

Keep menthol cigarettes in a flavored tobacco ban

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<http://www.med.uvm.edu/behaviorandhealth/home>

Key points re: menthol and flavored tobacco products

- **Menthol cigarettes and flavored tobacco products facilitate youth initiation and progression to regular tobacco use.**
- **Menthol cigarettes impede adult smoking cessation.**
- **Banning menthol and flavors in tobacco/e-cigarette products would reduce the number of tobacco users and thereby benefit public health.**

Flavors and tobacco initiation/progression

- Highest prevalence of current flavored tobacco/e-cigarette use in youth, followed by young adults
- Among new users, highest prevalence of first flavored tobacco/e-cigarette use in youth, followed by young adults
- First use of a flavored tobacco product associated with use a year later in all age groups
- First use of a menthol/mint cigarette or cigar associated with later use in youth and young adults

Prevalence of use of flavored tobacco use among current users - United States, 2013-2014

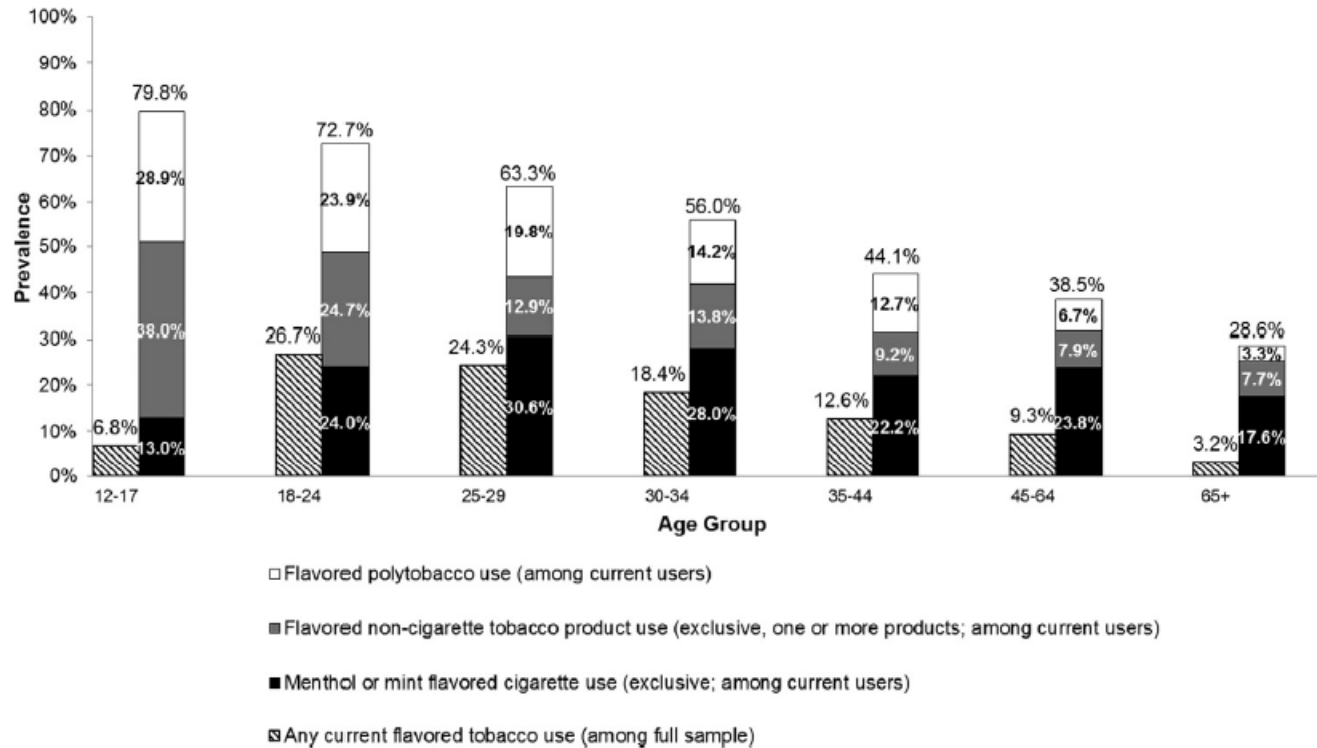


Figure 1. Prevalence of current flavored tobacco use in the full sample and among current tobacco users, by age; Population Assessment of Tobacco and Health, 2013–2014.^a

^aPercentages are weighted to represent the U.S. population.

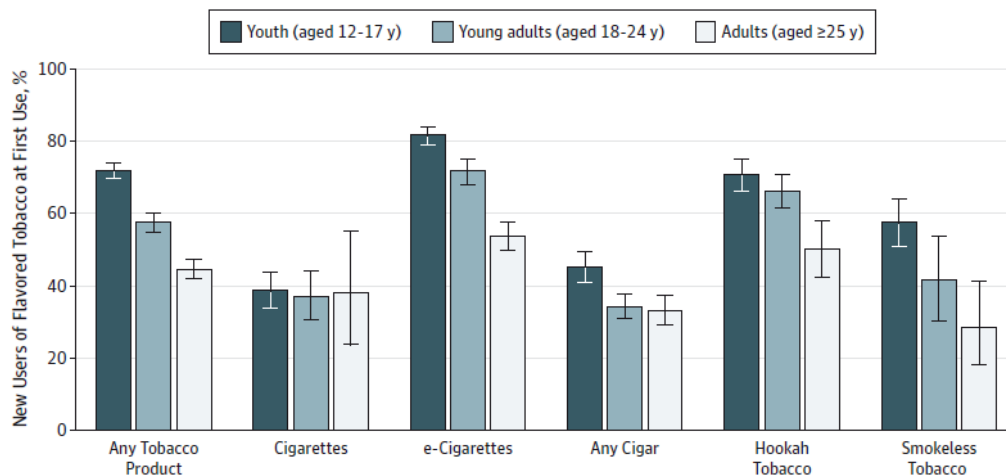


Original Investigation | Public Health

Association of Flavored Tobacco Use With Tobacco Initiation and Subsequent Use Among US Youth and Adults, 2013-2015

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Figure. Weighted Proportions of New Tobacco Users at Wave 2 Who Reported Using a Flavored Product at First Use



Among new users, first use of flavored tobacco is higher among youth and young adults than adults.

