



Flavored Tobacco and Menthol Cigarettes Campaign

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Agenda

- Campaign background and intervention activities
- Current policies
- Data sources
- Evaluation activities
 - Ongoing Surveillance
 - Planned Campaign Evaluation
- Challenges
- Other CTCP activities relating to the Flavors Campaign



**THIS IS NOT
APPLE JUICE.**

it's flavored tobacco.

FlavorsHookKids.org

Background

Goals

- Decrease the availability of flavored tobacco products and menthol cigarettes
- Prevent initiation of tobacco product use among vulnerable populations

Strategies

- 1) **Educate and inform** stakeholders and decision makers about evidence-based policies and programs to prevent initiation of tobacco use (Years 1-2)
- 2) **Support, track, and evaluate** flavored tobacco product bans and other product sales restrictions (Years 3-4)

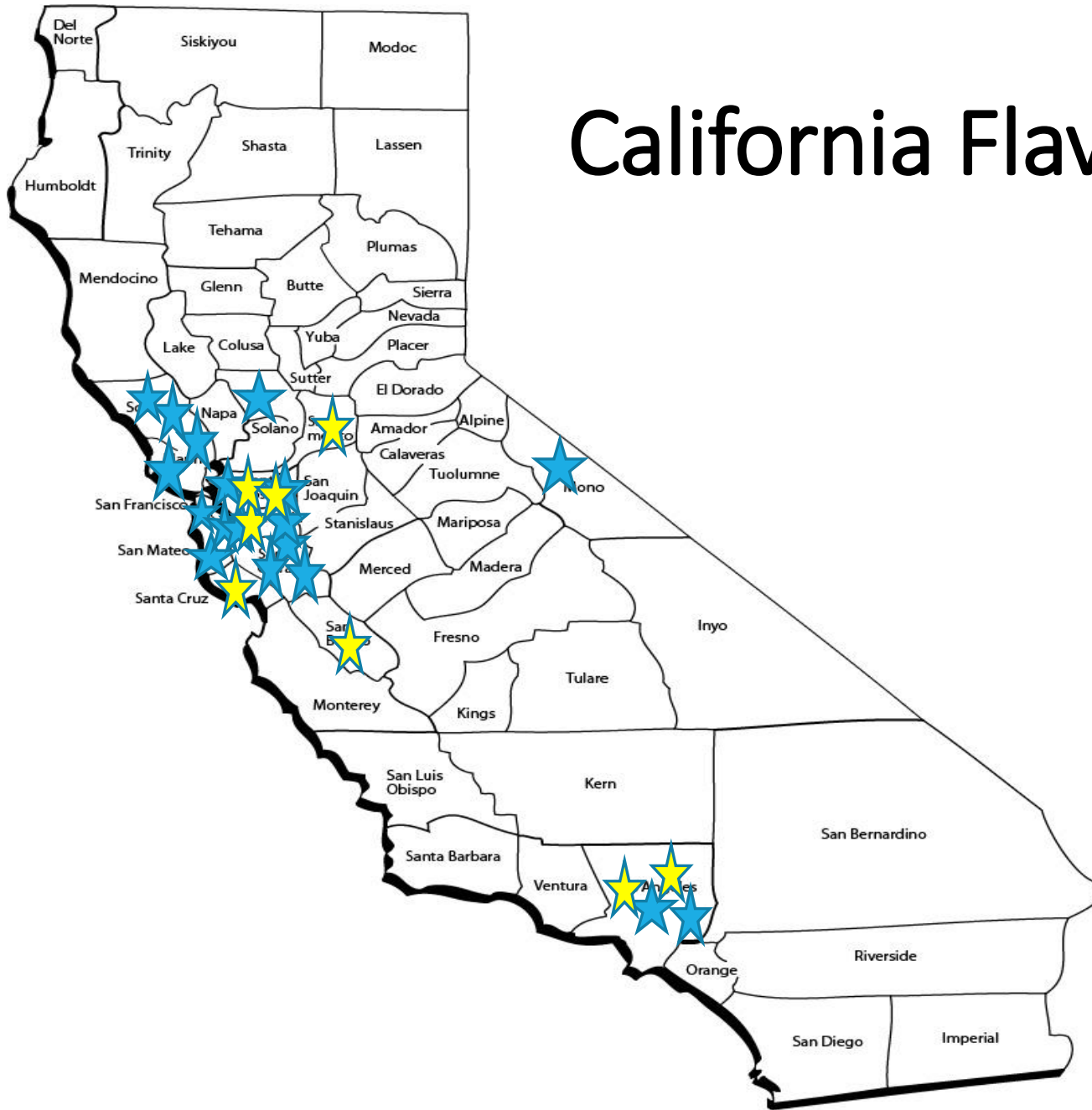




Interventions and Activities

Education	Policy	Evaluation
Factsheets	Regional Trainings	Policy Strength Evaluation Rubric
Infographics	Monthly Workgroup	Statewide Surveillance Surveys
Media Campaigns	Best Practices Guide to Policy Adoption	Multi-Component Impact Evaluation Study
Spokesperson Campaigns	Model Ordinance and Resolution	
Menthol Summit	Policy Tracking System	

California Flavored Tobacco Policies



New Proposed Policies

- The City of Beverly Hills
- The City of Richmond
- The City of Alameda
- The City of Santa Cruz
- The City of Sacramento
- The City of Pasadena
- The City of San Pablo
- The City of Hollister

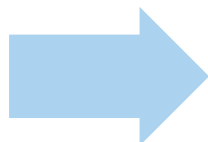


Ongoing Surveillance

CA Statewide Surveillance and In-Store Survey Data Sources

Short-term Outcomes

- **Indicators**
 - ↑ public knowledge about flavored tobacco products
 - ↑ public awareness about tobacco industry's marketing tactics
- **Data Sources**
 - California Behavioral Risk Factor Surveillance Survey (BRFSS)
 - Online California Adult Tobacco Survey (CATS)



