
Don't forget menthol cigarettes in a flavored tobacco ban!

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January 30, 2020

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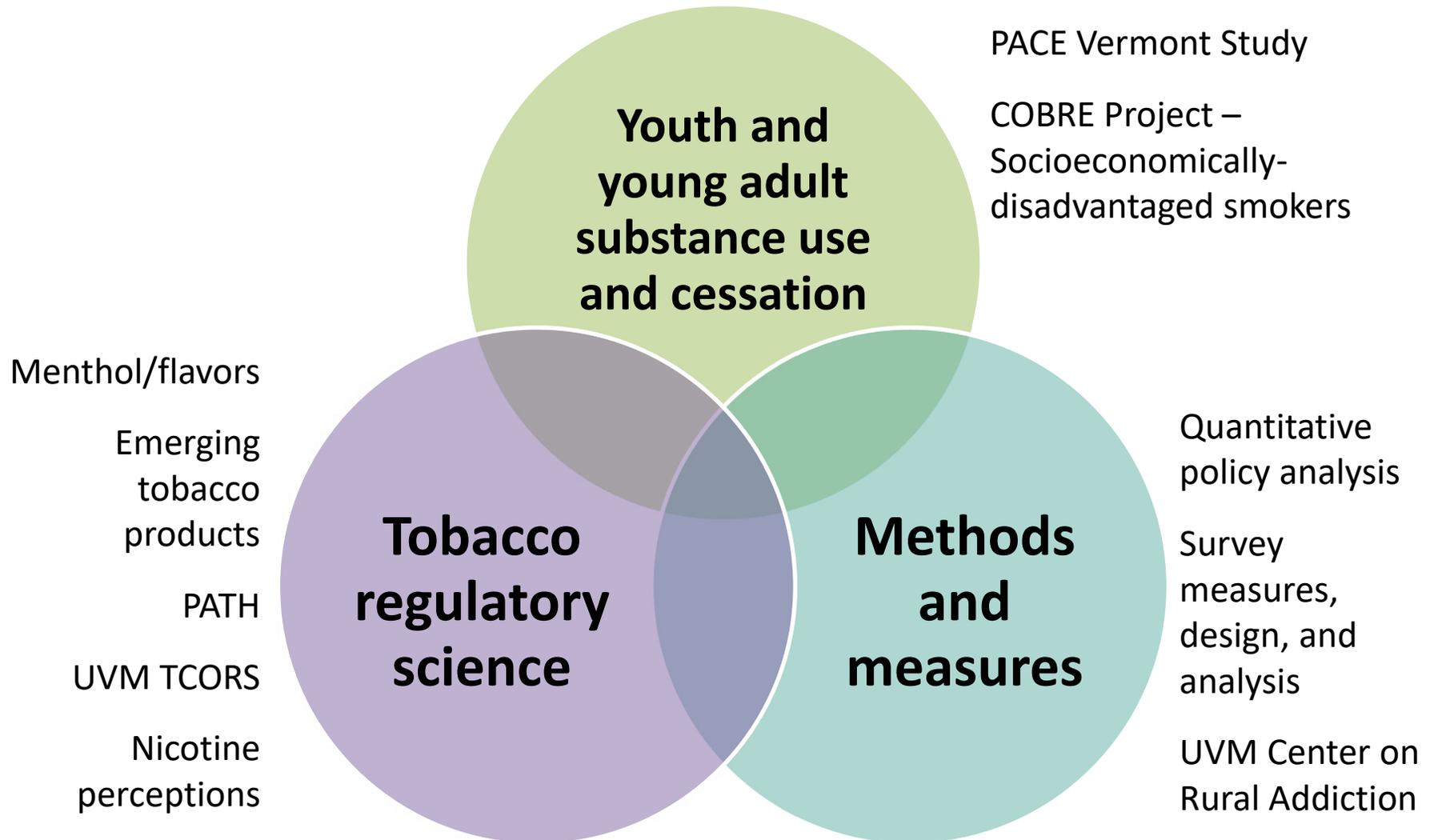
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- Funding from NIH, FDA, and HRSA.
- No other financial relationships to disclose.
- No industry funding; no off-label medications use discussed
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<http://www.med.uvm.edu/behaviorandhealth/home>

Areas of focus



Key points

- Tobacco use remains a **major** public health problem in the U.S. and globally.
- Menthol cigarettes and flavored tobacco products are **slowing progress** in tobacco control.
- There is a **strong evidence** base to support legal and policy efforts to restrict or ban sales and marketing of menthol cigarettes and flavored tobacco products.



Central questions re: menthol and flavored tobacco products

- Do menthol cigarettes and flavored tobacco products facilitate youth smoking initiation?

Yes, both.

- Do menthol cigarettes and flavored tobacco products impede adult cessation?

Yes, menthol cigarettes.

- What is the *likelihood* that prohibiting menthol and flavors would reduce the number of tobacco users and thereby benefit public health?

