



The Evaluators' Network

Welcome!

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

Thursday, September 29, 2022



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Agenda:

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Menthol Survey Items

California Tobacco Control Program

Rebecca Williams, DrPH, MPH
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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

Question

Response Options

Which flavor of (*tobacco product*) do you smoke MOST often?

- Cigar
- Little cigar or cigarillo
- Heated tobacco
- Hookah, waterpipe, or shisha
- Chewing tobacco, snuff, snus, dip, or dissolvable tobacco blunts
- Marijuana*
- Vape

1. Unflavored
2. Tobacco-flavored*
- 3. Menthol**
4. Mint
5. Cooling, ice, or frosty
6. Clove or spice
7. Fruit
8. An alcoholic drink (such as wine, cognac, margarita, or other cocktails)
9. A non-alcoholic drink (such as coffee, soda, energy drinks, or other beverages)
10. Candy, chocolate, desserts, or other sweets
11. Some other flavoring

Which flavor do you vape the MOST often?

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?

1. Yes
2. No

Use of Menthol Tobacco Products- Youth

Question

How much do you like the following flavors for vapes?
-Icy, Frost, Menthol

Response Options

1. Strongly Dislike
2. Somewhat Dislike
3. Somewhat like
4. Strongly Like

Use of Menthol Tobacco Products- Adult

Question	Response Options
Are the cigarettes you usually smoke menthol-flavored?	<ol style="list-style-type: none">1. Yes2. No
Menthol cigarettes are cigarettes that taste like mint. During the past 30 days, were any of the cigarettes you smoked menthol flavored?	
During the past 30 days, were any of the loose tobacco used for roll-your-own tobacco cigarette menthol flavored?	
Which flavors of e-cigarettes or other electronic vaping products have you used in the past 30 days? (Please check all that apply)	<ol style="list-style-type: none">1. Tobacco-flavored2. Menthol3. Mint4. Fruit5. Candy or sweet6. Alcohol or liquor7. Some other flavor (please specify)8. Unflavored
When you <u>first</u> used an e-cigarette or other electronic vaping product, which flavor did you use?	<ol style="list-style-type: none">1. Tobacco-flavored2. Menthol3. Mint4. Fruit5. Candy or sweet6. Alcohol or liquor7. Some other flavor (please specify)8. Unflavored9. Don't know or don't remember

Knowledge/Policy Support and Industry- Youth

Question	Response Options
Do you think cigarettes flavored like menthol or mint are less harmful, no different, or more harmful than regular cigarettes?	<ol style="list-style-type: none">1. Less harmful2. No different3. 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?	<ol style="list-style-type: none">1. Easier to smoke2. About the same3. Harder to smoke
Menthol cigarettes taste like mint. The sale of menthol cigarettes should end.	<ol style="list-style-type: none">1. I strongly agree2. I agree3. I disagree4. I strongly disagree

Knowledge/Policy Support and Industry- Adult

Question	Response Options
Do you consider menthol a tobacco flavor?	<ol style="list-style-type: none">1. Yes2. No
Eliminating the sale of menthol cigarettes will help smokers quit.	<ol style="list-style-type: none">1. Strongly agree2. Agree3. Disagree4. Strongly disagree
The sale of menthol cigarettes should not be allowed	
It is ok for the tobacco industry to market menthol flavored tobacco products mainly to African American/Black populations	

Retail Observational Survey

Question	Response Options
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	

Strength of Local Flavors Policies

Rubric Question

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?

Does the policy end the sale of menthol flavored (cigarettes/flavored noncombustible Tobacco Leaf Products/Premium Tobacco Leaf Products/cigarillos/small cigars)?

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?

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

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS

LET'S DO IT



ATTEMPTS ARE A PART OF EVERY QUIT STORY

CALIFORNIA SMOKERS' HELPLINE
1-800-NO-BUTTS.ORG

Flavors Hook Kids
Menthol Vape Creative



NICOTINE HIDES IN FLAVORS.

FlavorsHookKids.org

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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

© 2021 California Department of Public Health



MENTHOL:

EASY TO HIT, HARD TO QUIT.

Warning to parents. Of all the flavored vapes tobacco companies sold last year, almost 40% were menthol.

FIGHT BACK AT
FlavorsHookKids.org

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ANOTHER ATTACK ON THE BLACK COMMUNITY (MENTHOL)

WeAreNotProfit.org

MENTHOL

BIG TOBACCO'S RACIST USE OF THE M-WORD

This ends now.
WeAreNotProfit.org

Menthol cigarettes are the tobacco industry's major product of choice for Black communities.

Big Tobacco has a history of marketing to and targeting Black communities of color with products that do not have the same health benefits as other products. This is a deliberate use of race in their marketing.

Not enough with the deaths of our people.

Do not let the racist ways of the tobacco industry.

Do not let the lies and deceit that they've spread.

Justifiably, denounce the use of the M-word.

CTCP launched new anti-menthol TV and print ads in January 2021.

BIG TOBACCO IS ERASING BLACK COMMUNITIES.

