

BUILDING A MOVEMENT TO REGULATE MENTHOL TOBACCO IN MINNESOTA

Minnesota Tobacco Control Conference
January 26, 2017

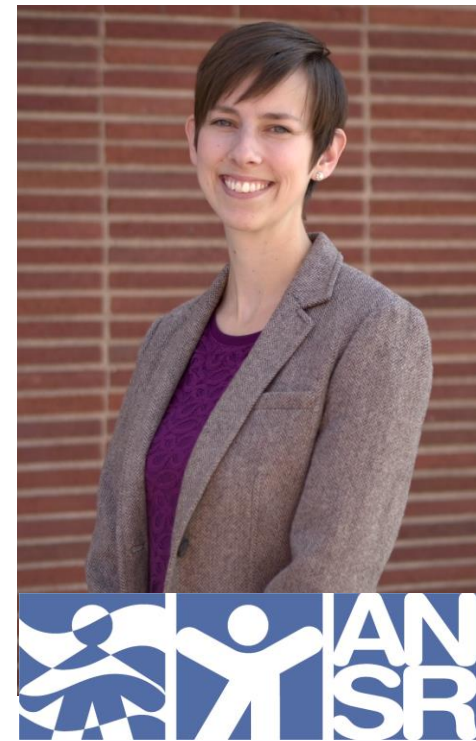
Who we are



Betsy Brock
Association for
Nonsmokers-Minnesota



LaTrisha Vetaw
NorthPoint Health &
Wellness/
Breathe Free North



Alicia Leizinger
Association for
Nonsmokers-Minnesota

Who we are



Eugene Nichols
African American
Leadership Forum

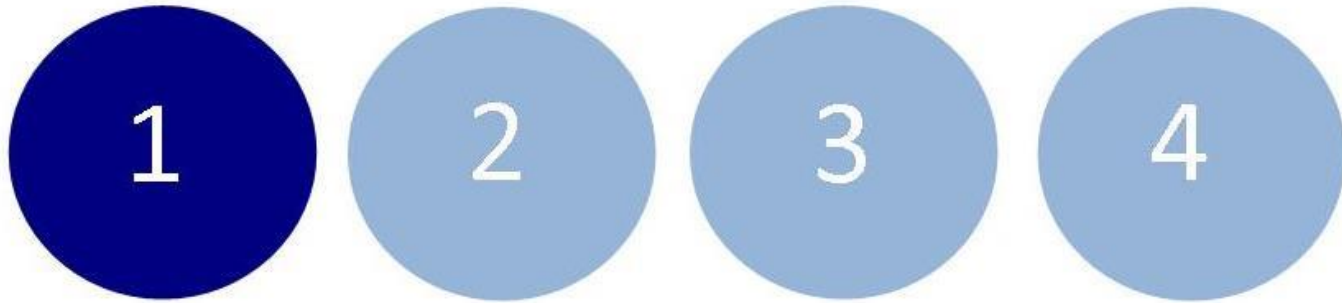


Debra Smith
American Lung
Association in Minnesota

Overview

1. Efforts to restrict flavored tobacco and menthol in the Twin Cities: Betsy Brock and LaTrisha Vetaw
2. Gathering additional local data on the African American community: Eugene Johnson
3. Engaging new audiences to regulate flavored and menthol tobacco products in Duluth: Debra Smith Minimum tax on moist snuff
4. How you can get involved: Betsy Brock