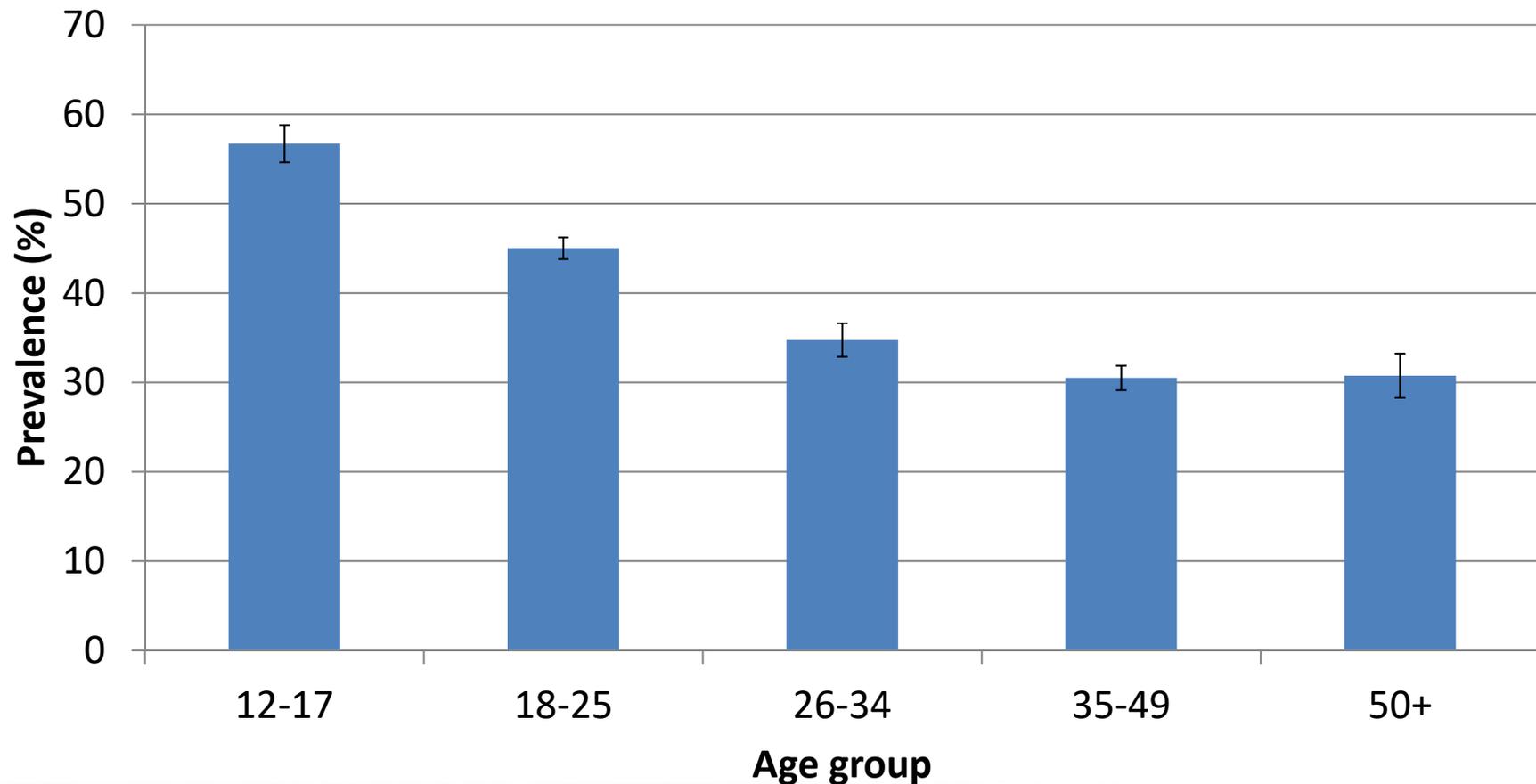
Best chance for public health benefit from banning both.

Menthol cigarettes & flavored tobacco products: Initiation and progression

1. Youth and young adult smokers are **more likely to use menthol cigarettes** than older adult smokers.
2. Youth and young adult tobacco users are **more likely to use flavored products** than older adult users.
3. Youth and young adults who start with menthol cigarettes or flavored tobacco products are **more likely to escalate** their tobacco use behavior over time than those who start with unflavored products.

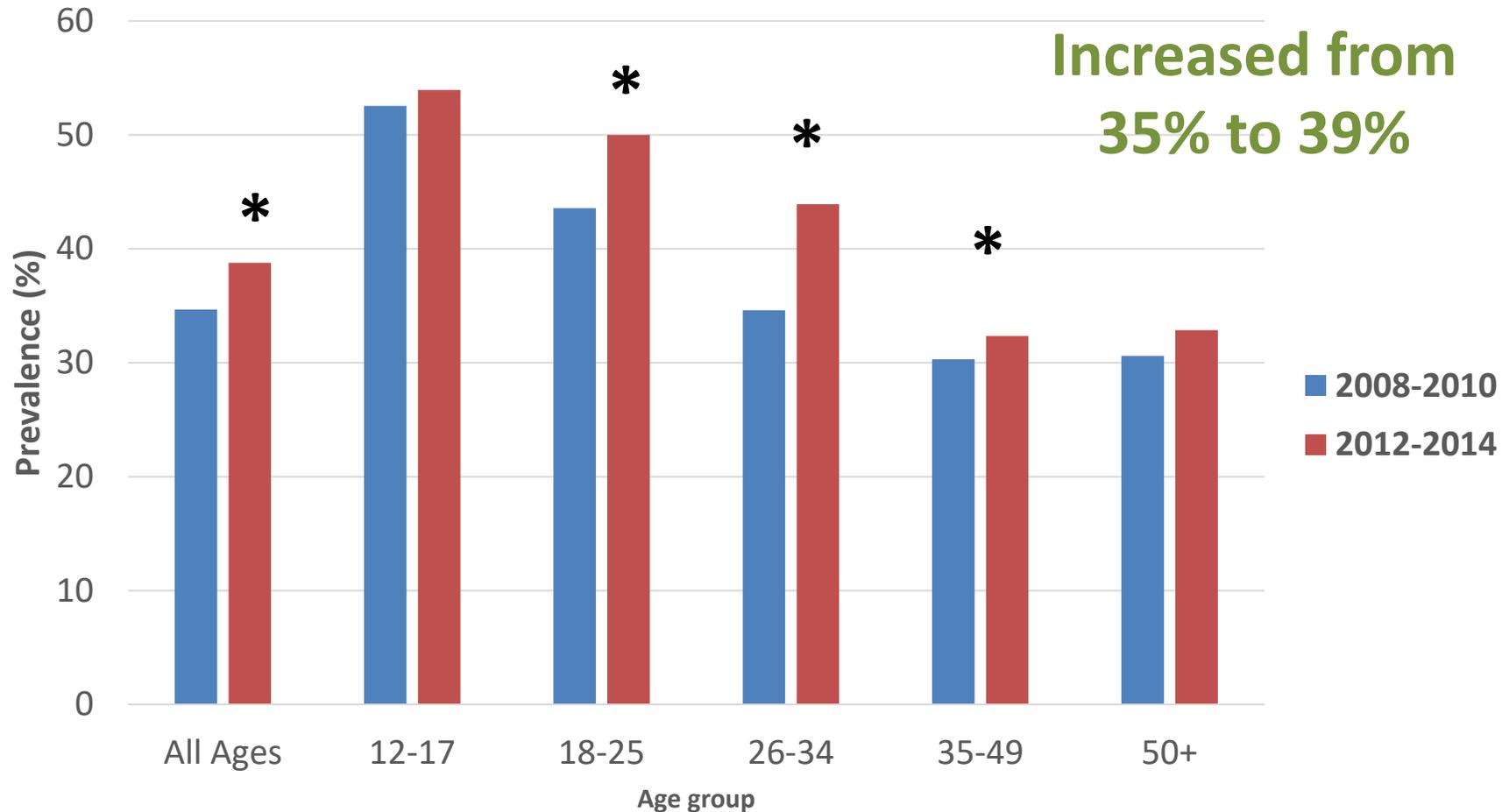


Adjusted prevalence of use of menthol cigarettes among past 30-day smokers – United States, 2008-2010



Giovino GA, et al. *Tob Control*. 2015;24(1):28-37.

