Welcome!

Menthol Survey Items, Inventory, and Application to Tobacco Control Programs

Thursday, September 29, 2022
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Agenda:

- Rebecca Murphy-Hoefer, PhD, MPH, CDC
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- Laura Breithaupt, MPH, CDC
  - Evaluation Fellow, OSH Health Communications Branch
- Rebecca Williams, DrPH, MPH
  - Chief, Evaluation and Surveillance, California Tobacco Control Program
- Joanne D'Silva, PhD
  - Independent Consultant
Types of Menthol Measures

1. Prevalence of use among youth and adults
2. Policy support
3. Tobacco industry knowledge
4. Retail availability
5. Local flavors policies with menthol exemptions
Surveys

1. California Youth Tobacco Survey and Teens, Nicotine, and Tobacco Project
2. California Adult Tobacco Survey
3. Media Campaign Evaluation Survey
4. California Tobacco Retail Surveillance Study
5. Policy Evaluation Tracking System
# Use of Menthol Tobacco Products - Youth

<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
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<tbody>
<tr>
<td>Which flavor of (tobacco product) do you smoke MOST often?</td>
<td>1. Unflavored&lt;br&gt;2. Tobacco-flavored*&lt;br&gt;3. Menthol&lt;br&gt;4. Mint&lt;br&gt;5. Cooling, ice, or frosty&lt;br&gt;6. Clove or spice&lt;br&gt;7. Fruit&lt;br&gt;8. An alcoholic drink (such as wine, cognac, margarita, or other cocktails)&lt;br&gt;9. A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)&lt;br&gt;10. Candy, chocolate, desserts, or other sweets&lt;br&gt;11. Some other flavoring</td>
</tr>
<tr>
<td>Which flavor do you vape the MOST often?</td>
<td></td>
</tr>
<tr>
<td>Menthol cigarettes are cigarettes that taste like mint. Common brands include Newport, Salem, and Kool. Were any of the cigarettes you smoked in the last 30 days flavored, such as menthol?</td>
<td>1. Yes&lt;br&gt;2. No</td>
</tr>
<tr>
<td>Question</td>
<td>Response Options</td>
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<tr>
<td>------------------------------------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>How much do you like the following flavors for vapes? -Icy, Frost, Menthol</td>
<td>1. Strongly Dislike</td>
</tr>
<tr>
<td></td>
<td>2. Somewhat Dislike</td>
</tr>
<tr>
<td></td>
<td>3. Somewhat like</td>
</tr>
<tr>
<td></td>
<td>4. Strongly Like</td>
</tr>
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</table>
### Use of Menthol Tobacco Products- Adult

<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
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</thead>
</table>
| Are the cigarettes you usually smoke menthol-flavored?                  | 1. Yes  
|                                                                         | 2. No                                                                              |
| Menthol cigarettes are cigarettes that taste like mint. During the past 30 days, were any of the cigarettes you smoked menthol flavored? | 1. Tobacco-flavored  
|                                                                         | 2. Menthol  
|                                                                         | 3. Mint  
|                                                                         | 4. Fruit  
|                                                                         | 5. Candy or sweet  
|                                                                         | 6. Alcohol or liquor  
|                                                                         | 7. Some other flavor (please specify)  
|                                                                         | 8. Unflavored  
| During the past 30 days, were any of the loose tobacco used for roll-your-own tobacco cigarette menthol flavored? | 1. Tobacco-flavored  
|                                                                         | 2. Menthol  
|                                                                         | 3. Mint  
|                                                                         | 4. Fruit  
|                                                                         | 5. Candy or sweet  
|                                                                         | 6. Alcohol or liquor  
|                                                                         | 7. Some other flavor (please specify)  
|                                                                         | 8. Unflavored  
|                                                                         | 9. Don’t know or don’t remember  
| Which flavors of e-cigarettes or other electronic vaping products have you used in the past 30 days? (Please check all that apply) | 1. Tobacco-flavored  
|                                                                         | 2. Menthol  
|                                                                         | 3. Mint  
|                                                                         | 4. Fruit  
|                                                                         | 5. Candy or sweet  
|                                                                         | 6. Alcohol or liquor  
|                                                                         | 7. Some other flavor (please specify)  
|                                                                         | 8. Unflavored  
|                                                                         | 9. Don’t know or don’t remember  
| When you first used an e-cigarette or other electronic vaping product, which flavor did you use? | 1. Tobacco-flavored  
|                                                                         | 2. Menthol  
|                                                                         | 3. Mint  
|                                                                         | 4. Fruit  
|                                                                         | 5. Candy or sweet  
|                                                                         | 6. Alcohol or liquor  
|                                                                         | 7. Some other flavor (please specify)  
|                                                                         | 8. Unflavored  
|                                                                         | 9. Don’t know or don’t remember  