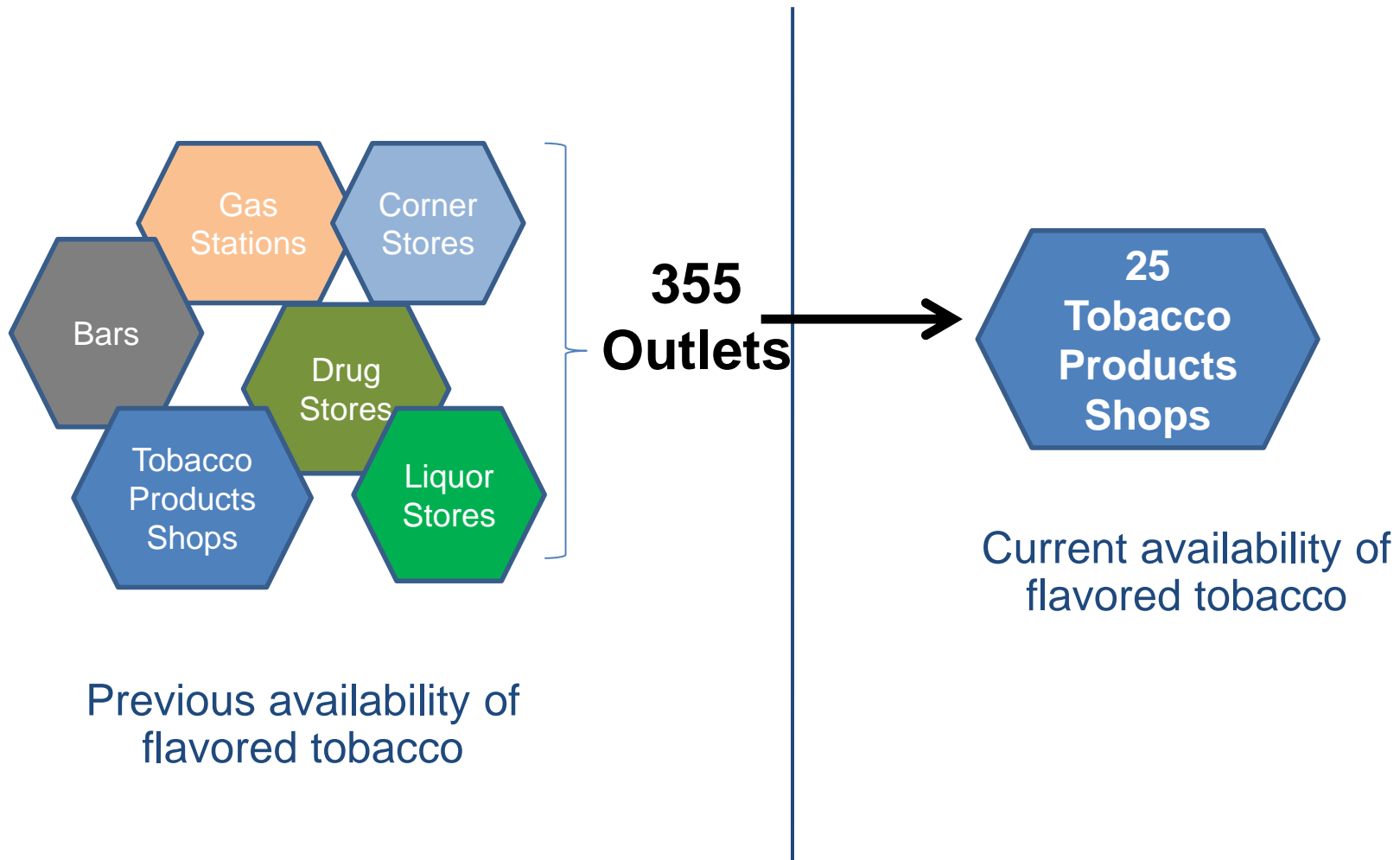
Restricting flavored tobacco and menthol in the Twin Cities



Flavored tobacco ordinances in the Twin Cities

- On July 1, 2015 the Minneapolis City Council voted unanimously to:
 - Restrict the sale of flavored tobacco (other than menthol) to adult-only tobacco product shops
 - Increase the price of cheap cigars to at least \$2.60 apiece
- On January 6, 2016 the Saint Paul City Council did the same.