Intermediate Outcomes

- **Indicators**
 - ↑ local policies that regulate and restrict the sale of flavored tobacco products
 - ↑ jurisdictions with policies restricting the sale of flavored tobacco products
 - ↓ sale of flavored and menthol tobacco products
- **Data Sources**
 - Policy Evaluation Tracking System (PETS)
 - Healthy Stores for Healthy Community (HSHC)

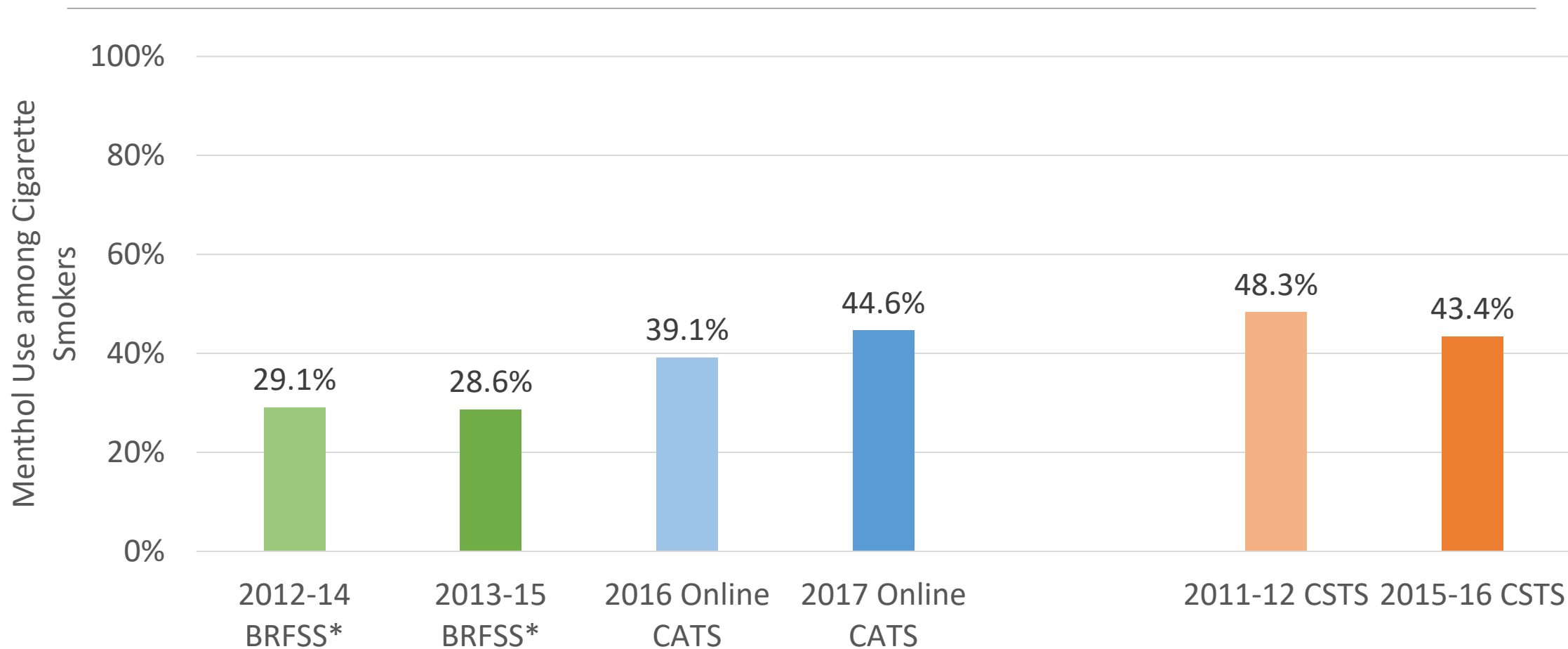


Long-term Outcomes

- **Indicators**
 - ↓ prevalence and consumption of flavored tobacco products
- **Data Sources**
 - California Behavioral Risk Factor Surveillance Survey (BRFSS)
 - Online California Adult Tobacco Survey (CATS)
 - California Student Tobacco Survey (CSTS)



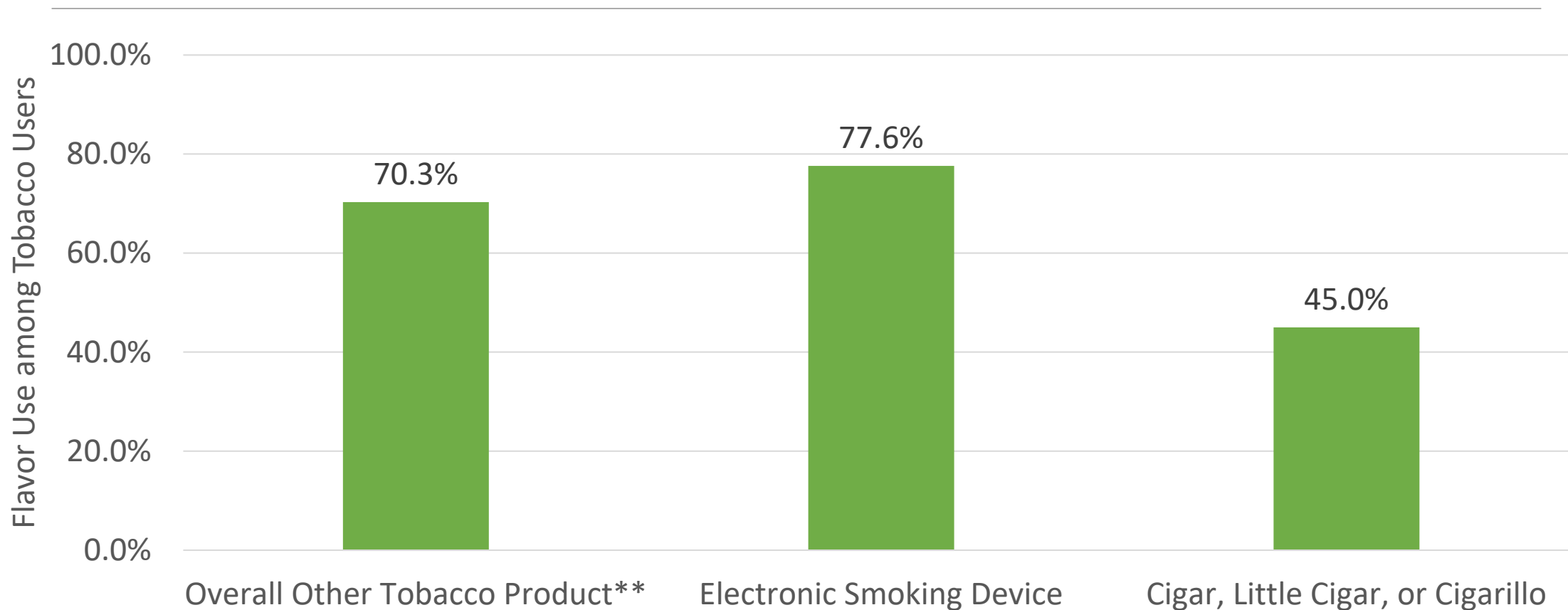
30 Day Menthol Cigarette Use among CA Cigarette Smokers