Prevalence of menthol cigarette use among past 30-day smokers, NSDUH



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

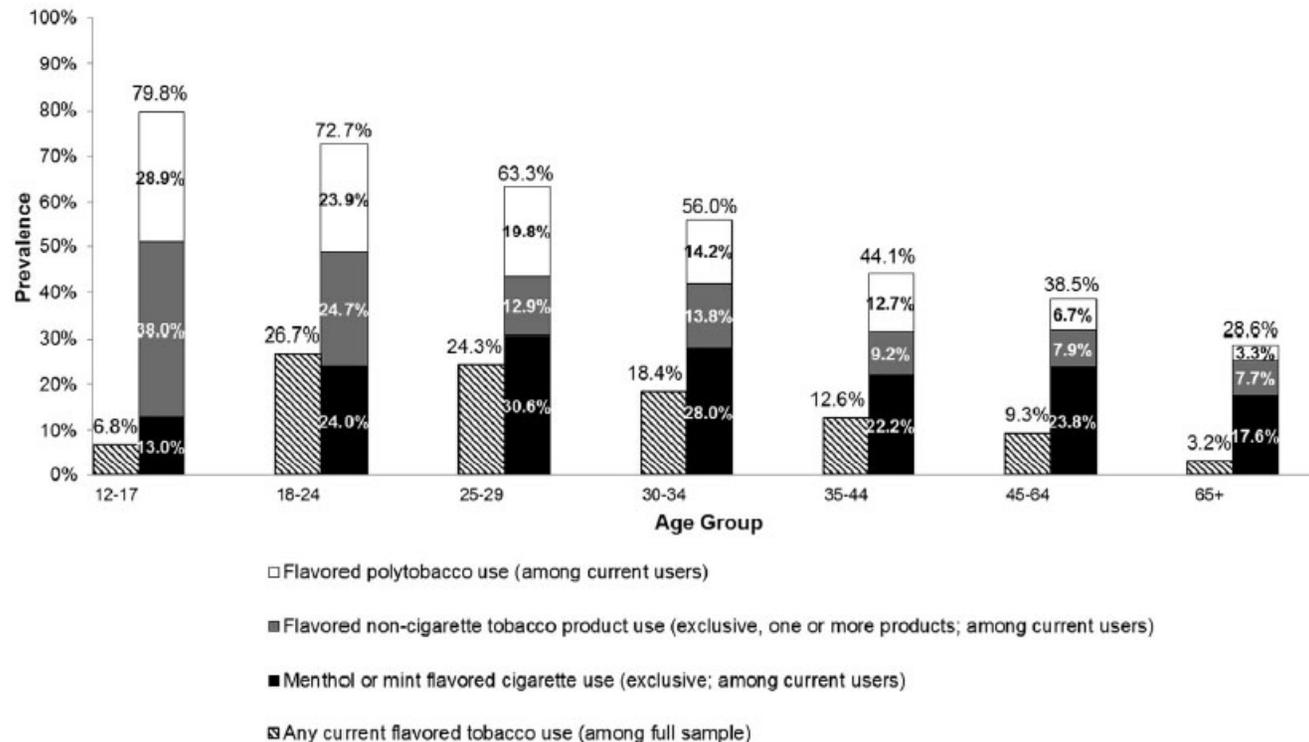


Figure 1. Prevalence of current flavored tobacco use in the full sample and among current tobacco users, by age; Population Assessment of Tobacco and Health, 2013–2014.^a

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

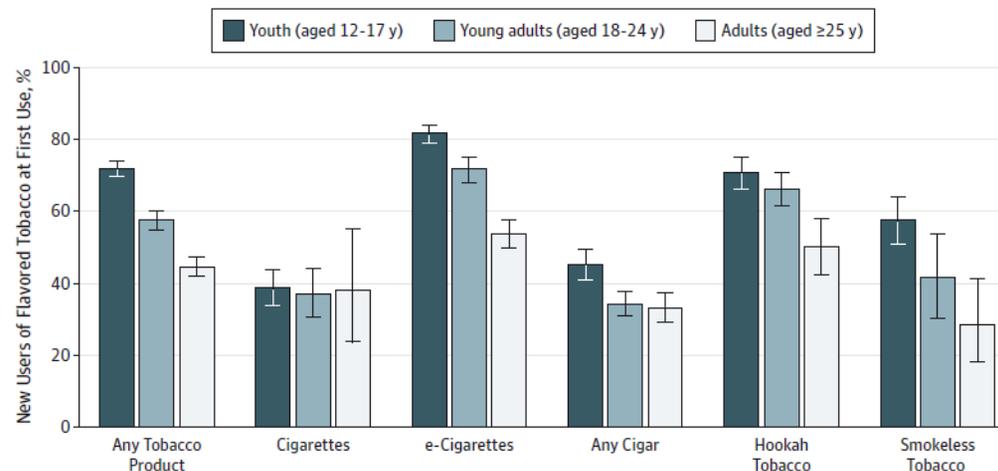


Original Investigation | Public Health

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)				All 30 d in the Past 30 d
			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	
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)

