – 2018

St. Paul Menthol sales restricted to adult only tobacco
shops; adult liquor stores exempted

Richmond California; City wide restrictions Ordinance to be
written for November, 2017



Push Back on Menthol Ban



Rev. Al Sharpton
National Action Network
President & Founder



Host
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May 27, 2018

No Menthol Sunday

Find Your Way To Freedom

- A national observance day led by NAATPN, Inc.
- Opportunity to engage faith leaders and their communities in a discussion about how to improve health outcomes for African Americans.
- Tobacco is still the number one killer of African Americans
- Encourage congregations to support one another in escaping tobacco addiction, with specific aim to [highlight the role of menthol](#) in particular

Thank You

www.naatpn.org

www.nomentholsunday.org



Questions and Answers

Submit your questions
through the chat box
on your screen



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Menthol

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Tobacco manufacturers have used menthol cigarettes for years to target vulnerable populations. In fact, according to national surveys, menthol cigarettes are the source of addiction for nearly half of all teen smokers. Menthol increases the palatability of smoking, especially among youth and members of racial and ethnic populations, and menthol increases the difficulty of quitting. Yet when Congress prohibited most cigarettes with flavorings as part of the 2009 Family Smoking Prevention and Tobacco Control Act, it exempted the most important flavoring of all: menthol.

January 15, 2016: Ruling Allows FDA Action on Menthol

In 2009, the U.S. Food and Drug Administration (FDA) created a group of scientists called the Tobacco Products Scientific Advisory Committee (TPSAC) to guide agency decision-making. The 2009 Family Smoking Prevention and Tobacco Control Act directed TPSAC to take up the issue of menthol tobacco products as its first order of business. A TPSAC report on menthol was quickly challenged and thrown out by a district court judge sympathetic to the tobacco industry, preventing the FDA from moving forward. [A circuit court then reversed the earlier district court decision based on an appeal from the FDA.](#)

Featured resources are below. Other relevant resources in right sidebar (desktop/tablet), or end of page (mobile).



[Menthol Toolkit](#)

A collection of resources created by the Tobacco Control Legal Consortium at the Public Health Law Center for state and local advocates to educate themselves on menthol tobacco products, and find out how they can effect change in the sale and consumption of menthol tobacco products in their communities.

Related Topics

[Flavored Products](#)

[Federal Regulation of Menthol Tobacco Products](#)

[State and Local Regulation of Menthol Tobacco Products](#)

[FDA Tobacco Action Center](#)

Resources

[Regulating Flavored Tobacco Products \(2017\)](#)

[Leading from Up North: How Canada is Solving the Menthol Tobacco Problem \(2017\)](#)

[U.S. Sales Restrictions on Flavored Tobacco Products \(2017\)](#)

Public Health Law Center

NEWS

october 12, 2016

the truth about: menthol

the truth about flavors

SHARE



DOWNLOAD PDF



While overall smoking rates have declined across the country, menthol cigarettes are slowing that progress.

90%

Nearly 90% of African American smokers use menthol cigarettes

[Truth Initiative](#)



IMPACT OF MENTHOL CIGARETTES ON YOUTH SMOKING INITIATION AND HEALTH DISPARITIES

Cigarettes with specific characterizing flavors were prohibited in the U.S. on September 22, 2009, as part of the Family Smoking Prevention and Tobacco Control Act (TCA) that gave the U.S. Food and Drug Administration (FDA) authority over tobacco products.¹ This provision excluded menthol cigarettes, which make up more than a quarter of the cigarette market in the United States, and pose tremendous public health harms.² The FDA has determined that menthol cigarettes lead to increased smoking initiation among youth and young adults, greater addiction and decreased success in quitting smoking.³ Further, FDA's Tobacco Products Scientific Advisory Committee's (TPSAC)⁴ concluded, "**Removal of menthol cigarettes from the marketplace would benefit public health in the United States.**"⁴

Menthol Makes it Easier for Youth to Initiate Tobacco Use

The tobacco companies know that almost all new tobacco users begin their addiction as kids, but they also know that to novice smokers, tobacco can be harsh and unappealing. Internal tobacco industry documents show that tobacco companies have a long history of using flavors to reduce the harshness of their products to make them more appealing to new users, almost all of whom are under age 18.⁵ By masking the harshness and soothing the irritation caused by tobacco smoke, flavors make it easier for beginners – primarily kids – to experiment with the product and ultimately become addicted. Menthol has particularly appealing qualities for novice smokers. Menthol is a chemical compound that cools and numbs the throat, reducing the harshness of cigarette smoke, thereby making menthol cigarettes more appealing to youth who are initiating tobacco use.⁶ As TPSAC noted, "Menthol cannot be considered merely a flavoring additive to tobacco. Its pharmacological actions reduce the harshness of smoke and the irritation from nicotine."⁷ According to TPSAC's conclusions:⁸