*Data are from the California Behavioral Risk Factor Surveillance Study



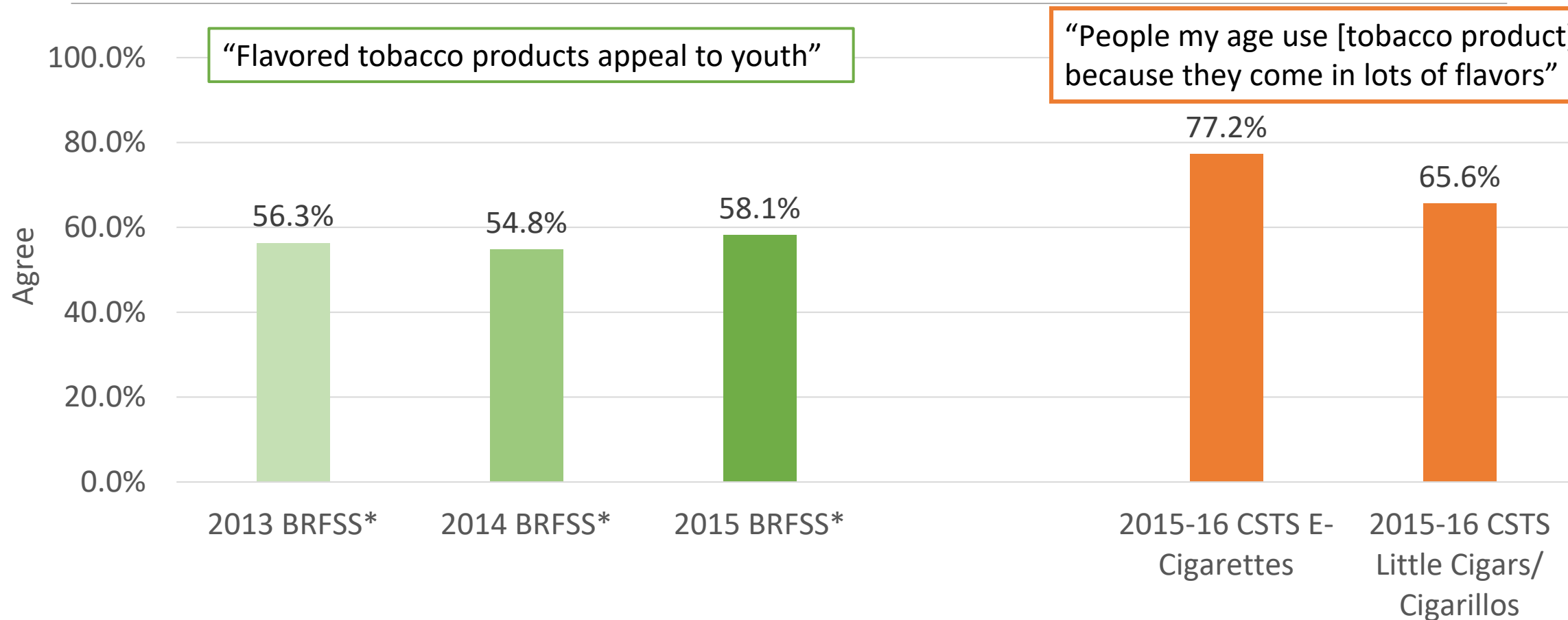
Flavored Tobacco Use among CA Tobacco Users, 2013-15 BRFSS*



*Data are from the California Behavioral Risk Factor Surveillance Study

**Other Tobacco Product category includes: electronic smoking devices, cigars, little cigars, cigarillos, snus, and hookah)