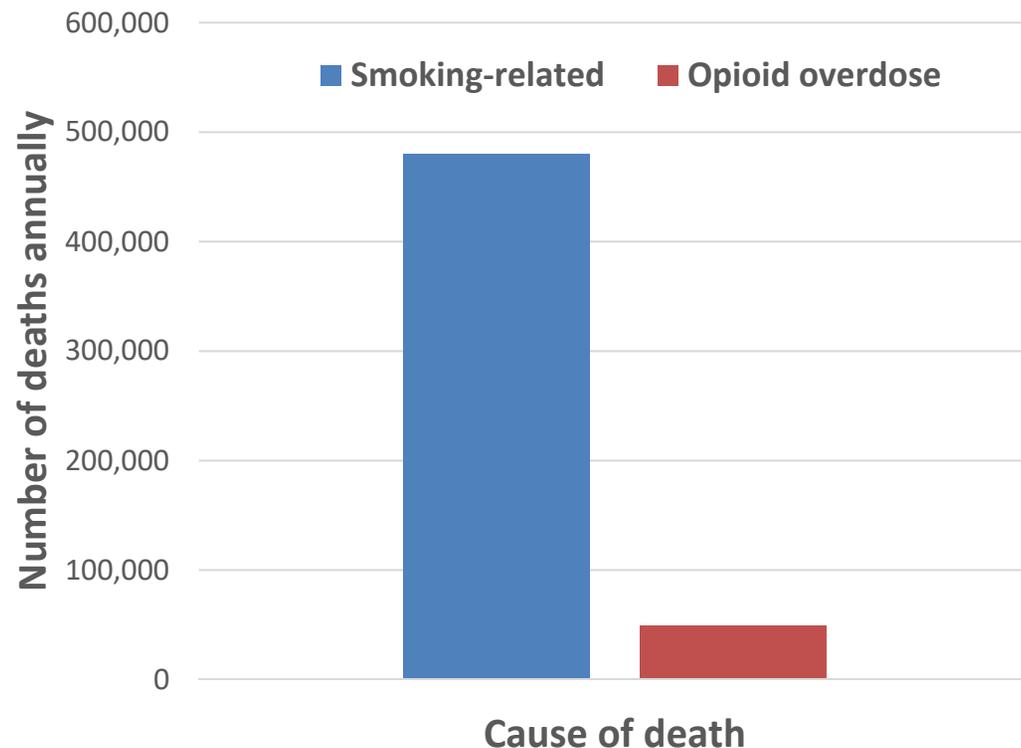
Flavored tobacco use in Vermont, weighted

	Age group		Total (%)
	12-17 (%)	18-25 (%)	
Cigarettes			
First flavored	15.6	24.0	23.2
Past 30-day flavored	36.0	32.0	32.3
Electronic vapor products			
First flavored	87.5	85.6	85.9
Past 30-day flavored	80.5	83.9	83.3

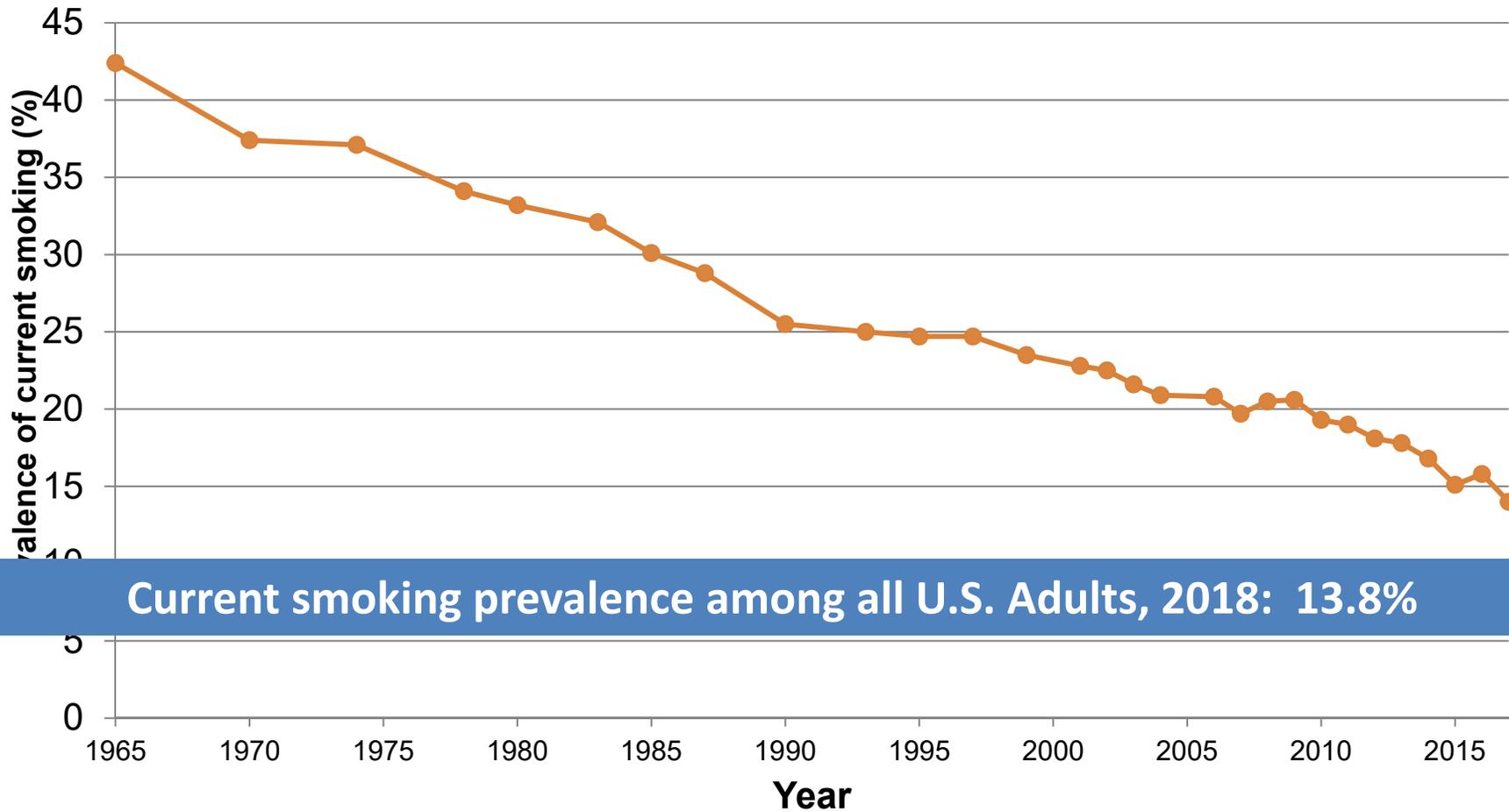
Cigarette smoking is still a major problem