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<tr>
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</table>
| Do you think cigarettes flavored like menthol or mint are less harmful, no different, or more harmful than regular cigarettes? | 1. Less harmful  
2. No different  
3. More harmful |
| Do you think cigarettes flavored like menthol or mint are easier to smoke, about the same, or harder to smoke than regular cigarettes? | 1. Easier to smoke  
2. About the same  
3. Harder to smoke |
| Menthol cigarettes taste like mint. The sale of menthol cigarettes should end. | 1. I strongly agree  
2. I agree  
3. I disagree  
4. I strongly disagree |
<table>
<thead>
<tr>
<th>Question</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Do you consider menthol a tobacco flavor?</td>
<td>1. Yes</td>
</tr>
<tr>
<td></td>
<td>2. No</td>
</tr>
<tr>
<td>Eliminating the sale of menthol cigarettes will help smokers quit.</td>
<td>1. Strongly agree</td>
</tr>
<tr>
<td></td>
<td>2. Agree</td>
</tr>
<tr>
<td></td>
<td>3. Disagree</td>
</tr>
<tr>
<td></td>
<td>4. Strongly disagree</td>
</tr>
<tr>
<td>The sale of menthol cigarettes should not be allowed</td>
<td></td>
</tr>
<tr>
<td>It is ok for the tobacco industry to market menthol flavored</td>
<td></td>
</tr>
<tr>
<td>tobacco products mainly to African American/Black populations</td>
<td></td>
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</table>
## Retail Observational Survey

<table>
<thead>
<tr>
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</table>
| Menthol cigarettes sold? (e.g., Newport, Marlboro Menthol, Camel Crush) | 1. Yes  
2. No  
3. Can’t determine |
| **Menthol** cigarettes **advertised** inside store?                     |                                 |
| **Menthol** cigarettes **discounted** inside store?                     |                                 |
| Explicit flavors of *(tobacco product)* sold? Menthol/mint (e.g., spearmint, wintergreen, peppermint) |  
- Little filtered cigar  
- Chew, dip, snus  
- Nicotine pouch  
- Cigarillos  
- Nicotine vapes  
- Shisha  
- Nicotine lozenges, tablets or gum (not approved for cessation)  
- Roll your own |
<table>
<thead>
<tr>
<th><strong>Rubric Question</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the policy end the sale of ALL menthol-flavored tobacco leaf products (including but not limited to cigarettes, all cigar forms, snuff, chew, snus, heated products, shisha/hookah) in ALL venues/locations, with no exemptions?</td>
<td></td>
</tr>
<tr>
<td>Does the policy end the sale of menthol flavored (cigarettes/flavored noncombustible Tobacco Leaf Products/Premium Tobacco Leaf Products/cigarillos/small cigars)?</td>
<td></td>
</tr>
<tr>
<td>Does policy end sale of ALL flavors of vaped products (including but not limited to electronic smoking devices, hookah pens, e-liquids, etc.) in ALL venues/locations, with no exemptions?</td>
<td></td>
</tr>
</tbody>
</table>
**Use of Menthol Data**

**Surveillance** of use among demographic groups, by product type

**Factsheets** to display use among specific populations, such as the LBGTQ+ population

**Background in RFAs** for specific priority populations

**Local support** for policy and intervention work, such as identifying local flavors policies with menthol exemptions, as well as strength and population coverage of these policies

**Evaluate** the potential statewide flavored tobacco restriction policy and local flavored tobacco restriction policies, with the goal of ending the sale of menthol and other flavored products
Tell Your Story
Cessation Campaign
Started Jan 4, 2021
Quitting Menthol Cigarettes Featured

ATTEMPTS ARE A PART OF EVERY QUIT STORY

Flavors Hook Kids
Menthol Vape Creative

NICOTINE HIDES IN FLAVORS.

MENTHOL: EASY TO HIT, HARD TO QUIT.

FlavorsHookKids.org

TOBACCO SHOULDN'T TASTE LIKE BUBBLEGUM.

The tobacco industry makes products minty, fruity, and sweet to attract kids. Why? Because kids are easier to addict.

Protect kids at FlavorsHookKids.org

Warning to parents. Of all the flavored vapes tobacco companies sold last year, almost 40% were menthol.
CTCP launched new anti-menthol TV and print ads in January 2021.
Thank you

Rebecca.Williams@cdph.ca.gov
Utilizing Reach Ratios to Assess Menthol Cigarette Smoker Enrollment in Quitline Services

Joanne D’Silva, PhD, MPH
Independent Consultant
Acknowledgements

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- Randi Lachter, MPH
- Paula Keller, MPH
- Staff at Optum, QUITPLAN Services provider

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Introduction

- Increasing the reach of evidence-based cessation services is a long-standing public health priority.
- Reach ratios can gauge whether quitline services are reaching smoker subgroups.
- Previous research showed comparable quit outcomes between menthol & non-menthol smokers.
- MN localities passed menthol sales restrictions beginning in 2017
- Are quitline services reaching menthol smokers?

