Banning Menthol As An Endgame to Tobacco Use

Delmonte Jefferson
What’s The Deal With Menthol?

- African American menthol use has skyrocketed in the last 50 years.

2006 - > 80%
1976 - 44%
1968 - 14%
1953 - 5%

What’s The Deal With Menthol?

• Priority populations have been disproportionately targeted with this menthol assault.

<table>
<thead>
<tr>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Americans</td>
<td>83%</td>
</tr>
<tr>
<td>Asians</td>
<td>51%</td>
</tr>
<tr>
<td>Latinos</td>
<td>47%</td>
</tr>
<tr>
<td>Whites</td>
<td>30%</td>
</tr>
</tbody>
</table>

(Gardiner 2004)
What’s The Deal With Menthol?

• The assault on African American communities was/is systematic and intentional.

• African American Targeted Television Advertising

• Ebony and Jet Advertisements

• Community Philanthropy

• Kool Jazz Festivals

• Cigarette Sampling Vans
What’s The Deal With Menthol?

Focus vs. Non Focus Communities (Wright, 2009)

- **Focus Communities: Inner-city, Colored and Poor**
  - Less expensive, more desirable promotions
    - Buy 1, Get X Free
    - Summer/ Holidays

- **Non-focus Communities: Upscale, suburban, rural and white**
  - More expensive, less desirable promotions
    - Buy 2, Get X Free
    - Buy 3, Get X Free

- **Menthol Cigarettes Cheaper**
  - Non-focus- 50 cents off/ pack ($5.00 off/ ctn)
  - Focus- $1.00-$1.50 off/ pack ($10.00-15.00 off/ ctn)
What’s The Deal With Menthol?

Menthol cigarettes are cheaper for African Americans

• For each 10% increase in the proportion of African American students:
  – Newport discount 1.5 times greater
  – The proportion of menthol advertising increased by 5.9%,
  – Newport promotion were 42% higher and
  – The cost of Newport was 12 cents lower.

(Henriksen, et al., 2011)
## What’s The Deal With Menthol?

**Storefront Cigarette Advertising Differs by Racial/Ethnic Community**

<table>
<thead>
<tr>
<th></th>
<th>Brookline</th>
<th>Dorchester</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=</td>
<td>42</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retailer w/ Ads</td>
<td>42.9</td>
<td>85.7</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Small Ads</td>
<td>56.8</td>
<td>20.1</td>
<td>“</td>
</tr>
<tr>
<td>Large Ads</td>
<td>2.0</td>
<td>23.7</td>
<td>“</td>
</tr>
<tr>
<td>Menthol Ads</td>
<td>17.9</td>
<td>53.9</td>
<td>“</td>
</tr>
<tr>
<td>Average Price</td>
<td>$4.94</td>
<td>$4.55</td>
<td>“</td>
</tr>
</tbody>
</table>

(Seidenberg, et al., 2010)
What’s The Deal With Menthol?

• A higher percentage of adolescent and young adult smokers smoke mentholated cigarettes than any other age group. (page 178 of the 2012 SGR)

• Mentholated flavoring increases the addictive potential of smoking among youth. (page 178 of the 2012 SGR)

• Menthol and other flavor additives including fruit and candy flavoring were used as marketing tools to attract young smokers. (page 600 of the 2012 SGR)

• Menthol cigarettes are more likely to be marketed in stores near schools with higher proportion of African American students. (page 543 of the report)

Source: “Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General” 2012
The whole smoking experience [with menthol]...thus becomes much more pleasant. Negatives are minimized (tobacco taste and harshness); positive attributes are superimposed (coolness and menthol taste).

British American Tobacco Company (1982)
What Are The Consequences?

Cancer Incidence Rates* by Race and Ethnicity, 2005-2009

*Age-adjusted to the 2000 US standard population.
†Persons of Hispanic origin may be of any race.
What Are The Consequences?


- White: Men 216.7, Women 150.8
- African American: Men 288.3, Women 174.6
- Asian/Pacific Islander: Men 132.6, Women 93.2
- American Indian/Alaskan Native: Men 184.9, Women 135.9
- Hispanic†: Men 146.4, Women 100.6

*Per 100,000, age-adjusted to the 2000 US standard population.
†Persons of Hispanic origin may be of any race.
### Banning Menthol Is An End Game Strategy

### All Tobacco Products Contain Menthol

Menthol content of US tobacco products

<table>
<thead>
<tr>
<th>Product</th>
<th>Menthol (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular (non-menthol) cigarettes</td>
<td>0.003</td>
</tr>
<tr>
<td>Menthol cigarettes (weak effect)</td>
<td>0.1-0.2</td>
</tr>
<tr>
<td>Menthol cigarettes (strong effect)</td>
<td>0.25-0.45</td>
</tr>
<tr>
<td>Pipe tobacco</td>
<td>0.3</td>
</tr>
<tr>
<td>Chewing tobacco</td>
<td>0.05-0.1</td>
</tr>
</tbody>
</table>