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

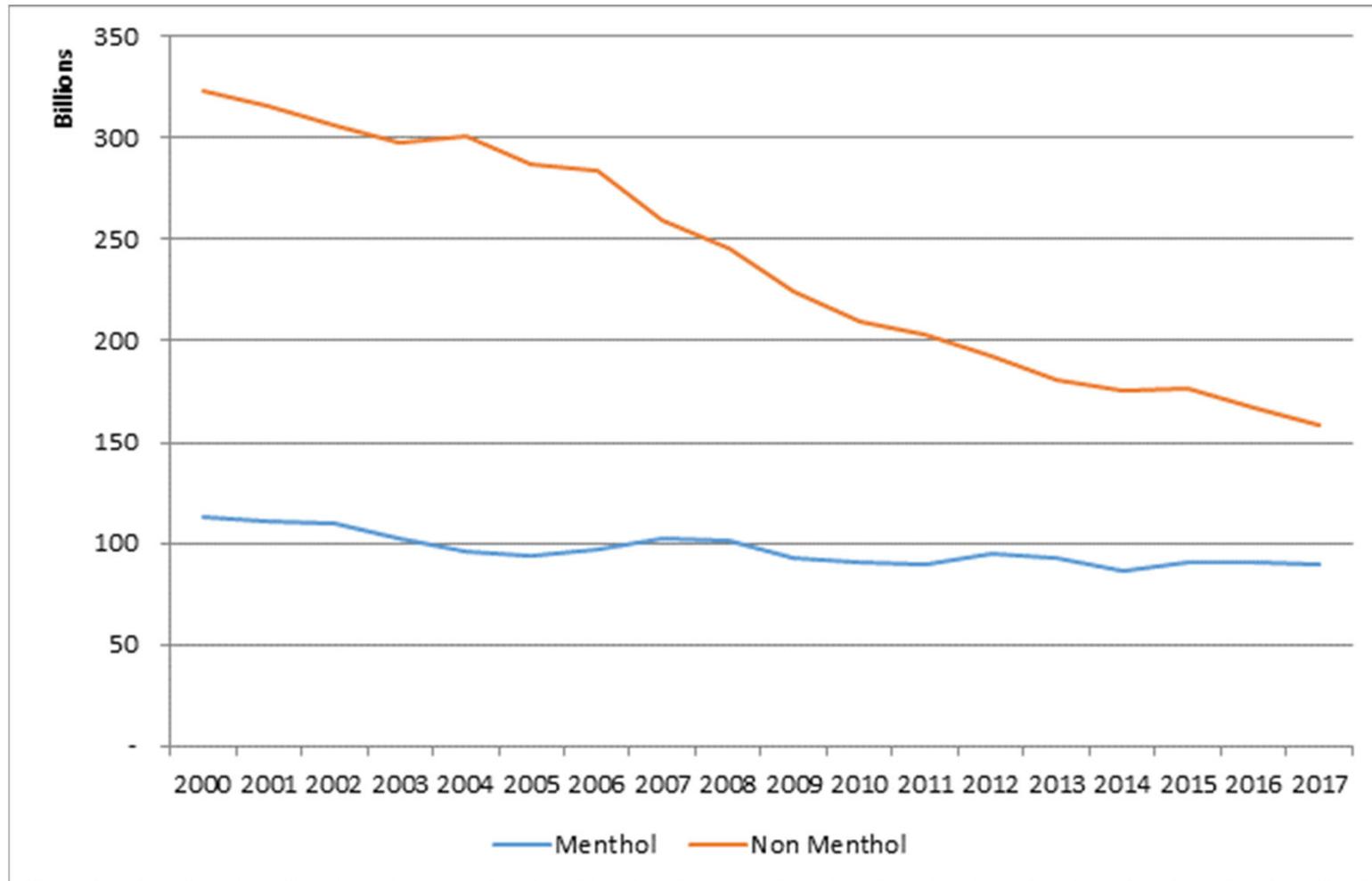


Prevalence of current smoking among adults in the US, 1965-2018



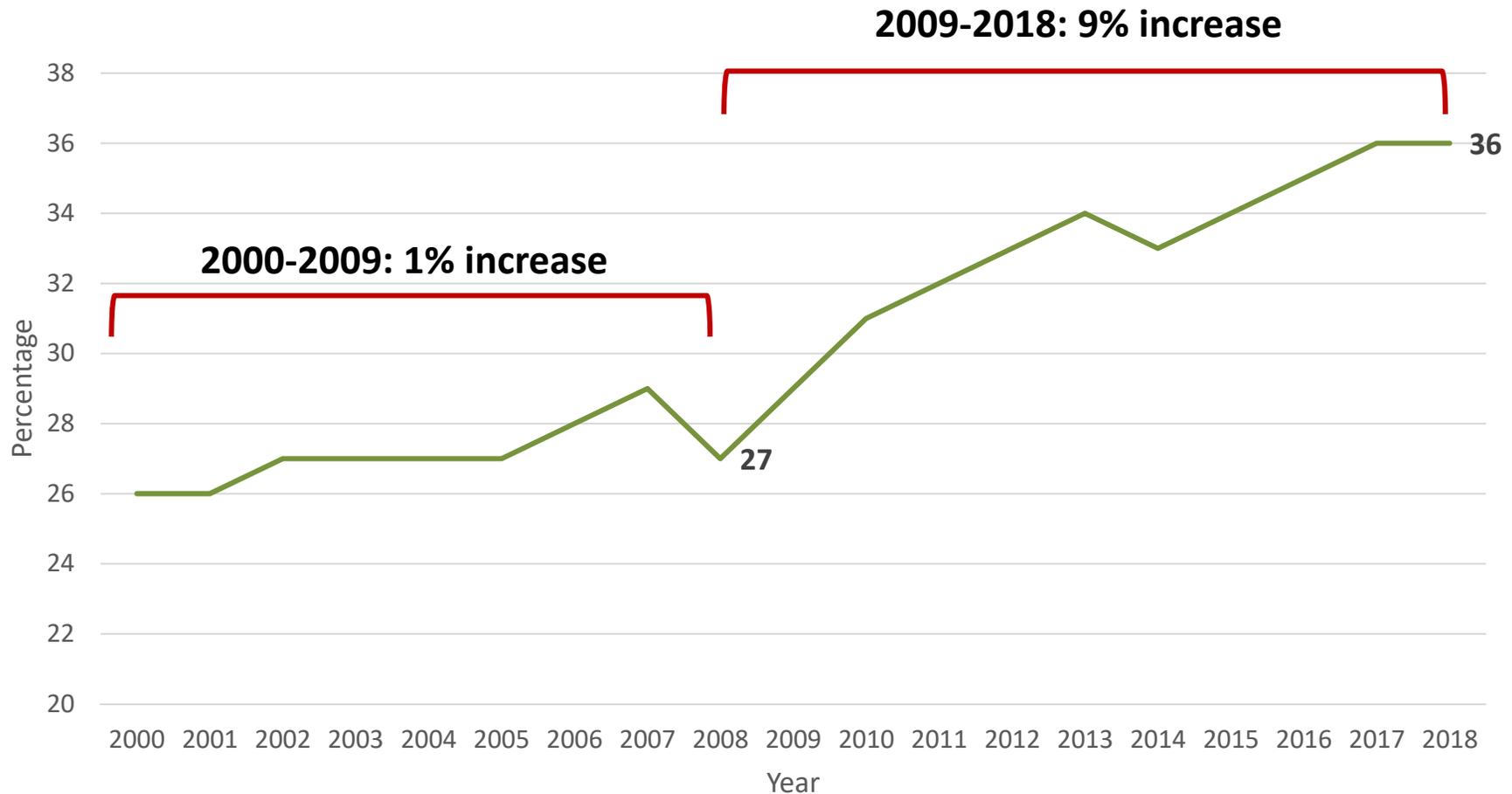
Current smoking prevalence among all U.S. Adults, 2018: 13.8%

Cigarette consumption in the U.S.