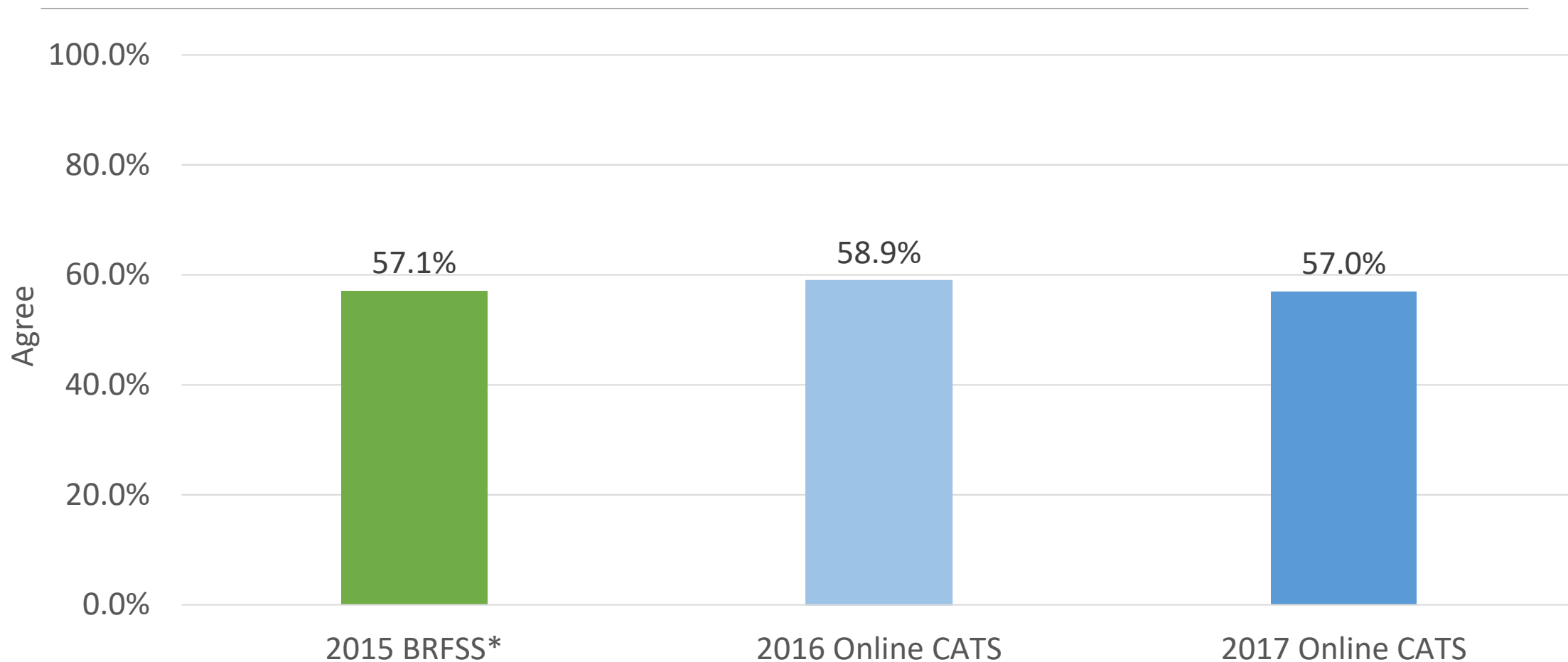
Flavored Tobacco Opinions



*Data are from the California Behavioral Risk Factor Surveillance Study



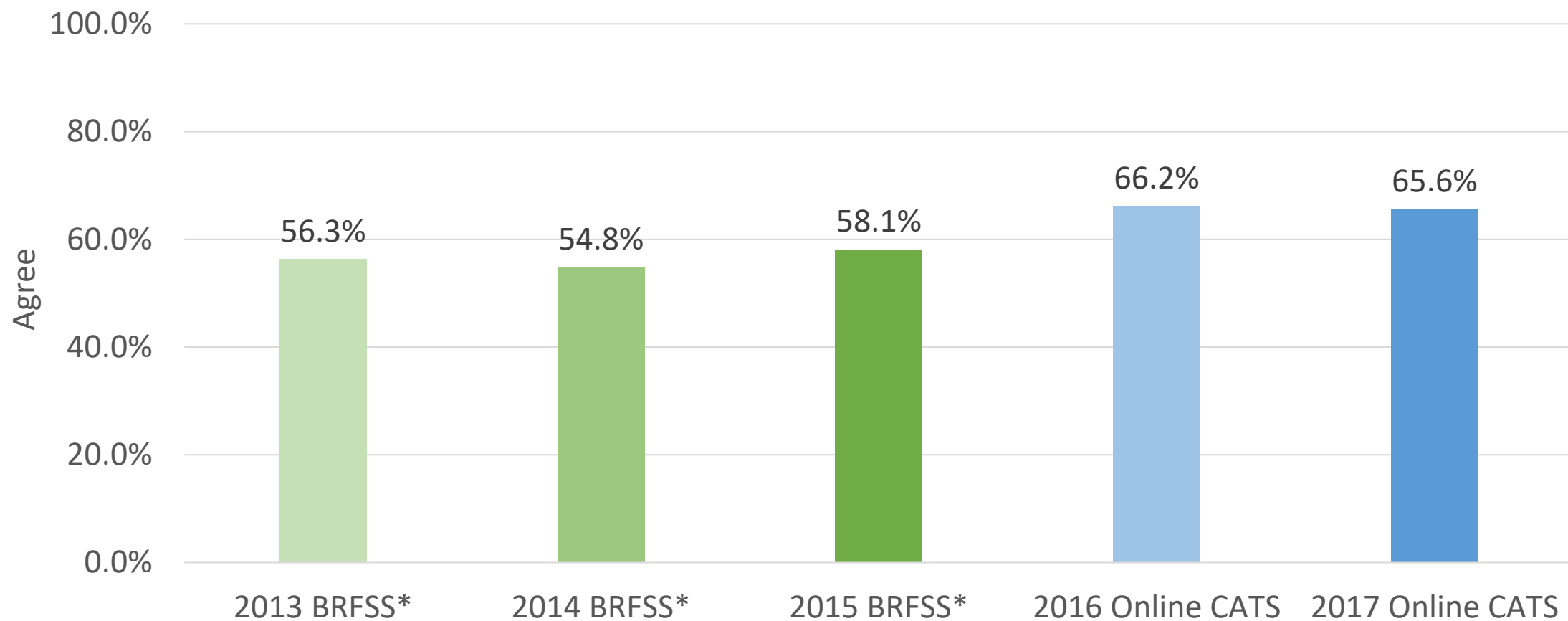
“The sale of menthol cigarettes should not be allowed”



*Data are from the California Behavioral Risk Factor Surveillance Study



“Flavored tobacco products should not be allowed”