First flavored tobacco use is associated with subsequent use in all age groups

Use at Wave 2

First flavored use (Wave 1)	Youth (12-17)	Young adults (18-24)	Adults (25+)
Cigarettes	p12m, p30d	Current regular	Current regular
Menthol	p12m, p30d	Current regular	Current regular
Any cigars	-	Current regular	Current regular
E-cigarettes	-	Current regular	Current regular
Hookah	-	Current regular	Current regular
Any smokeless	p30d	Current regular	Current regular

First flavored tobacco use is associated with subsequent **DAILY** use of menthol cigarettes and flavored e-cigarettes

Table 4. Multivariable Multinomial Logistic Regression Models of Frequency of Use at Wave 2 Among Ever Users of Specified Product at Wave 1 of the Population Assessment of Tobacco and Health Study, by Age Group

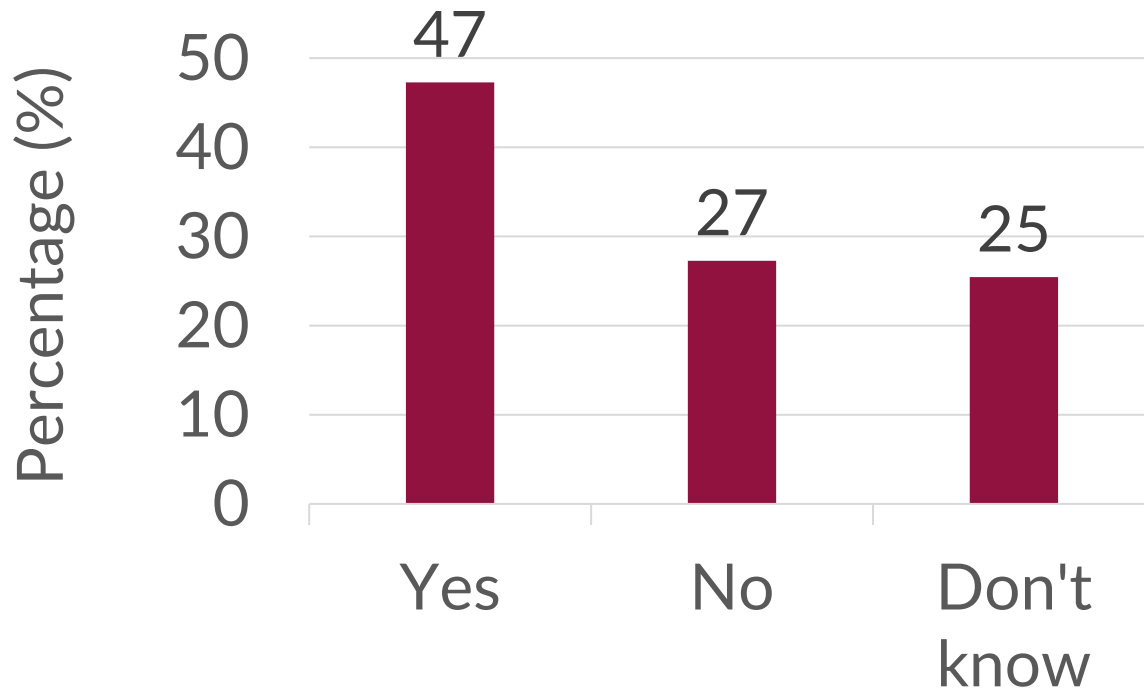
Age Group	Participants, No.	No Past 12-mo Use	RRR (95% CI)				
			Past 12-mo Use, No Past 30-d Use	1-5 d in the Past 30 d	6-19 d in the Past 30 d	20-29 d in the Past 30 d	All 30 d in the Past 30 d
Youth^a							
First cigarette flavored	1316	1 [Reference]	1.47 (1.09-1.98)	1.69 (1.20-2.40)	1.22 (0.72-2.07)	1.15 (0.61-2.18)	1.61 (1.10-2.38)
First cigarette menthol or mint flavored ^b	1223	1 [Reference]	1.60 (1.17-2.21)	1.93 (1.32-2.83)	1.33 (0.77-2.31)	1.23 (0.65-2.32)	1.88 (1.25-2.82)
First e-cigarette flavored	1045	1 [Reference]	1.26 (0.82-1.94)	1.30 (0.78-2.16)	1.40 (0.64-3.07)	1.08 (0.21-5.71)	2.85 (0.94-8.63)
Young adults^c							
First cigarette flavored	4109	1 [Reference]	1.13 (0.90-1.41)	1.24 (1.00-1.55)	1.21 (0.93-1.57)	1.26 (0.86-1.86)	1.56 (1.27-1.93)
First cigarette menthol or mint flavored ^b	3925	1 [Reference]	1.13 (0.89-1.44)	1.21 (0.96-1.52)	1.24 (0.95-1.63)	1.30 (0.87-1.95)	1.66 (1.33-2.06)
First e-cigarette flavored	2622	1 [Reference]	1.52 (1.21-1.92)	1.61 (1.24-2.10)	2.35 (1.27-4.34)	0.81 (0.37-1.75)	3.24 (2.16-4.86)
Adults^d							
First cigarette flavored	13 959	1 [Reference]	1.34 (1.09-1.63)	1.30 (1.07-1.58)	1.22 (0.96-1.56)	1.11 (0.86-1.43)	1.23 (1.11-1.35)
First cigarette menthol or mint flavored ^b	13 594	1 [Reference]	1.40 (1.14-1.73)	1.36 (1.10-1.67)	1.28 (1.00-1.63)	1.15 (0.89-1.48)	1.32 (1.20-1.45)
First e-cigarette flavored	5188	1 [Reference]	1.38 (1.19-1.61)	1.25 (1.02-1.53)	1.44 (1.03-2.01)	2.09 (1.09-4.00)	2.38 (1.90-3.00)

Initiation and progression: Menthol/mint cigarettes AND cigars

- New use of menthol cigarettes was associated with greater past 12-month cigarette use in **young adults**
- New use of menthol/mint-flavored cigars was associated with greater past 30-day cigar use in **youth** and **young adults** compared to non-menthol use.