Based on Delnevo CD, et al. *Tob Control*. 2014;23(e2):e154-155.

Menthol cigarette market share



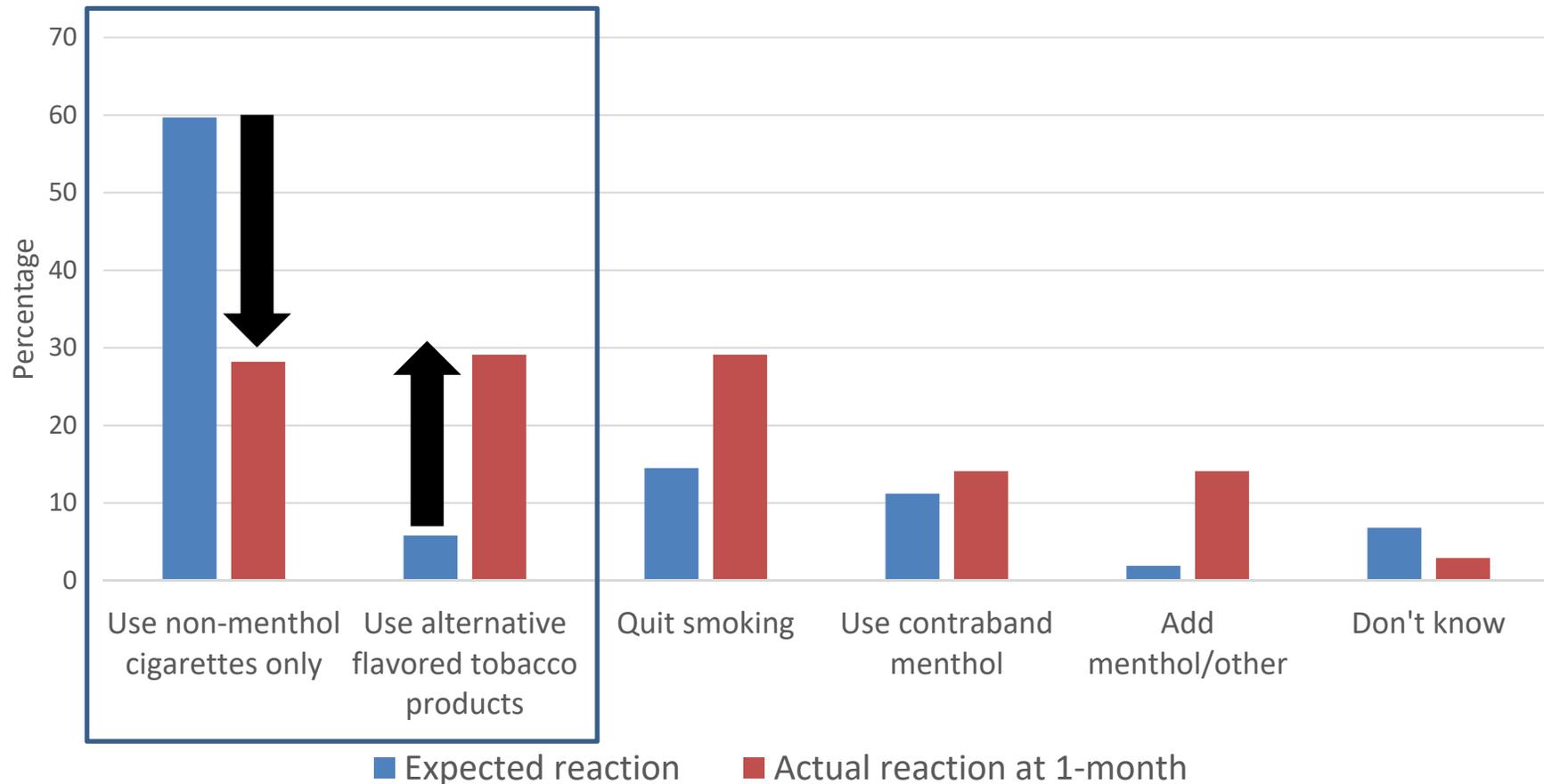
<https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2018-smokeless-tobacco-report-2018/p114508cigarettereport2018.pdf>

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)



Chaiton M, et al. *JAMA Intern Med.* 2018;178(5):710-711.

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

Example: Clove cigarettes → Clove cigars

Table 2 Tobacco imports to the USA from Indonesia, 2006–2012

	Dollar value (in thousands)			Sticks of tobacco (in thousands)		
	Cigars	Clove cigarettes	Total	Cigars	Clove cigarettes	Total
2006	154	12 271	12 425	6003	456 532	462 535
2007	68	12 897	12 964	2534	436 073	438 607
2008	74	15 579	15 652	2448	532 963	535 411
2009	3450	8679	12 129	186 006	284 234	470 240
2010	12 761	0	12 761	656 680	0	656 680
2011	10 739	0	10 739	508 600	0	508 980
2012	13 410	0	13 410	626 417	0	626 417

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PROFIT FROM HIGH-MARGIN SPECIALTY TOBACCO

Delnevo CD, Hrywna M. *Tob Control*.
2015;24(e4):e246-250.