Hopp, 1993
### TPSAC Estimates 2010-2050

Based on models conducted by Méndez, 2011

<table>
<thead>
<tr>
<th>Description</th>
<th>Cumulative Excess Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>General Population</td>
<td>17,182</td>
</tr>
<tr>
<td>African Americans</td>
<td>4,716</td>
</tr>
</tbody>
</table>
TPSAC Estimates 2010-2050

Based on models conducted by Méndez, 2011

<table>
<thead>
<tr>
<th>Description</th>
<th>Cumulative Excess Smoking Initiation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>General Population</td>
<td>2,288,534</td>
</tr>
<tr>
<td>African Americans</td>
<td>461,273</td>
</tr>
</tbody>
</table>
Bold Action is Overdue

National organizations, cities and local governments are well informed and mobilizing for action.

- NAATPN, Inc.
- AATCLC
- Save Lives Ban Menthol Cigarettes
- Citizens Commission To Protect The Truth
- Delta Sigma Theta Sorority, Inc.
- NAACP
- Truth Initiative
- City of Chicago, IL and Berkeley, CA
- Minnesota
- CTFK
- Tobacco Control Legal Consortium
Former Surgeon Generals and HHS Secretaries are champions of the movement to ban menthol.
Uptown Cigarettes: For Black Folks 1989-1990

- Reynolds Targeted Philadelphia Black Community in 1989 for 1990 February Launch of Uptown Cigarettes
- Local Coalition Led by African Americans and Other Health Groups Exposed this Predatory Marketing
- Louis Sullivan, Secretary of HHS calls out R.J. Reynolds; Reynolds Withdraws Uptown
Not The Time! Not The Place!
Brand X Menthol Cigarettes 1995

• Red, Black and Green Packaging

• Capitalize on X Identification with Malcolm X

• Launched in Boston by Stowebridge Brook Distributors of Charlestown, Mass. 1995

• Community Based Opposition Forced the Suspension of sales
Not The Time! Not The Place!

www.cigarettespedia.com
Kool Mixx Campaign 2004

• Attempt to Capitalize on Hip-Hop in the Black Community

• Nation-wide Contests on Mixing, Scratching and DJing to Culminate in a National Contest in Chicago

• Local Opposition by African American Groups

• Lawsuit Brought by Attorney Generals of NY, Mass and Illinois Blocked the National Meeting in Chicago
KOOL Cigarette Packs

KOOL MIXX SPECIAL EDITION PACKS
Rev. Al Sharpton
National Action Network
President & Founder

Host
Pastor Billy G. Russell
Pastor of Greater Friendship MBC
President of Minnesota State Baptist Convention

NATIONAL ACTION NETWORK PRESENTS:
Community Leadership Luncheon
Topic: Decriminalizing The Black Community
Banning Of Menthol Cigarettes
January 25, 2017 12-2PM
Location: Greater New Friendship MBC
2600 E. 38th Street
Minneapolis, MN 55408

Panelists Includes:

Major Neill Franklin
Ex. Director/Former Narcotics Agent
Maryland State Police

Chief John I. Dixon III
President, Noble

Former Congressman Kendrick Meek
Former Captain
Florida State Highway Patrol

Art Way Esq
Sr. Drug Policy Manager/Colorado DPA (Drug Policy Alliance)

For More Information...Please call Rev. DeVes Toon 646-681-5972/nanfieldassist@yahoo.com
Greater New Friendship MBC 612-827-7928/info@greaterfriend.org
Bold Action is Overdue

It’s Been Done Before, It Must Be Done Again!
Bold Action is Overdue

Emerging Tobacco Products Contain Menthol
African American Push to Ban Menthol

- Enact **500 ft. Barriers** around all schools
- Resist ‘*criminalization argument*’ of co-opted African American leaders
- Include **menthol** in all flavored tobacco product bans
- Get other national organizations to follow **Delta Sigma Theta and NAACP Resolution** to Ban Menthol Cigarettes
- **Faith Based Efforts** - No Menthol Sunday
- **Letter to President Obama**
Menthol is a social justice issue

- Predatory marketing to vulnerable populations
- Dense advertising in focus communities
- Price discounts in focus communities
- Cigarette sampling vans
- Donations to African American elected and church officials
- Sponsorships of African American community events
- Attempts to influence our communities with ‘alternate facts’
The End

www.NAATPN.org