PACE Vermont: Policy support in VT youth

Do you think it should be illegal for all tobacco products to be sold in flavors such as menthol, clove, chocolate, candy and fruit?



Impact of flavored tobacco policies on tobacco use

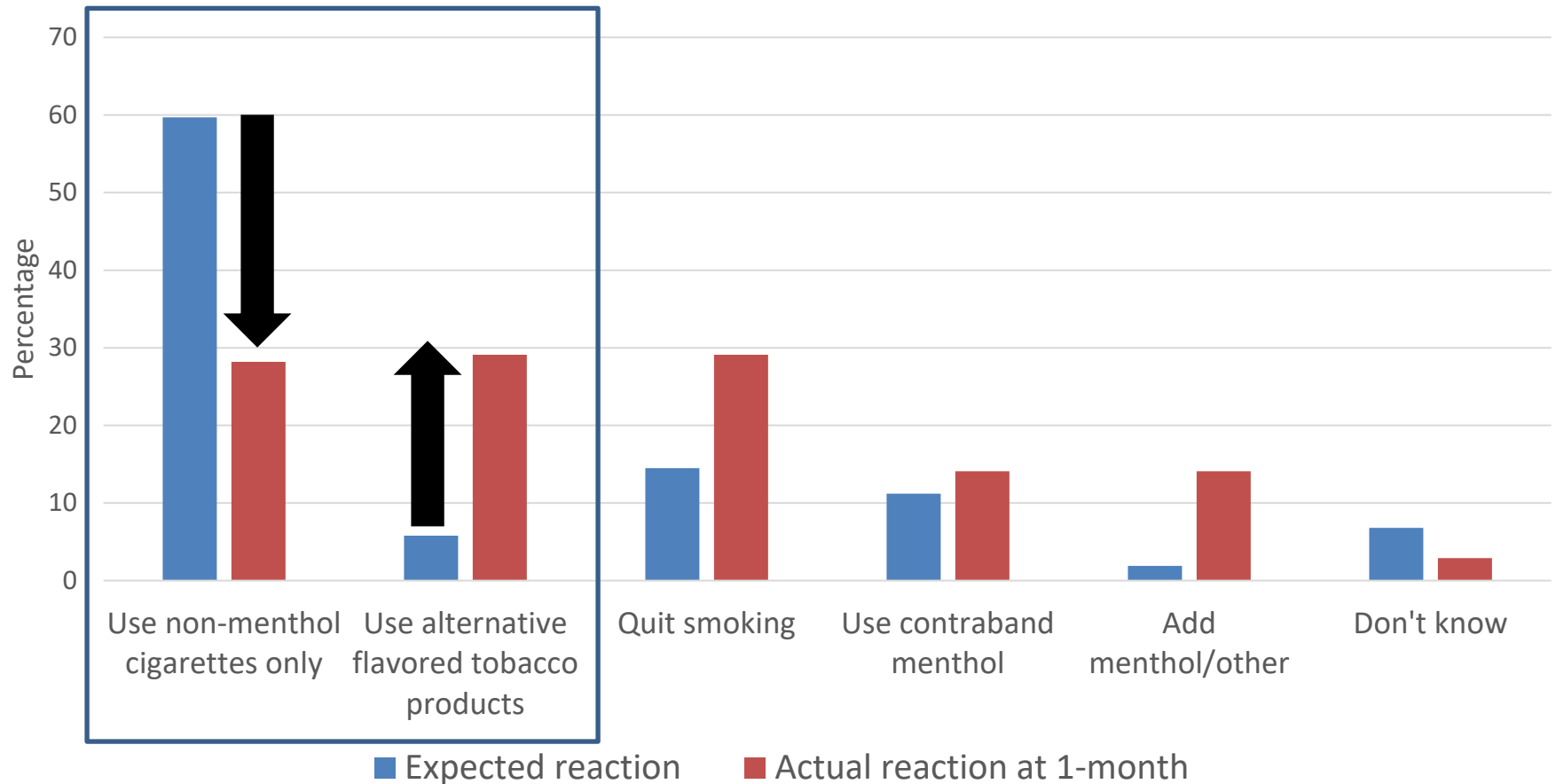


Effect of FDA's flavored cigarette ban on youth tobacco use (2009)

- Flavored cigarette ban, exempting menthol cigarettes
 - Reduced youth cigarette use overall
 - BUT increases in youth menthol cigarette use, cigar use, pipe use

“The results suggest the 2009 flavored cigarette ban did achieve its objective of reducing adolescent tobacco use, but **effects were likely diminished by the continued availability of menthol cigarettes and other flavored tobacco products.**”

Short-term effect of Ontario menthol cigarette ban on adult smoker behavior (2017)



Summary results of implemented and hypothetical menthol and flavor bans on sales and individual behavior

	Implemented Menthol Ban (Actual Effects)	Hypothetical Menthol Ban (Intended Effects)	Implemented Flavor Ban – Cigarettes Only	Implemented Flavor Ban – All Tobacco Products
Sales change (banned product)	~ 100% reduction	NA	NA	39% reduction in flavored cigar sales
Sales change (all tobacco products)	11% reduction	NA	47% increase in cigar sales; 1400% increase in clove cigar sales	27% reduction in all cigar sales
Quit Attempt	29–63%	24–64%	NA	NA
Successful Quit	24%	NA	NA	NA
Switch to other tobacco product	28.2–76.1%	11–46%	14%	0–11%
Switch and attempt to quit	NA	20–25%	NA	NA
Switch to e-cigarettes	29.1%	12–30%	NA	NA
Find product regardless of ban	NA	9–25%	NA	NA
Reduced Odds of Trying Any Tobacco Product	NA	NA	6%	NA
Reduced Odds of Trying Cigars	NA	NA	NA	5%

Substitution of flavored/menthol products can reduce impact

Flavored cigarette ban
(exempting menthol cigarettes, other flavored tobacco products)