Methods

QUITPLAN Services enrollees between May 2017 – April 2018 (n=10,999)

Measures:

• Menthol status was determined by asking cigarette smokers: Do you usually smoke menthol cigarettes? (Yes/No)

• Demographics: age, sex, race, ethnicity, educational level

• Smoking-related: cigs per day, past 30–day e-cig use, and stage of readiness to quit

• Utilization characteristics: quitline coaching calls, NRT, e-mail, text messaging, and printed materials (quit guide)
### Methods

Reach ratios:

Relative comparison of the proportion of a subgroup in a quitline to the proportion of the same subgroup in the larger population of tobacco users.

<table>
<thead>
<tr>
<th>Reach Ratio = 1</th>
<th>Reach Ratio &lt; 1</th>
<th>Reach Ratio &gt; 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>subgroup is proportionately represented in cessation program population</td>
<td>subgroup is under-represented in cessation program population</td>
<td>subgroup is over-represented in cessation program population</td>
</tr>
</tbody>
</table>

Menthol smokers were more likely than non-menthol smokers to:

- Be **younger** (average age 40.6 vs 45.4 years)
- Be **female** (64.9% vs 58.4%)
- Be **Black or African American** (19.6% vs 2.2%)
- Live in an **urban** area (78.7% vs 70.9%)
- Smoke **fewer cigarettes** per day (13.4 vs 14.9 cigs)
- Report past 30-day **e-cig use** (15.3% vs 12.3%)
- Use **text messaging** services (68.6% vs 71.8%)
Results

Overall Reach: 2.1% (95% CI=1.8%, 2.6%)

Reach Ratio = \frac{\% \text{ of Program Enrollees who Smoke Menthol Cigarettes}}{\% \text{ of Smokers in MN who Use Menthol}} = \frac{30.7\%}{27.5\%} = 1.12

(95\% CI: 0.99, 1.25)

(2018 MN Adult Tobacco Survey)
Conclusion

• Findings indicate that menthol smokers were proportionately represented among enrollees.

• Menthol smokers were more likely to be younger, female, Black or African American, and live in an urban area compared to non-menthol smokers.

• Few significant differences were found in how menthol smokers used cessation services compared to non-menthol smokers.
Implications

• 2017/18 Survey: Only 31% assessed menthol smoking status at intake

• State quitlines should consider assessing menthol use at intake to monitor reach of services

• Opportunity to help menthol smokers quit \textit{when} menthol is banned!
<table>
<thead>
<tr>
<th>MN Behavioral Risk Factor Surveillance System Items Related to Menthol</th>
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<tbody>
<tr>
<td><strong>Past 30 Day Use</strong></td>
</tr>
<tr>
<td>During the last 30 days, on how many days did you use <strong>cigarettes</strong> that were flavored to taste like mint or menthol?</td>
</tr>
<tr>
<td>During the last 30 days, on how many days did you use <strong>smokeless tobacco</strong> that was flavored to taste like mint or menthol?</td>
</tr>
<tr>
<td>During the last 30 days, on how many days did you use <strong>cigarillos or little cigars</strong> that were flavored to taste like mint or menthol?</td>
</tr>
<tr>
<td>During the last 30 days, on how many days did you use <strong>cigars</strong> that were flavored to taste like mint, menthol, or wintergreen?</td>
</tr>
<tr>
<td>During the last 30 days, on how many days did you use <strong>e-cigarettes</strong> that were flavored to taste like mint, menthol, or wintergreen?</td>
</tr>
<tr>
<td><strong>Purchase Location</strong></td>
</tr>
<tr>
<td>During the past 30 days, where do you <strong>usually buy</strong> your menthol <strong>[cigarettes/smokeless tobacco/little cigars]</strong>?</td>
</tr>
<tr>
<td><strong>Usual Brand</strong></td>
</tr>
<tr>
<td>Is your <strong>usual cigarette brand</strong> menthol or non-menthol?</td>
</tr>
<tr>
<td>Is your <strong>usual e-cigarette</strong> menthol, tobacco-flavored, or some other flavor?</td>
</tr>
<tr>
<td>Is your <strong>usual chewing tobacco, snuff, or snus brand</strong> menthol, tobacco-flavored, or some other flavor?</td>
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</tbody>
</table>
Thank you!

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