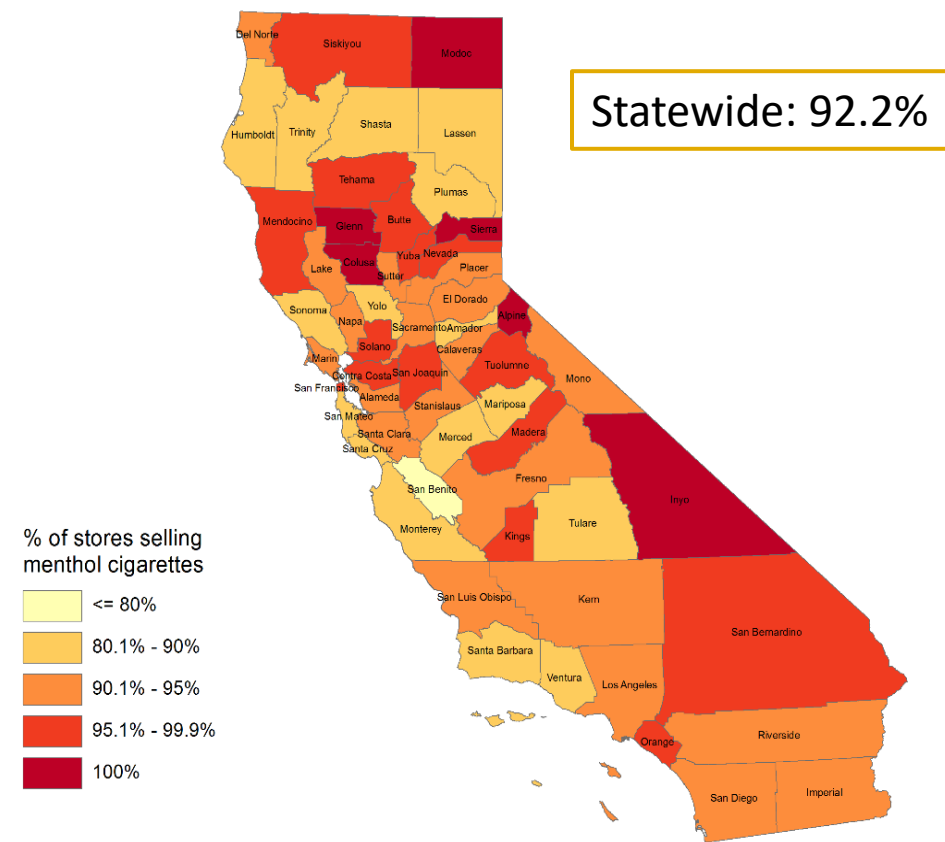
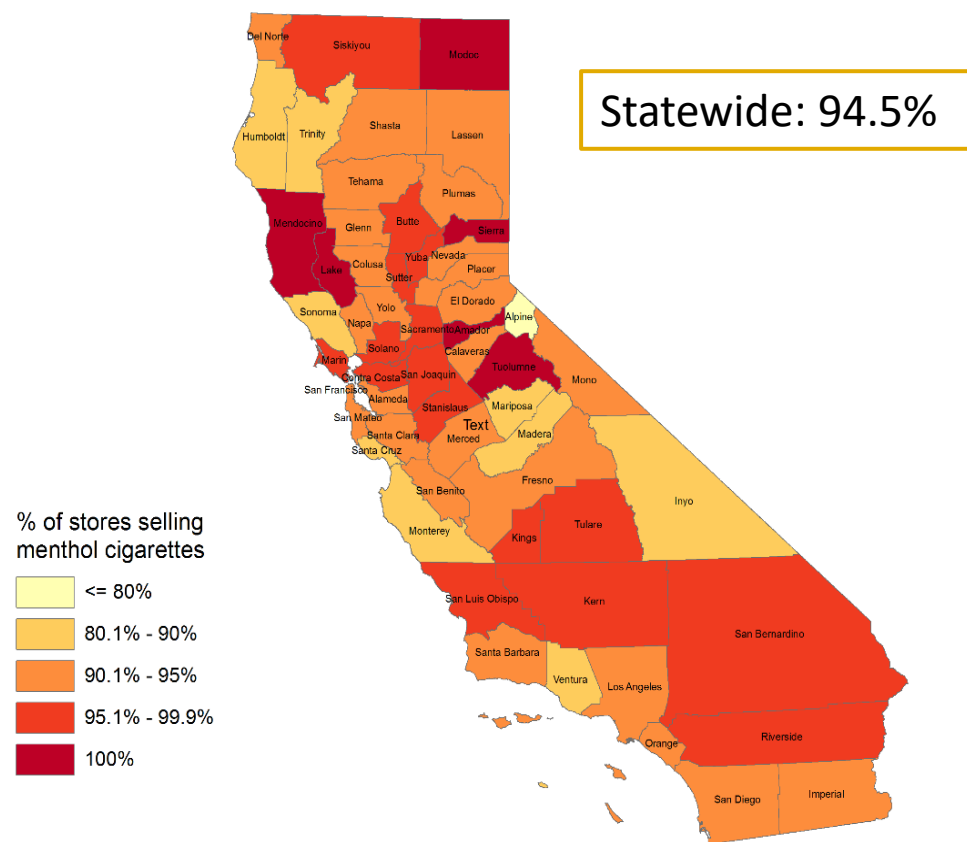