Greater use of menthol cigarettes, other flavored tobacco products

Menthol cigarette ban
(exempting other flavored tobacco products)

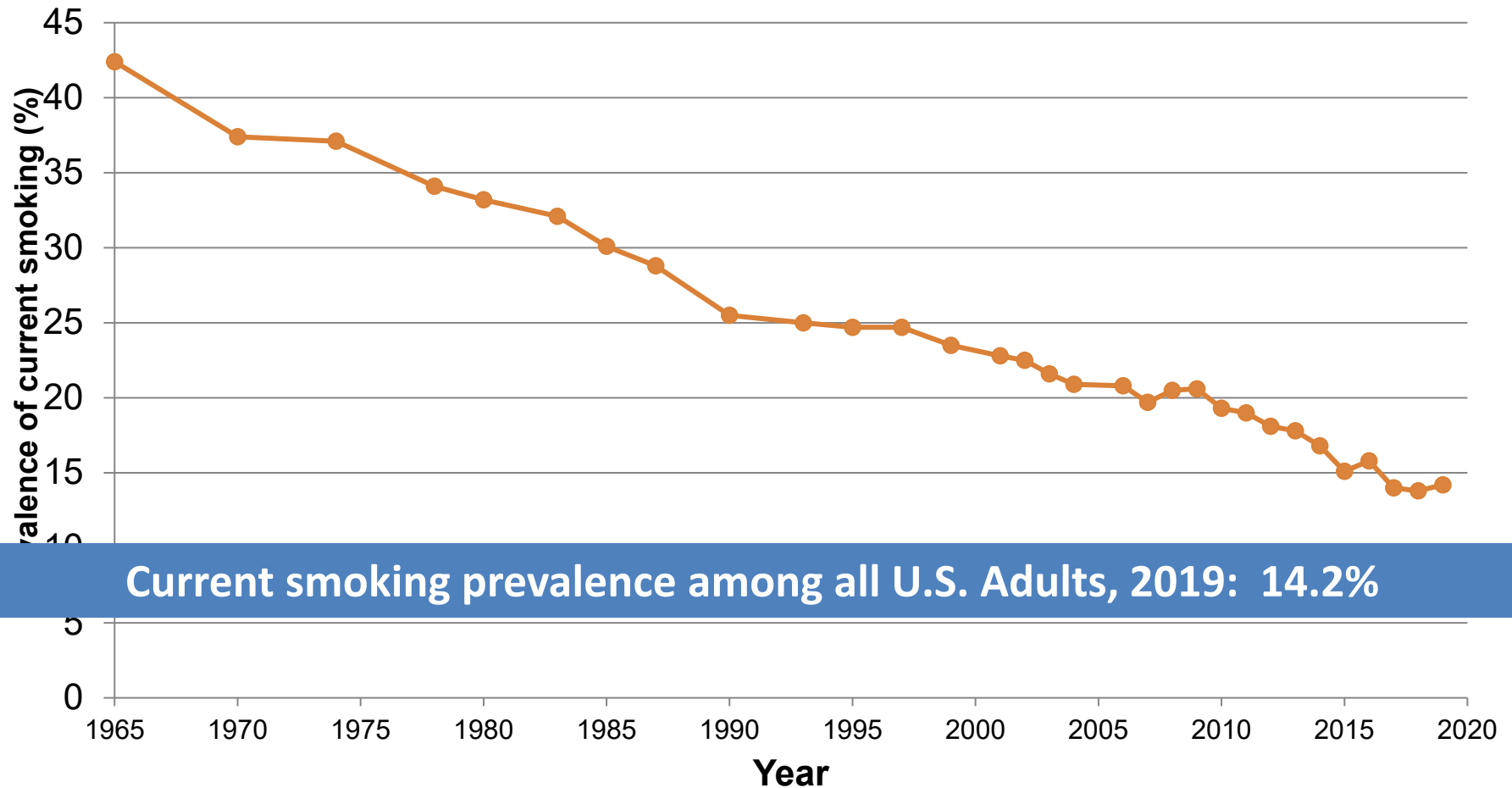


Greater use of other flavored tobacco products

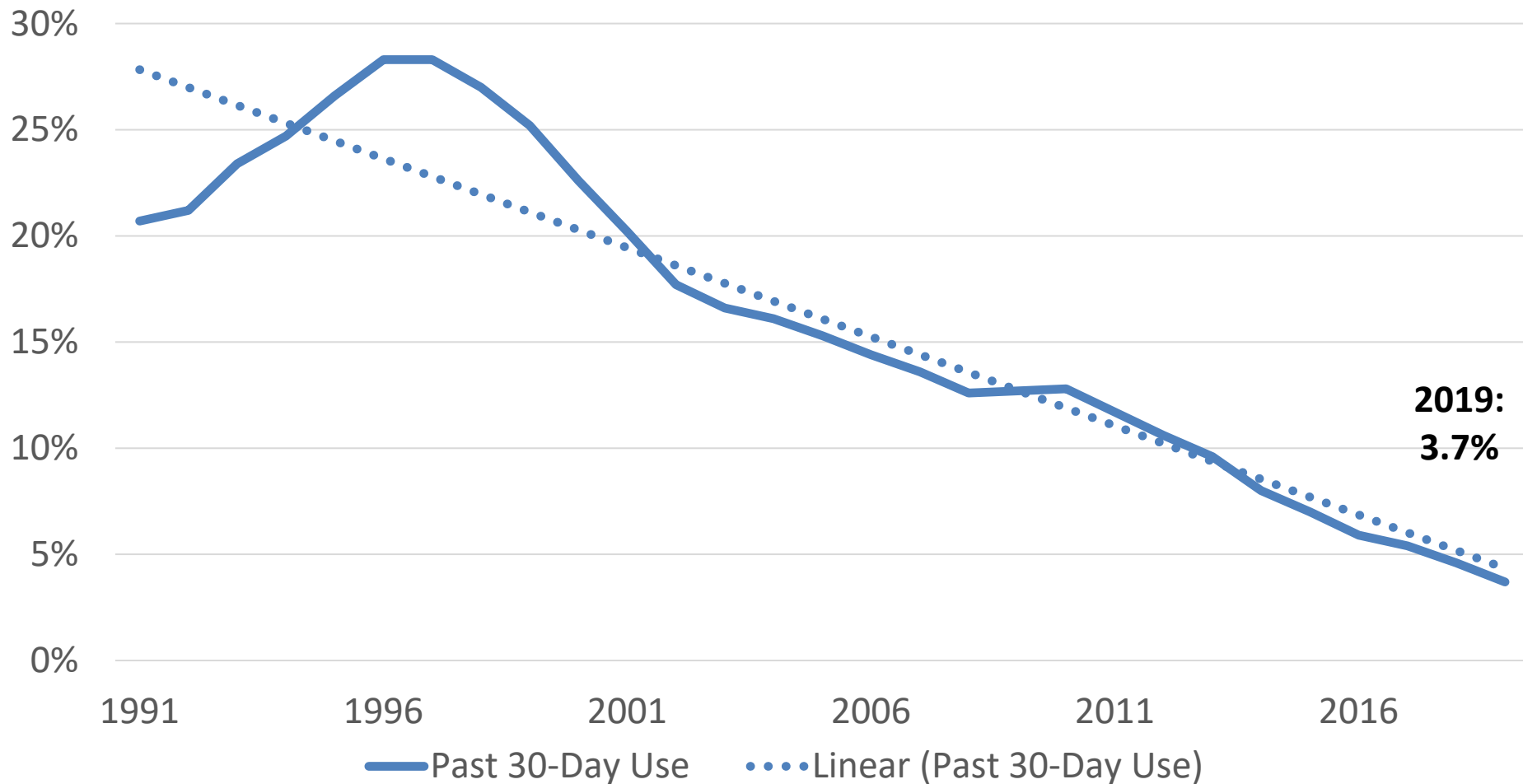
Importance of including menthol cigarettes in a flavored tobacco ban