Campaign for Tobacco-Free Kids



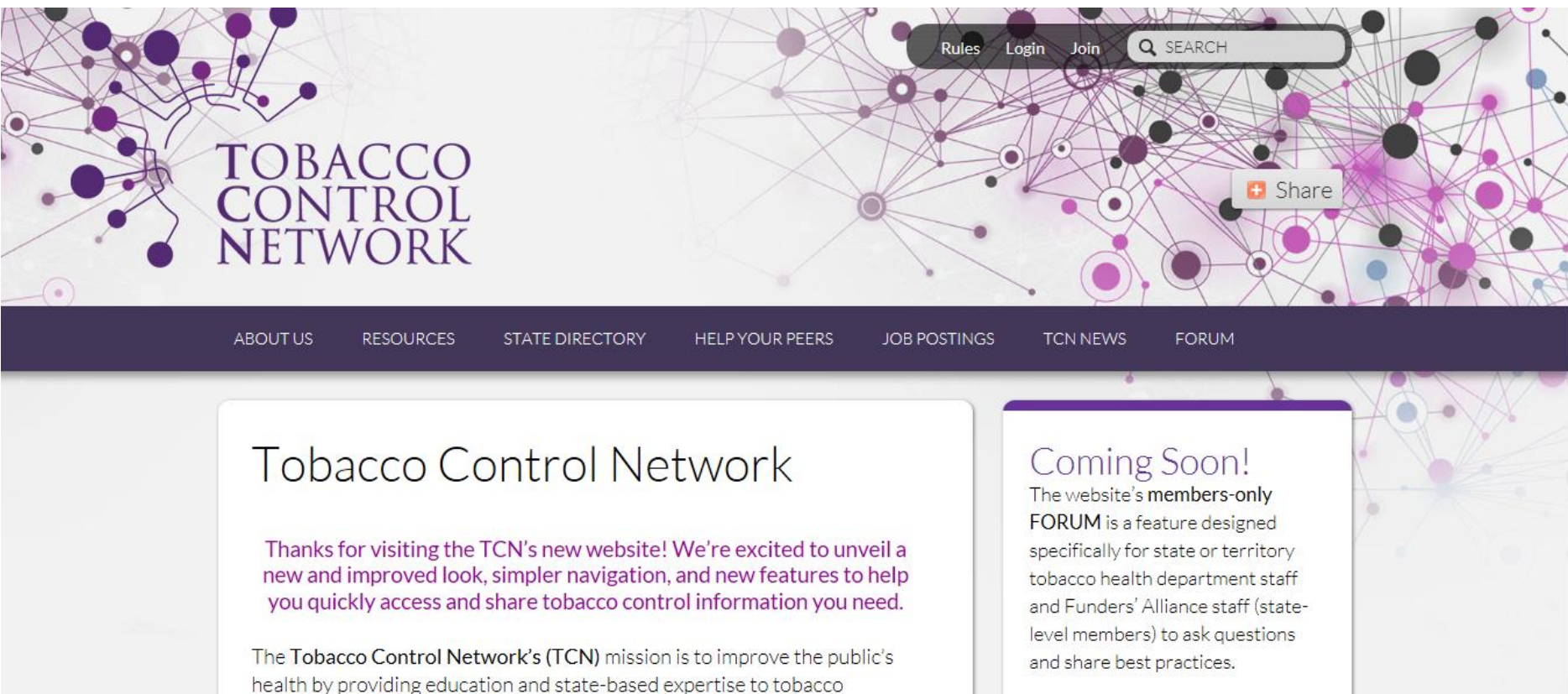
FDA Open Comment Period

“We are issuing an advance notice of proposed rulemaking (ANPRM) and calling upon all stakeholders to share data, research and information that can inform our process for examining the role that flavors – **including menthol** – play in initiation, use and cessation of tobacco products.”

[Public comments are due June 19](#)

Visit the TCN Website!

www.tobaccocontrolnetwork.org/



TCN Resources

- Twice monthly newsletter archive
- State and territorial tobacco program directory
- Blog posts, webinar recordings, and podcasts
- 2016 Policy Recommendations document
- **Coming Soon** – Interactive TCN State Policy Map
- Any inquiries can be sent to tcn@astho.org



New to the ASTHO Website

- **Tobacco blog posts**

<http://www.astho.org/StatePublicHealth/>

- **New Ask the Experts, webinar, and podcast recordings**

<http://www.astho.org/Prevention/Tobacco/Webinars/>

..... HOW CAN STATE HEALTH DEPARTMENTS ADDRESS TOBACCO-RELATED DISPARITIES?

State and territorial health agencies develop and implement public health programs and policies to reach populations within their jurisdictions. In tobacco control and prevention, state and territorial health agencies have an important role to play in addressing the tobacco-related health disparities among priority populations.

<http://www.astho.org/Prevention/Tobacco/Tobacco-Related-Disparities-Infographic/>

Please complete your evaluations following the webinar – we value your feedback!

WHAT
DO
YOU
THiNK?





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www.tobaccocontrolnetwork.org/

THANK YOU!