Example: Flavored cigars



CIGARETTE



LITTLE CIGAR



CIGARILLO (TIPPED)



CIGARILLO

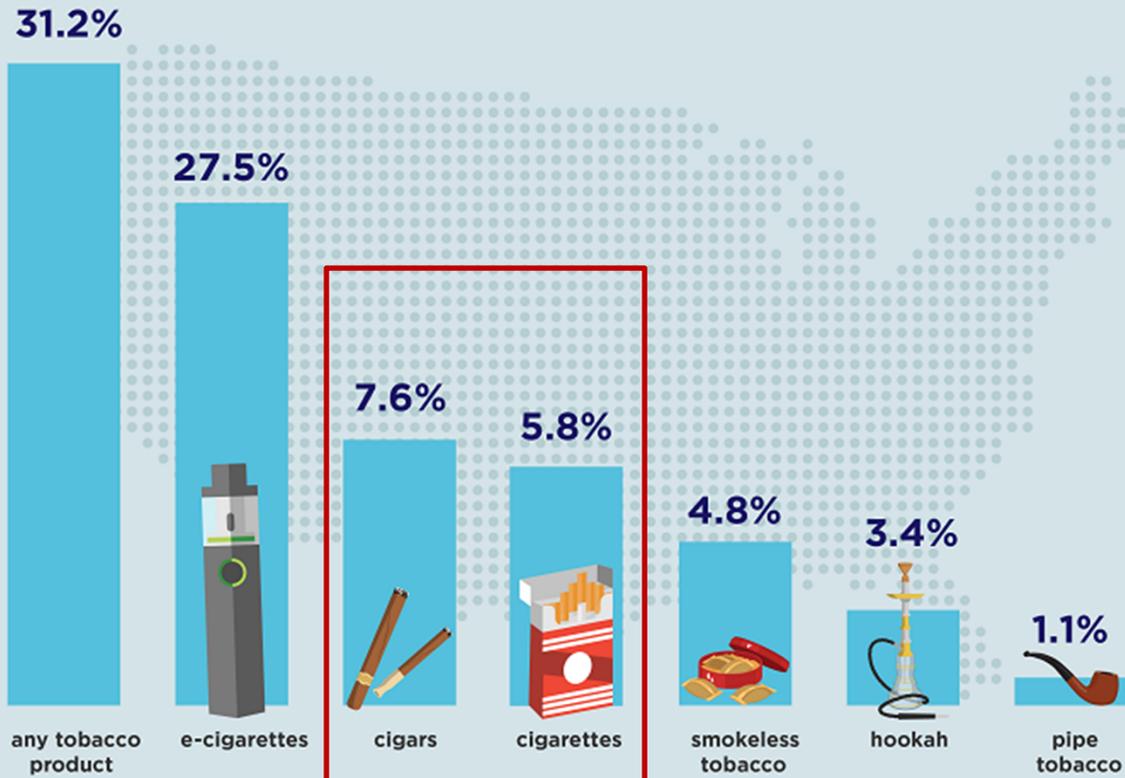


CIGAR





TOBACCO PRODUCT USE AMONG HIGH SCHOOL STUDENTS

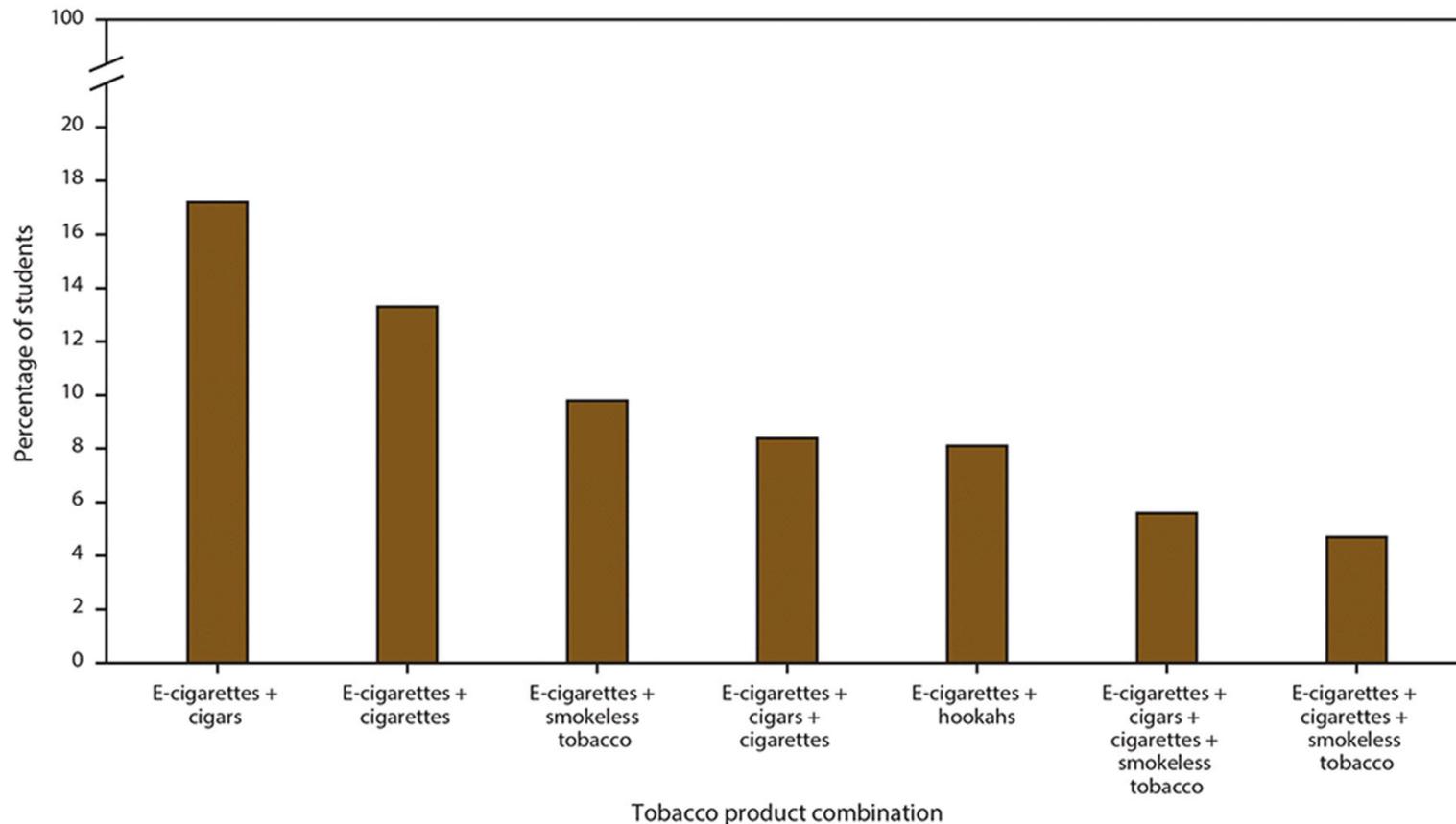


Learn more at bit.ly/NYTS-2019

Source: National Youth Tobacco Survey, 2019



E-cigarettes are not used alone!



https://www.cdc.gov/tobacco/data_statistics/mmwrs/byyear/2019/ss6812a1/index.html

Flavors are not used alone!