Prevalence of current smoking among adults in the US, 1965-2019

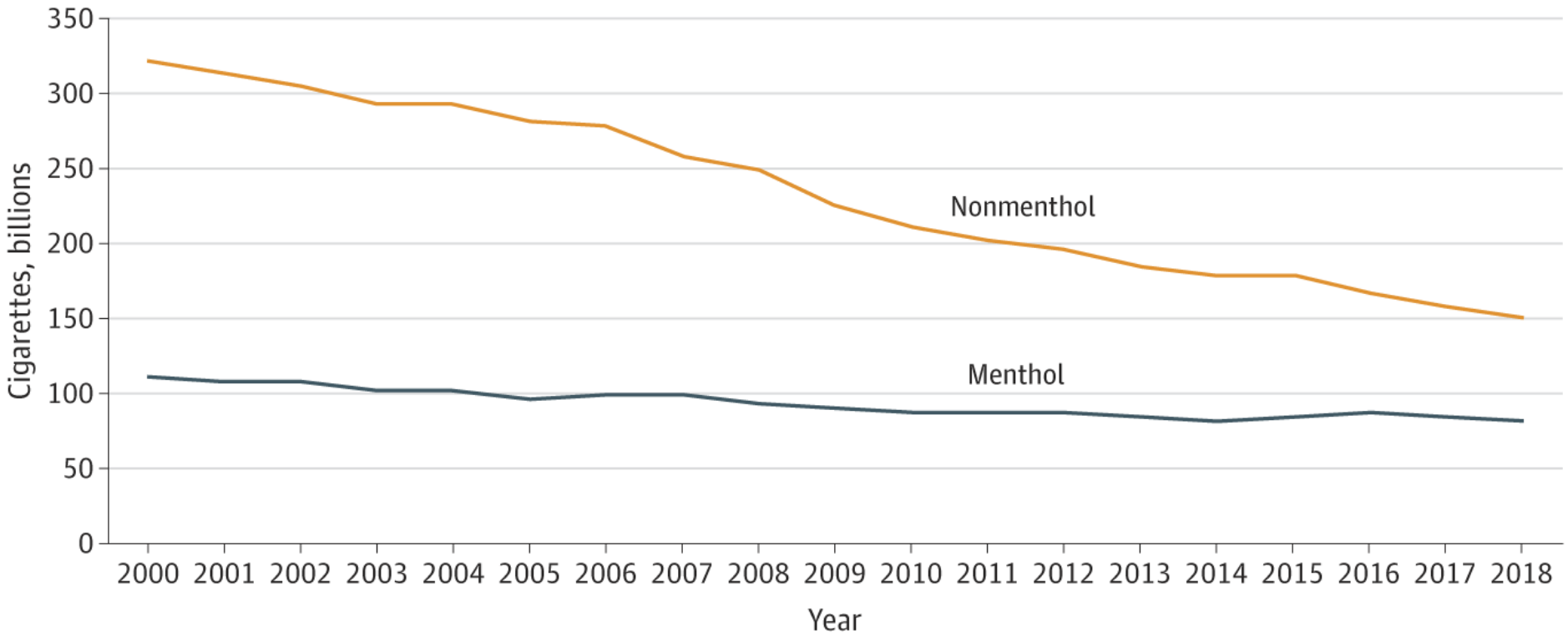


Past 30-Day Cigarette Use Among Youth - MTF 1991-2019

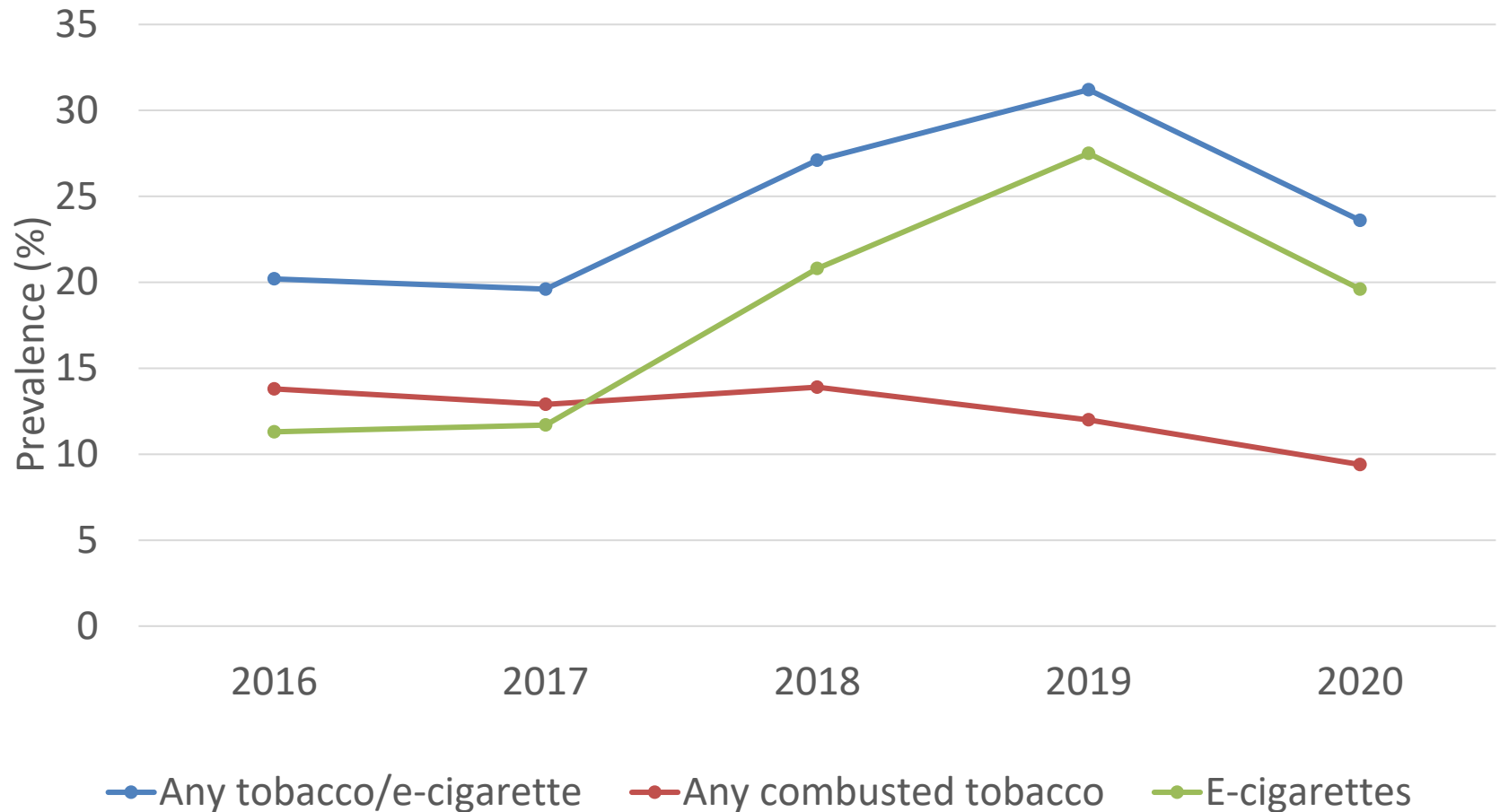


Estimated cigarette consumption in the U.S., 2000 - 2018