*Data are from the California Behavioral Risk Factor Surveillance Study

Retail Availability of Menthol Cigarettes - HSHC

Percent of tobacco retailers selling menthol cigarettes in California, 2013

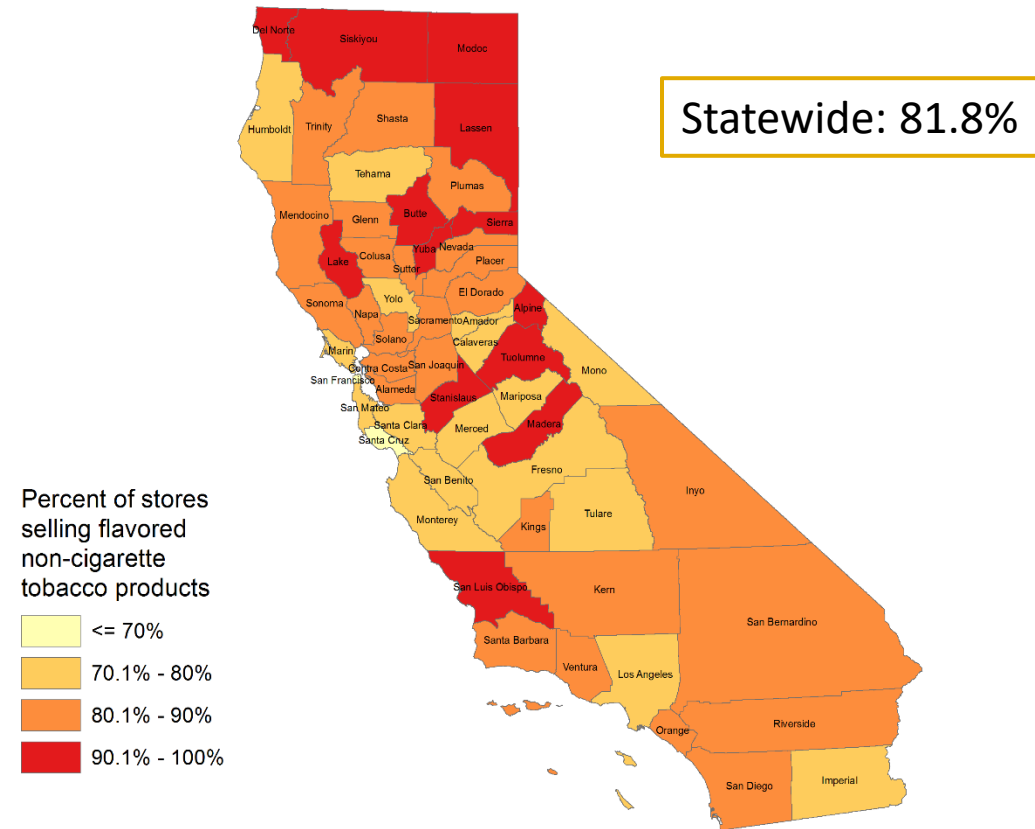
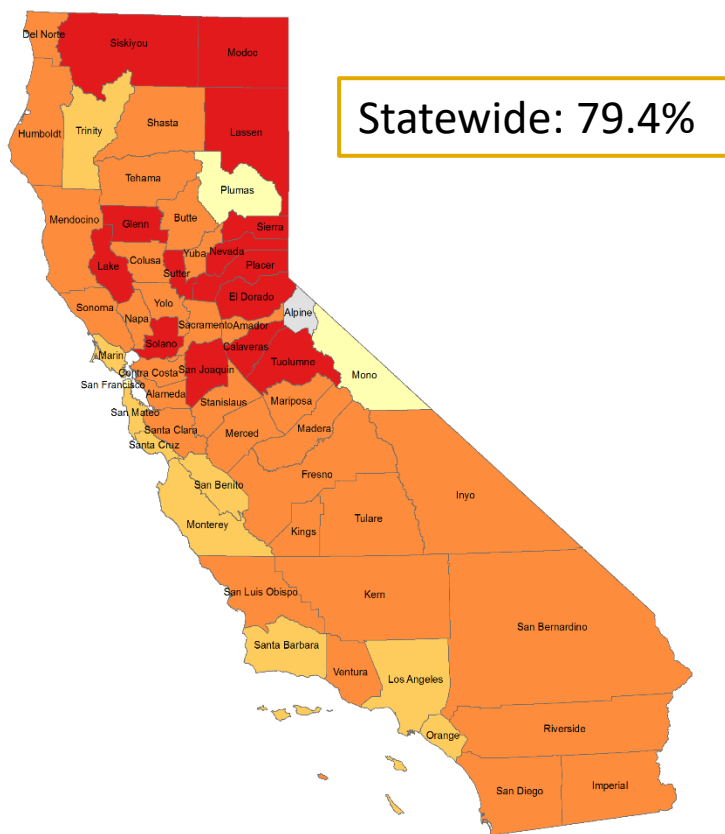
Percent of tobacco retailers selling menthol cigarettes in California, 2016



Retail Availability of Flavored Tobacco - HSHC

Percent of tobacco retailers selling flavored tobacco in California, 2013

Percent of tobacco retailers selling flavored tobacco in California, 2016





Surveillance Summary



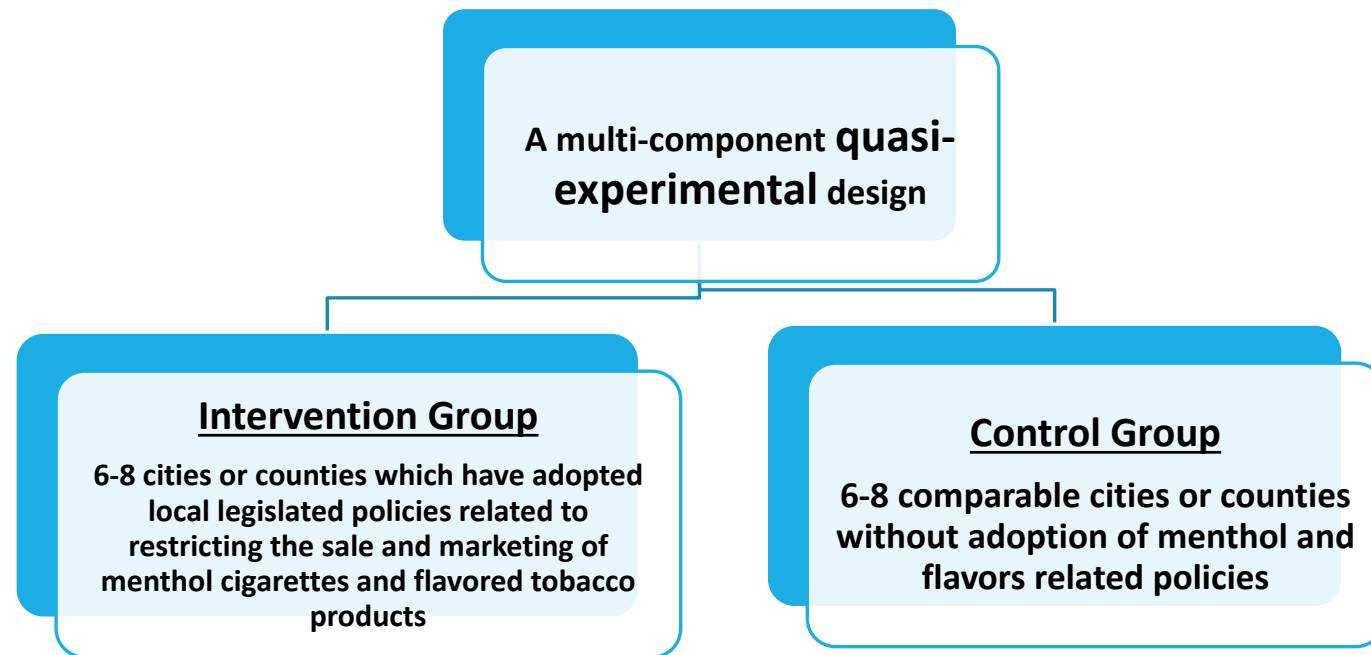
- Between 30-40% of CA adult and youth cigarette smokers are using menthol cigarettes
- 70% of CA tobacco users of non-cigarette tobacco products are using flavored products
- Over half of CA adults and 2/3 of CA high school students agree that flavored tobacco products are appealing to youth
- Over half of CA adults agree that menthol cigarettes and flavored tobacco products should not be sold
- Retail availability has remained high for both menthol cigarettes (> 90% of retailers) and flavored tobacco products (> 80% of retailers) in CA



