

Asthma Forum

ENDING THE SALE OF MENTHOL AND ALL FLAVORED TOBACCO
PRODUCTS: WHAT'S THE BIG DEAL?

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What's the Big Deal?

Tobacco use is still the #1 cause of preventable disease and death in Michigan and the U.S.

Tobacco industry target marketing of menthol products to African Americans, youth, Hispanic and LGBT communities

Tobacco industry target marketing of flavors to youth and young adults

Those with low income and education, people living with disabilities are also targeted by the industry

Tobacco causes generations of disease and death, especially in some communities

Background

Project goal: end the sale of menthol and all flavored tobacco products in the City of Grand Rapids, Washtenaw County and Wayne County/Detroit, Michigan

The Michigan Department of Health and Human Services, through funding by the Centers for Disease Control, contracts with three agencies to end the sale of menthol and flavored tobacco products: Urban League of West Michigan, Making it Count Community Development Corporation and Washtenaw County Health Department.

This work focuses primarily on the health inequities that occur in the African American community due to high rates of menthol and flavored tobacco product use. However, this policy will protect youth and many other communities, too.

Tobacco Industry Influence in Michigan

Annual tobacco industry marketing expenditures nationwide

\$8.2 billion

Estimated portion spent for Michigan marketing each year

\$294.8 million

What's
the Big
Deal?

Smoking-Caused Monetary Costs in Michigan

Annual health care costs in Michigan directly caused by smoking

\$4.59 billion

Medicaid costs caused by smoking in Michigan

\$1.36 billion

Residents' state & federal tax burden from smoking-caused government expenditures

\$1,007 per household

Smoking-caused productivity losses in Michigan

\$4.78 billion

What's the Big Deal?



Flavored Tobacco
Products Are
Putting
a New Generation
of Kids at Risk

81% of kids who ever used tobacco products started with a flavored product, including:



81% of kids who ever tried e-cigarettes



65% of kids who ever tried cigars





1.4 million youth use cigars

Nearly 3 in 4 current youth cigar smokers said they smoked cigars “because they come in flavors I like.”

Menthol Cigarettes

Menthol hooks kids. Over half of youth smokers use menthol cigarettes.



Menthol in cigarettes has been shown to increase regular cigarette smoking and nicotine dependence and decrease success in smoking cessation.

Chaiton et al, 2019

Menthol makes it easier to start and harder to quit.



MENTHOL.
NOTHING COOL ABOUT
INCREASING YOUTH SMOKING.

stillaproblem.com

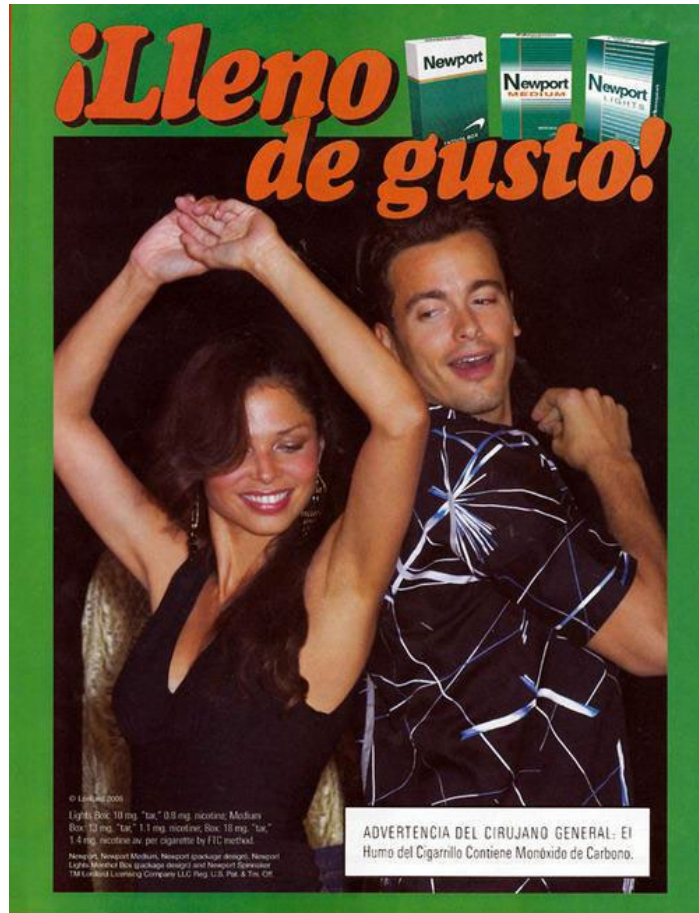
ClearWay
MINNESOTA

NOT
COOL

Menthol



Menthol targets certain communities more than others



African American Community

- Heavily targeted by tobacco companies: 1950's around 5% of African American adult smokers used menthol
- Today, almost 90% of African American adult smokers use menthol
- Exposure to marketing is greater



What's the Big Deal?

ENDING THE SALE OF MENTHOL AND ALL FLAVORED TOBACCO PRODUCTS

This policy will NOT target anyone using or possessing any of these products; puts the responsibility on the retailer

Studies estimate that banning menthol cigarettes in the U.S. would lead 923,000 smokers to quit, including 230,000 African Americans, and project that a ban would avert 633,000 deaths, including 237,000 deaths among African Americans.