85% of the total decline in cigarette consumption
attributed to non-menthol cigarettes



Past 30-day tobacco and e-cigarette use among high school students, NYTS 2016-2020

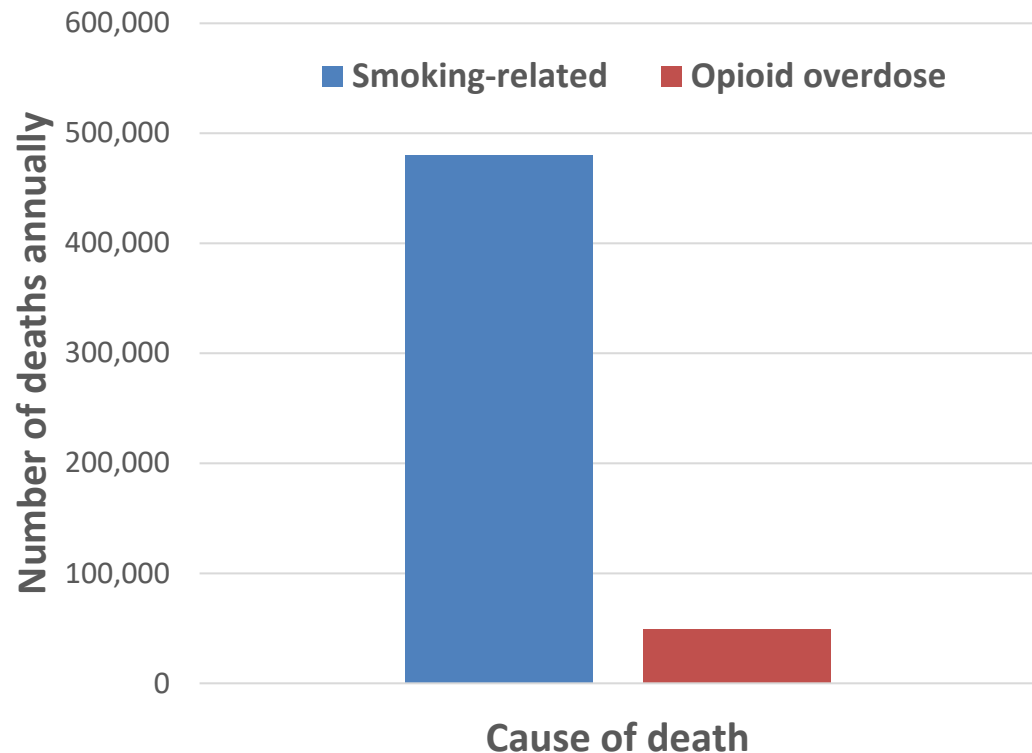


Source: National Youth Tobacco Survey, 2016-2020.