Planned Campaign Evaluation

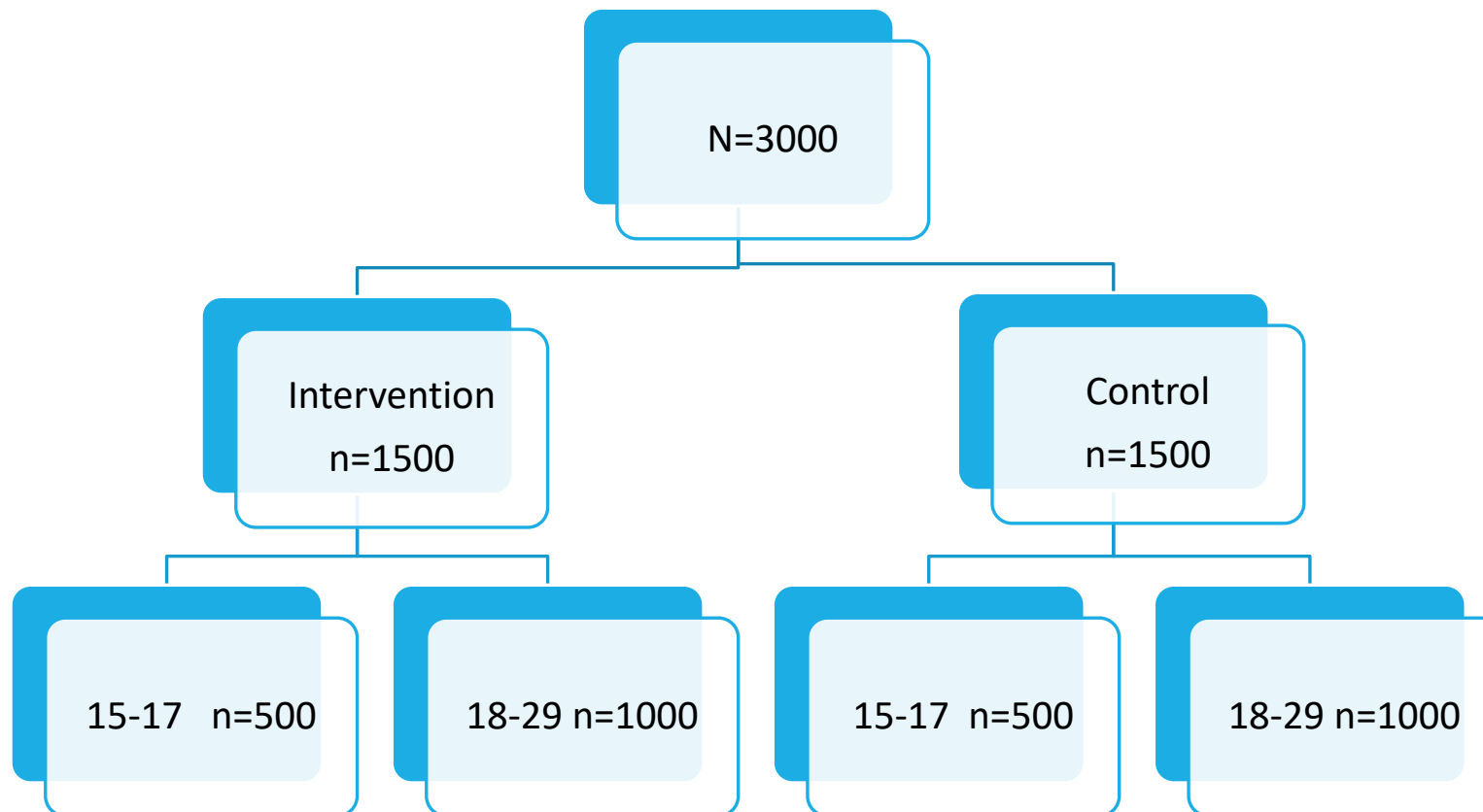
Flavors Campaign Evaluation Study

Objective: Assess the effectiveness and impacts of policies on restriction of menthol cigarettes and flavored tobacco products



Evaluation Study – Component 1

Online Youth and Young Adult Survey (age 15-29)



Evaluation Study – Component 1

Data collection:

- Online survey instrument will measure:

Current Use

- Cigarettes
- Other tobacco products
- Menthol cigarettes
- Flavored tobacco products