Banning the sale of menthol tobacco products and all flavored tobacco products is a strategy to increase health equity.

Ending the sale of menthol tobacco products and all flavored tobacco products, including e-cigarettes, would help prevent youth access and initiation, save millions of lives, reduce health care costs, and offer better health in many Michigan communities.

M[END]THOL media campaign

- Hired local, Black owned media company to create campaign around menthol tobacco
- M[END]THOL media campaign – or “END MENTHOL” campaign

The campaign consists of:

- Streaming, TV and social media ads
- Billboards
- 60 second radio spot
- Live funeral activation for “Mike Menthol”
- Website – resources, campaign, online Resolution of Support for policy work



THEY'RE KILLING YOU *on purpose.*

Big tobacco is fully aware of the highly addictive effects of menthol yet targets Black communities with a higher ad spend. That doesn't sound like an accident.

It's time to **M[END]THOL**



¡Lleno de MUERTE!

46% of Hispanic smokers smoke menthol cigarettes.

It's time to

M[END]THOL



www.endmenthol.org

*LGBT Smokers are
36% more likely to get*
Addicted



WARNING: Menthol cigarettes are easier to smoke, but harder to quit, making you more susceptible to tobacco-related illnesses.

M[END]THOL



3 ads

The analytics for the digital portion of the media campaign exceeded expectations. We were guaranteed a 95% complete view rate of the ads - complete views were 98.88%. Media impressions ordered were 1,194,286 - 1,210,844 impressions (English and Spanish) were completed.

Live funeral “Mike Menthol”



Live funeral “Mike Menthol”

FACT: Menthol and Big Tobacco are major predators in the Black community.

Website: www.endmenthol.org

M[END]THOL

READY TO QUIT?
CALL 1-800-QUIT-NOW
1-800-784-8669

THE FACTS TAKE ACTION THE CAMPAIGN MEDIA RESOURCES

End the Deception.
Help put out Big Tobacco's use of deceptive chemical flavors that are killing us not so softly.

END MENTHOL
View the campaign.

FEELING TARGETED?
Connect to resources to fight Big Tobacco's predatory tactics.

END THE DECEPTION
Learn the facts about menthol's harmful effects.

STAY UPDATED ON THE CAMPAIGN

First Name Last Name Email

Materials

www.Michigan.gov/tobacco



Resource Library



Advocacy Resources



Choose 'Flavored Products' & 'Menthol Products'

Protecting our youth:
ELIMINATE FLAVORED TOBACCO

American Heart Association

The Good News:
Fewer teens are smoking traditional cigarettes than ever before.

In 1997 roughly **25%** TEENS USED CIGARETTES

In 2018 roughly **5%** TEENS USED CIGARETTES

The Bad News:
With the introduction of e-cigarettes, youth tobacco rates are skyrocketing once again.

1 IN 4 HIGH SCHOOL AGE KIDS REPORTING TOBACCO USE

WHY eliminate the sale of ALL flavored tobacco products?

- more than 8 in 10 youth who have ever used tobacco products started with **flavored products**
- 87% of youth e-cigarette users report using **flavored products**, while most report that **flavored products** are a key reason for their use
- All tobacco products contain nicotine, which is particularly harmful to the adolescent/developing brain. In addition, **flavoring** just has so much nicotine as a pack of cigarettes!

PRODUCTS COME IN MORE THAN 15,000 DIFFERENT FLAVORS
(like apple, cherry, grape, chocolate, menthol, mint, peach, bubble gum, cotton candy and vanilla)

Current youth tobacco users report using flavored products:

- 66%** flavored e-cigarettes
- 48%** flavored pipe tobacco
- 47%** menthol cigarettes
- 42%** flavored cigars
- 31%** flavored smoke pipe tobacco
- 31%** flavored hookah

Resources

Center for Black Health and Equity

[Black health & wellness | The Center for Black Health & Equity](#)

Parents Against Vaping e-cigarettes

[Parents Against Vaping E-cigarettes](#)

Truth Initiative

[Truth Initiative: inspiring lives free from smoking, vaping, and nicotine](#)

Resources

Campaign for Tobacco Free Kids

[Home - Campaign for Tobacco-Free Kids \(tobaccofreekids.org\)](https://tobaccofreekids.org)

Centers for Disease Control and Prevention

[Smoking and Tobacco Use | CDC](https://www.cdc.gov/tobacco)

Michigan Department of Health and Human Services Tobacco Control Program

www.Michigan.gov/tobacco

Michigan Tobacco Quitline 1-800-QUIT-NOW

1-800-784-8669

We need
YOU!!!!

Resolution of Support

Go to: www.endmenthol.org and Sign the Pledge

- Have your own organization sign the Resolution of Support
- Ask partners to sign

Utilize the materials to educate partners and the community you serve

Contact me if you want to get involved in any of the projects in Washtenaw County, Wayne County/Detroit or Grand Rapids.

Questions?

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