FIGHT BACK ▶

MENTHOL. THE FLAVOR OF DEATH.

This ends now. ▶
wearenotprofit.org

MENTHOL. INGREDIENTS INCLUDE RACISM AND DEATH.

This ends now. ▶
wearenotprofit.org

Thank you

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Utilizing Reach Ratios to Assess Menthol Cigarette Smoker Enrollment in Quitline Services

Joanne D'Silva, PhD, MPH

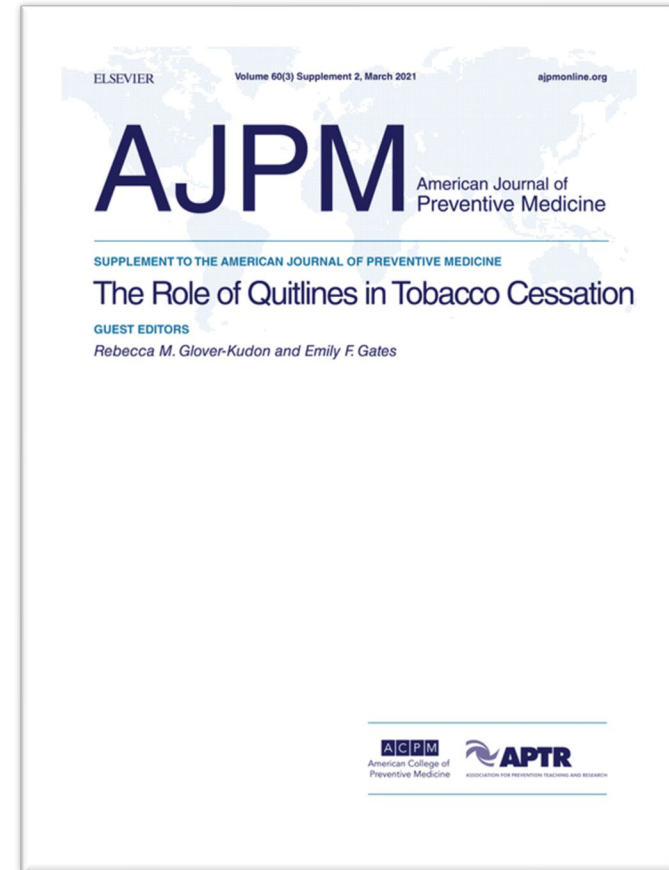
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Introduction

- 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.

Reach Ratio = 1

subgroup is **proportionately** represented in cessation program population

Reach Ratio < 1

subgroup is **under-represented** in cessation program population

Reach Ratio > 1

subgroup is **over-represented** in cessation program population

Results - Characteristics of Program Enrollees

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%)

$$\begin{array}{c} \boxed{\text{Reach Ratio}} \\ = \\ \frac{\begin{array}{c} \% \text{ of Program Enrollees} \\ \text{who Smoke} \\ \text{Menthol Cigarettes} \end{array}}{\begin{array}{c} \% \text{ of Smokers in MN} \\ \text{who Use Menthol} \end{array}} \\ = \\ \frac{30.7\%}{27.5\%} \\ = \\ \boxed{1.12} \\ (95\% \text{ CI: } 0.99, 1.25) \end{array}$$

(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



MDS Optional Question Bank for Intake and Follow-up
Updated October 2020

OI 4a-1	4a-1: Are the cigarettes you usually smoke menthol cigarettes? DO NOT READ <input type="checkbox"/> Yes, I usually smoke menthol cigarettes <input type="checkbox"/> No, I usually smoke other types of cigarettes (non-menthol) <input type="checkbox"/> Don't know <input type="checkbox"/> Refused <input type="checkbox"/> Not asked
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- 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 *when* menthol is banned!

MN Behavioral Risk Factor Surveillance System Items Related to Menthol

Past 30 Day Use	During the last 30 days, on how many days did you use cigarettes that were flavored to taste like mint or menthol?	___ days
	During the last 30 days, on how many days did you use smokeless tobacco that was flavored to taste like mint or menthol?	___ days
	During the last 30 days, on how many days did you use cigarillos or little cigars that were flavored to taste like mint or menthol?	___ days
	During the last 30 days, on how many days did you use cigars that were flavored to taste like mint, menthol, or wintergreen?	___ days
	During the last 30 days, on how many days did you use e-cigarettes that were flavored to taste like mint, menthol, or wintergreen?	___ days
Purchase Location	During the past 30 days, where do you usually buy your menthol [cigarettes/smokeless tobacco/little cigars]?	Gas station / Convenience store / Store that sells only tobacco products / Grocery store / Some other place
Usual Brand	Is your usual cigarette brand menthol or non-menthol?	Menthol / Not menthol / No usual brand
	Is your usual e-cigarette menthol, tobacco-flavored, or some other flavor?	Menthol / Tobacco-flavored / Some other flavor
	Is your usual chewing tobacco, snuff, or snus brand menthol, tobacco-flavored, or some other flavor?	Menthol / Tobacco-flavored / Some other flavor

Thank you!

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