Cigarette smoking is still a major problem

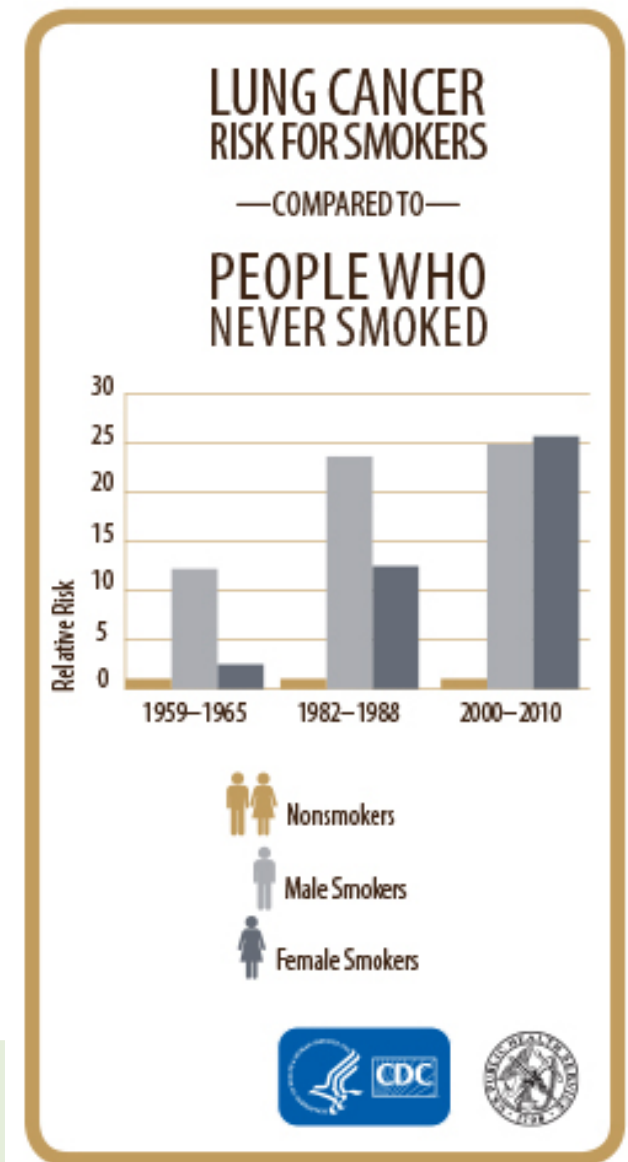
The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products.

- Smoking accounts for 480,000 deaths annually in the U.S.
 - ~1,300 smoking-related deaths per day
- 5.6 million of today's youth expected to die prematurely from smoking



Cigarette smoking is still a major problem

- Cigarettes have become more lethal over time.
 - More death and disease, despite lower per capita consumption and lower smoking prevalence
- Quitting cigarette smoking benefits smokers at any age.