Attitudes

- Towards products
- Towards policies

Availability

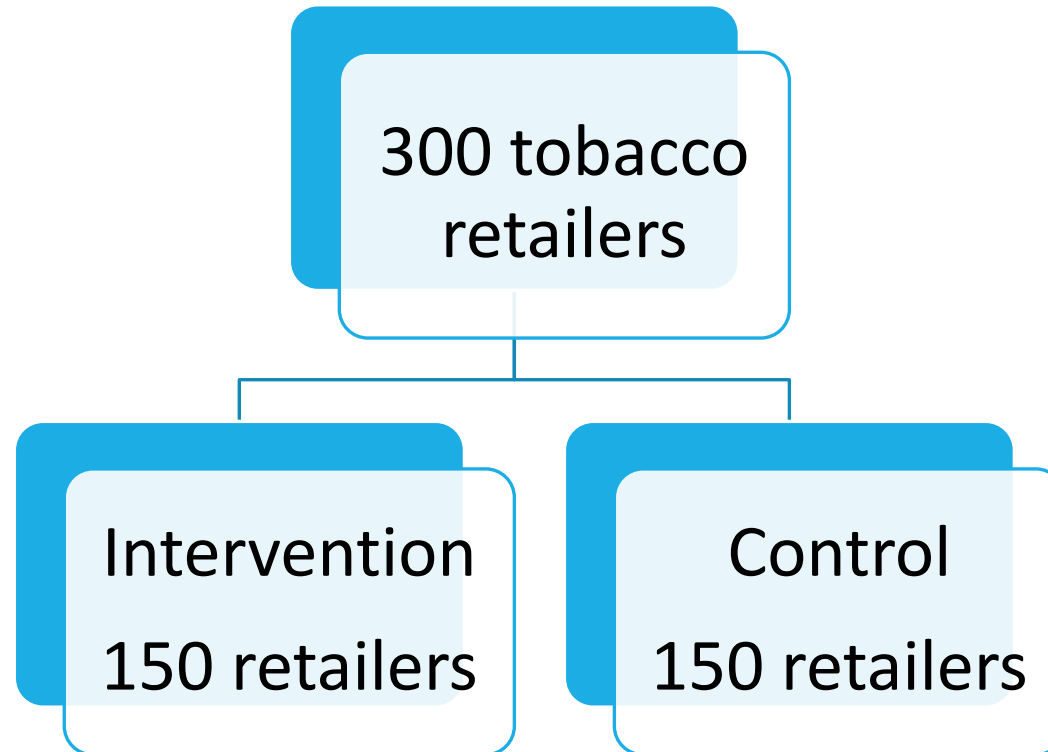
- Products in stores
- Promotion of products in stores

Data analysis:

- Compare outcomes between intervention group and control group
- Assess impacts of flavored restriction policies and the quality of policies on outcomes

Evaluation Study – Component 2

Retail Store Observational Survey

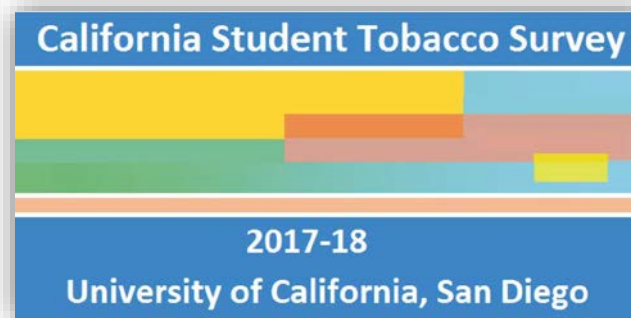
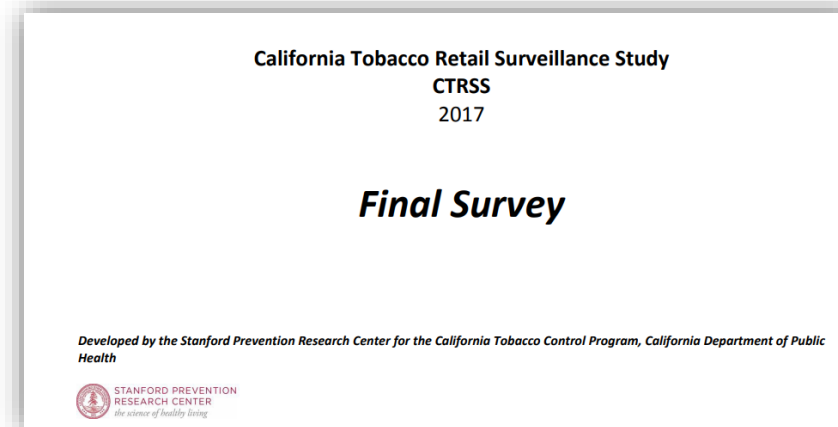


Challenges

- Retail sampling decisions
- Rating different policy types
- San Francisco Referendum
- Geographic distribution of policy locations
- Lack of flavors use data for youth



Other CTCP Flavors Work



Unique flavor descriptors (n=251) for cigar products in Nielsen scanner data: CA 2012-2017

AMARETTO	CANDELA
ANISETTE	CANDY APPLE
APPLE	CARAMEL
APPLE BLITZ	CARRIBEAN PEACH RUM
APPLE MARTINI	CHAMPAGNE
ARCTIC ICE	CHERRY
ARTIC ICE ICY MINT	CHERRY CLOVE
ASSORTED FLAVOR	CHERRY DYNAMITE
ATOMIC FUSION FIRE	CHERRY RUSH
BA BOOM	CHERRY VANILLA
BANANA	CHICKEN AND WAFFLES
BANANA SMASH	CHOCOLATE
BANANA SPLIT	CHOCOLATE MINT
BANANA STRAWBERRY	CHOCOLATE MOCHA
BEE BERRY	CINNAMON
BERRIES	CITRUS KRUSH
BERRY	CLOVE
BERRY FUSION BURST	CLOVE ULTRA MENTHOL



Summary



- Estimated use, opinions, and availability of menthol/flavored products remains similar to previous years in surveillance data, but may change as additional policies are adopted
- Over half of Californian adults support the regulation of flavored tobacco and menthol cigarettes
- Despite opposition, municipalities continue to pass local ordinances regulating the sale of flavored tobacco products
- Planned evaluation study will target key locations and better assess the impact of menthol and flavor policies
- CTCP's evaluation of the Flavored Tobacco and Menthol Cigarette campaign is strengthened by ongoing surveillance, media, and education activities



Acknowledgments



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Questions?

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