Table 3. Flavored e-cigarette use in past month among adolescents, young adults, and adults, by flavor type, weighted Population Assessment for Tobacco and Health (PATH) Study, United States, 2014-2015^{a,b}

Flavored E-Cigarette Use	Past-Month Adolescent (Aged 12-17) E-Cigarette Users (n = 414), % (95 CI)	Past-Month Young Adult (Aged 17-24) E-Cigarette Users (n = 961), % (95 CI)	Past-Month Older Adult (Aged ≥25) E-Cigarette Users (n = 1711), % (95 CI)
Flavor used			
Alcohol, candy/sweets, chocolate, clove/spice, fruit, or mint/menthol only	61.1 (56.0-66.2)	66.7 (63.9-69.5)	52.3 (50.2-54.3)
Tobacco or other flavor only	16.1 (13.3-18.9)	15.5 (14.1-16.8)	37.9 (36.3-39.5)
Both (1) alcohol, candy/sweets, chocolate, clove/spice, fruit, or mint/menthol and (2) tobacco or other flavor	13.1 (10.9-15.3)	12.4 (10.4-14.5)	8.2 (7.3-9.0)
Do not know	9.7 (7.8-11.7)	5.4 (4.1-6.7)	1.7 (1.3-2.1)
Single vs multiple flavor types used concurrently			
Single	57.1 (53.7-60.4)	57.0 (54.5-59.4)	76.3 (74.7-77.7)
Multiple	42.9 (39.6-46.3)	43.0 (40.6-45.5)	23.7 (22.3-25.3)

43% of youth and young adult e-cigarette users report multiple flavor types

Substitution of flavored/menthol products can reduce impact

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



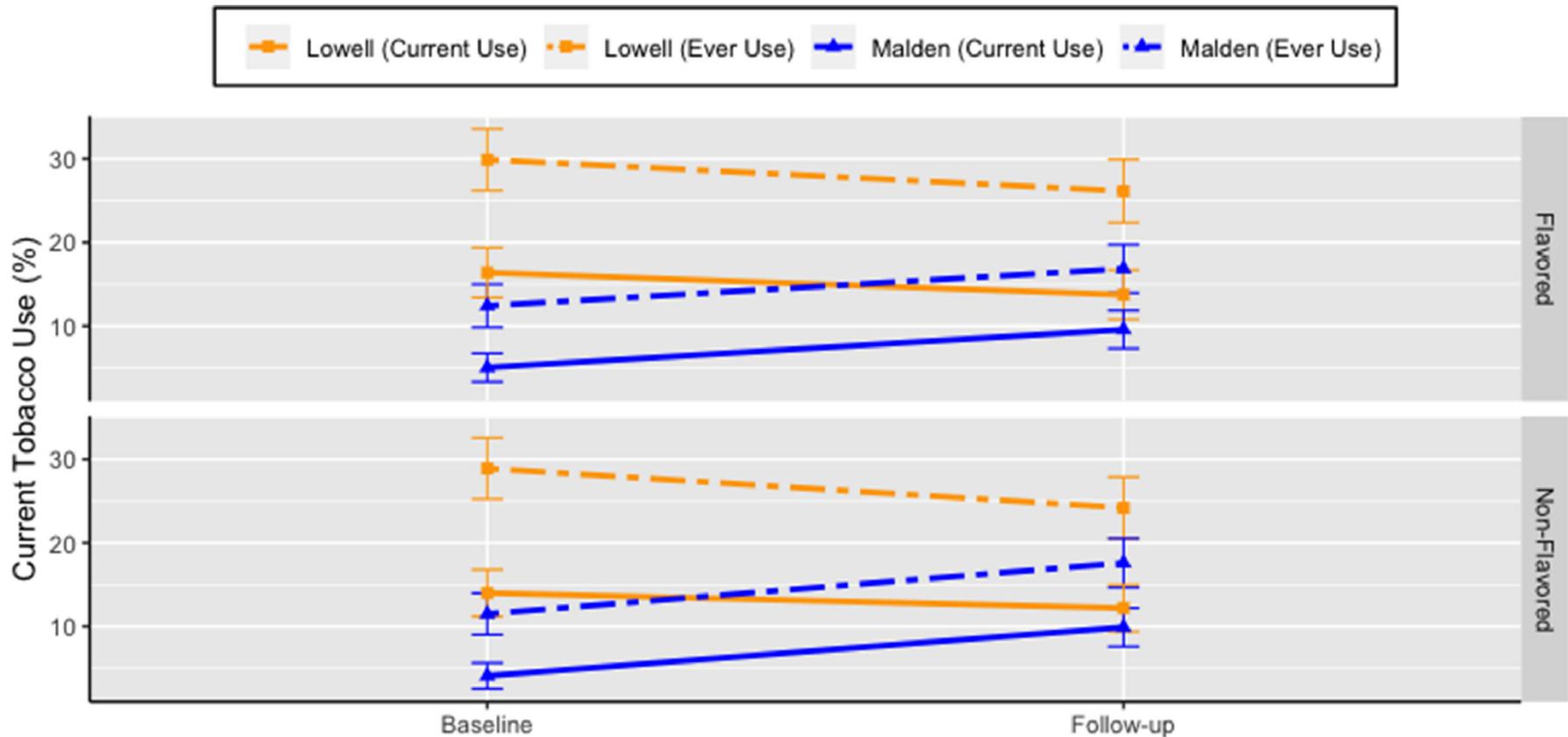
Greater use of menthol cigarettes, other flavored tobacco products

Menthol cigarette ban
(exempting other flavored tobacco products)



Greater use of other flavored tobacco products

Lowell, MA: Effect of flavored tobacco ban on youth tobacco use (2016)



Kingsley M, et al. *Am J Prev Med.* 2019;57(6):741-748.

Urgency for action continues to increase.

- Tobacco use remains a **major** public health problem in the U.S. and globally.
- Menthol cigarettes and flavored tobacco products are **slowing progress** in tobacco control.
- There is a **strong evidence** base to support legal and policy efforts to restrict or ban sales and marketing of menthol cigarettes and flavored tobacco products.



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