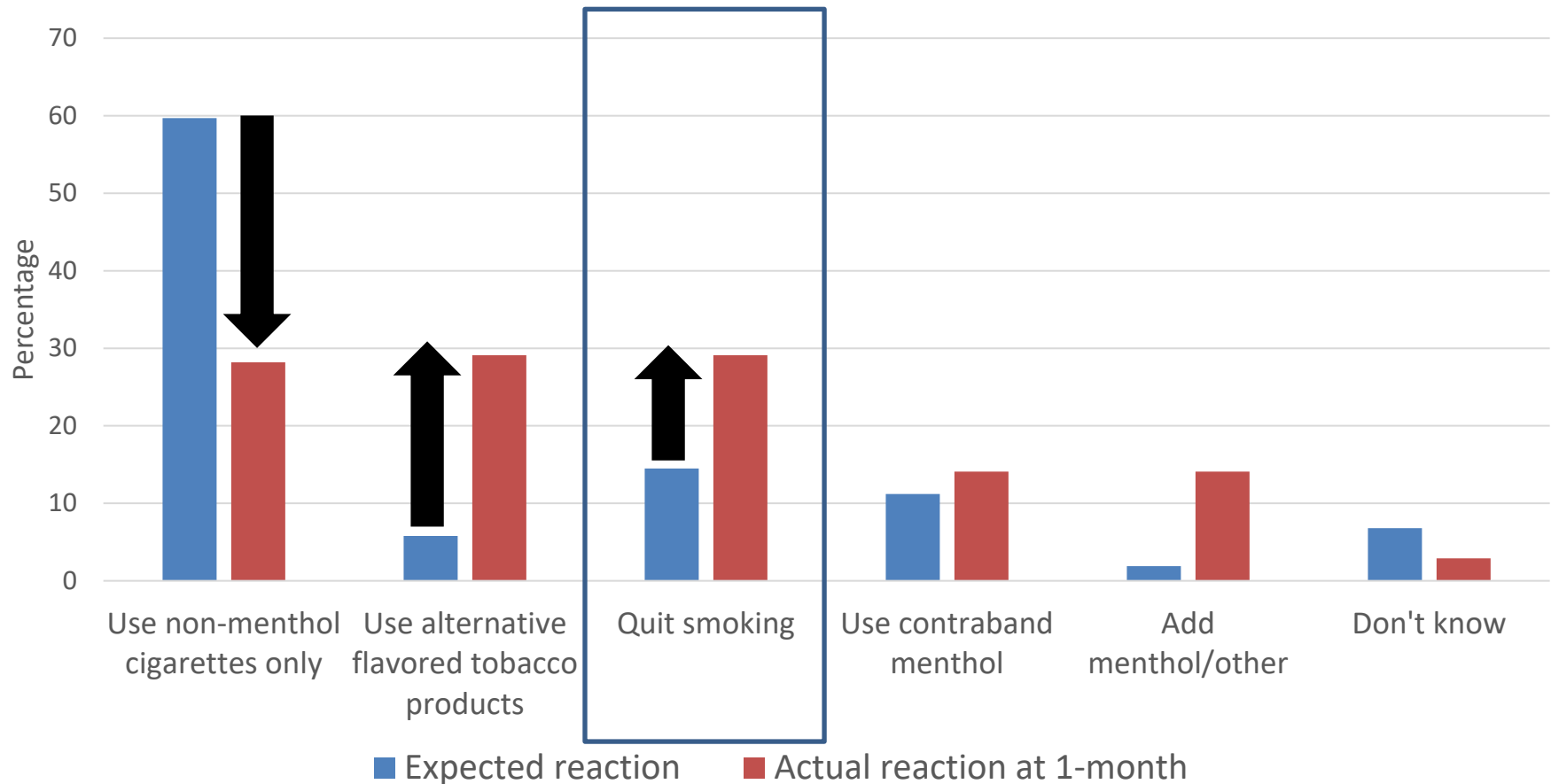


Menthol choice is not FREEDOM

- **More than half of adult cigarette smokers want to quit (55.1%).**
 - Fewer than 1 in 10 succeed in quitting each year (7.5%).
- Menthol cigarette smokers are **more likely to try to quit** and **less likely to succeed in quitting** than non-menthol cigarette smokers.
 - This is particularly true for non-white menthol cigarette smokers.



Short-term effect of Ontario menthol cigarette ban on adult smoker behavior (2017)



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Tobacco sales during COVID

52 WEEKS ENDING 11/29/20	DOLLAR SALES 1-YEAR % CHANGE	UNIT SALES 1-YEAR % CHANGE
Cigarettes	1.4%	-4.6%
Chewing tobacco/snuff	2.9%	-5.5%
Spitless tobacco	70.1%	71.0%
Cigars	10.1%	6.0%
Electronic smoking devices	5.1%	15.4%
Smoking accessories	21.0%	15.0%

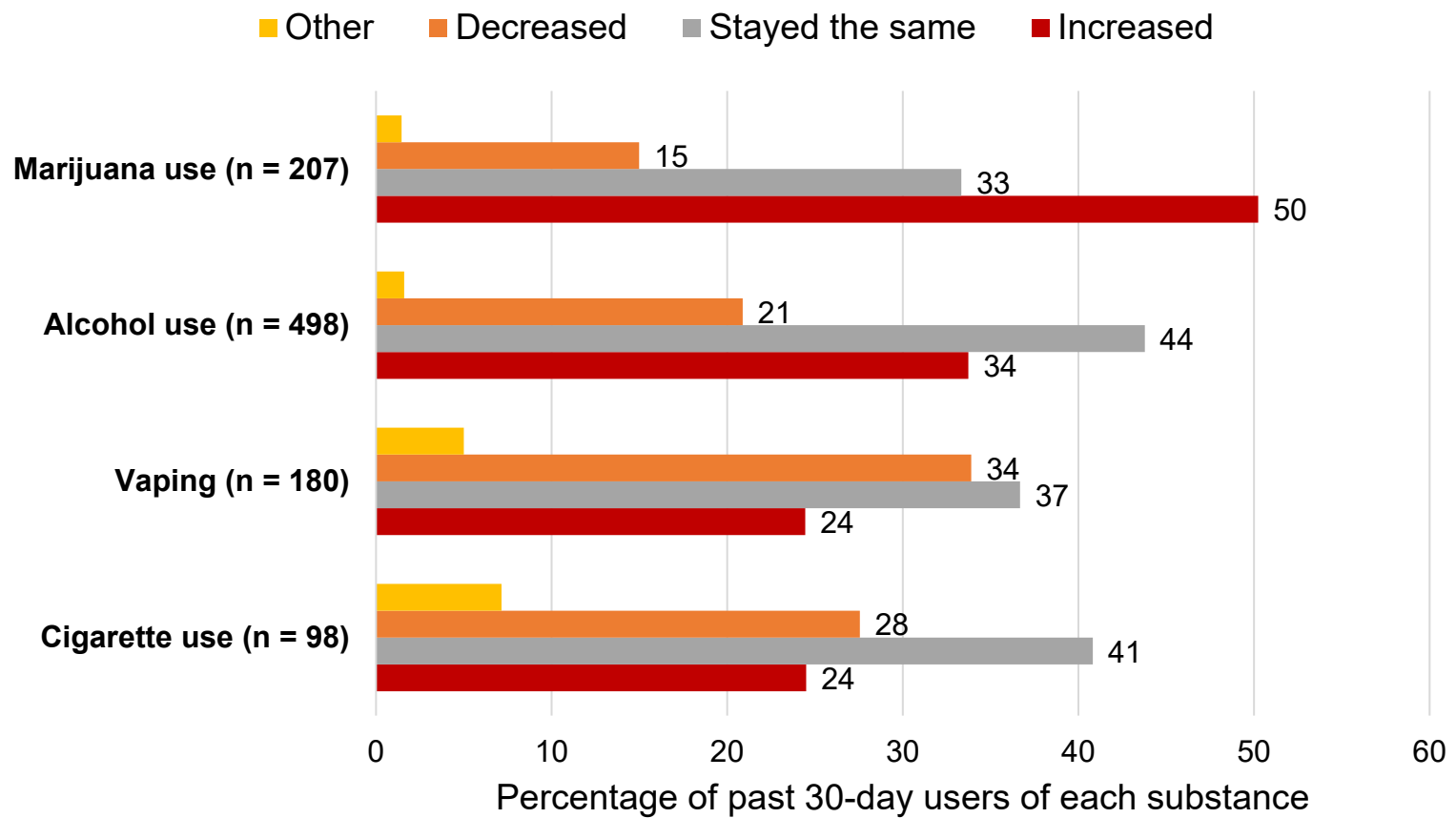
Source: IRI, a Chicago-based market research firm, Total U.S. Convenience stores, Dec. 17, 2020

<https://cstoredecisions.com/2021/01/14/tobacco-tally/>



<https://tobaccocontrol.bmj.com/content/29/e1/e145.full>

Change in substance use since COVID



Percentage of Vermont youth and young adult past 30-day users reporting change in substance use since the start of the COVID-19 pandemic

Research exemption: flavored tobacco



- Ongoing research on flavors in tobacco products at UVM.
- Consider including language in the bill to allow for continuation of scientific research to inform and evaluate future policy efforts.

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