Framework



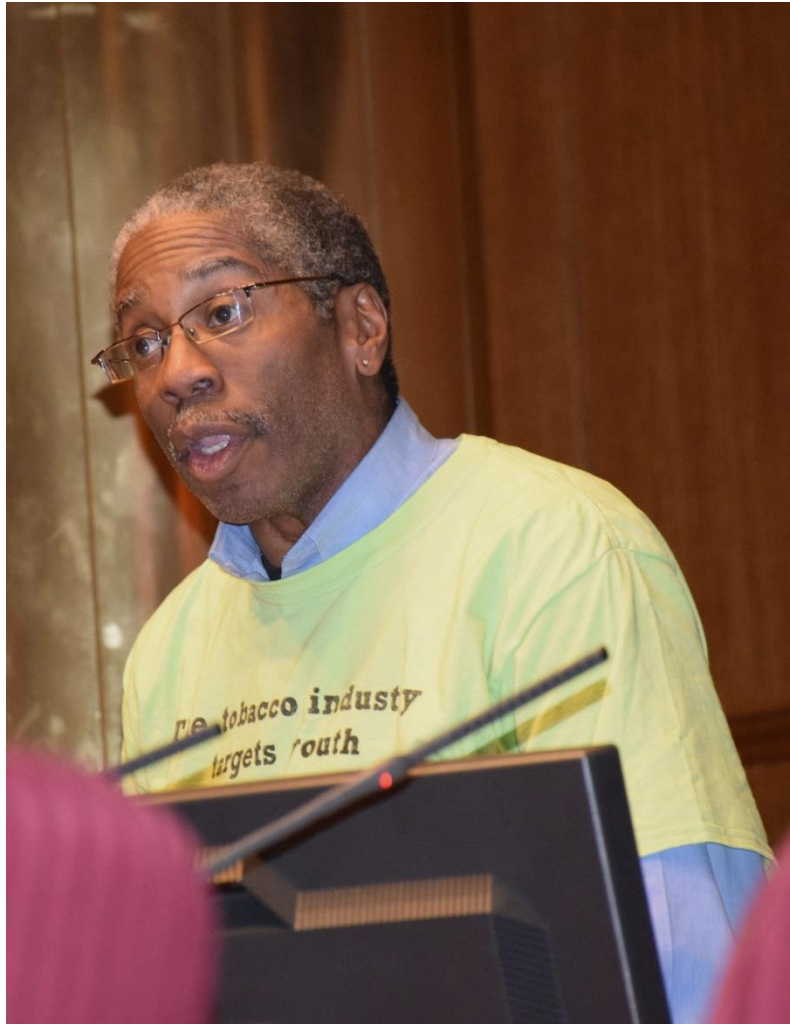


Minneapolis Public Hearing!









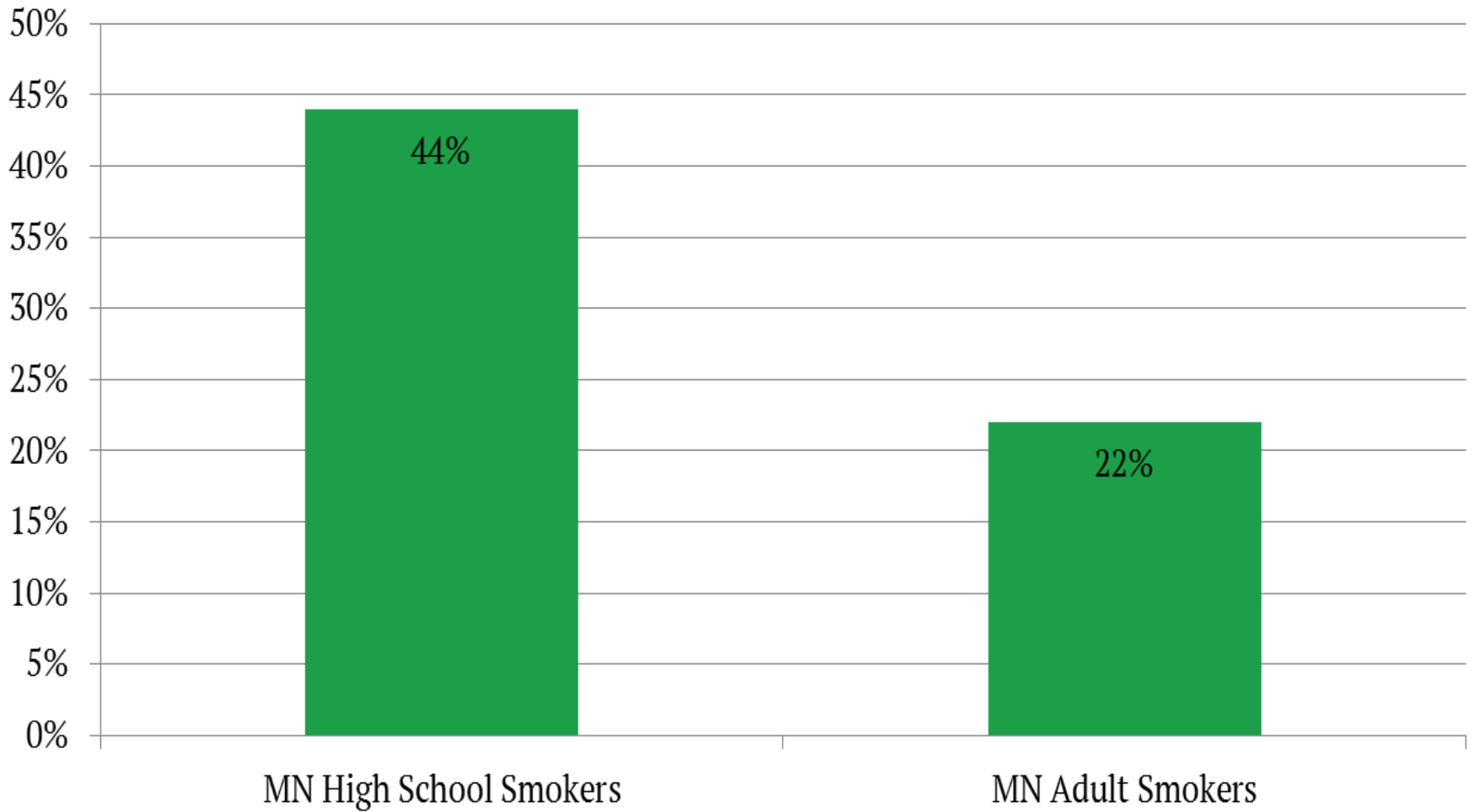
Saint Paul Public Hearing!



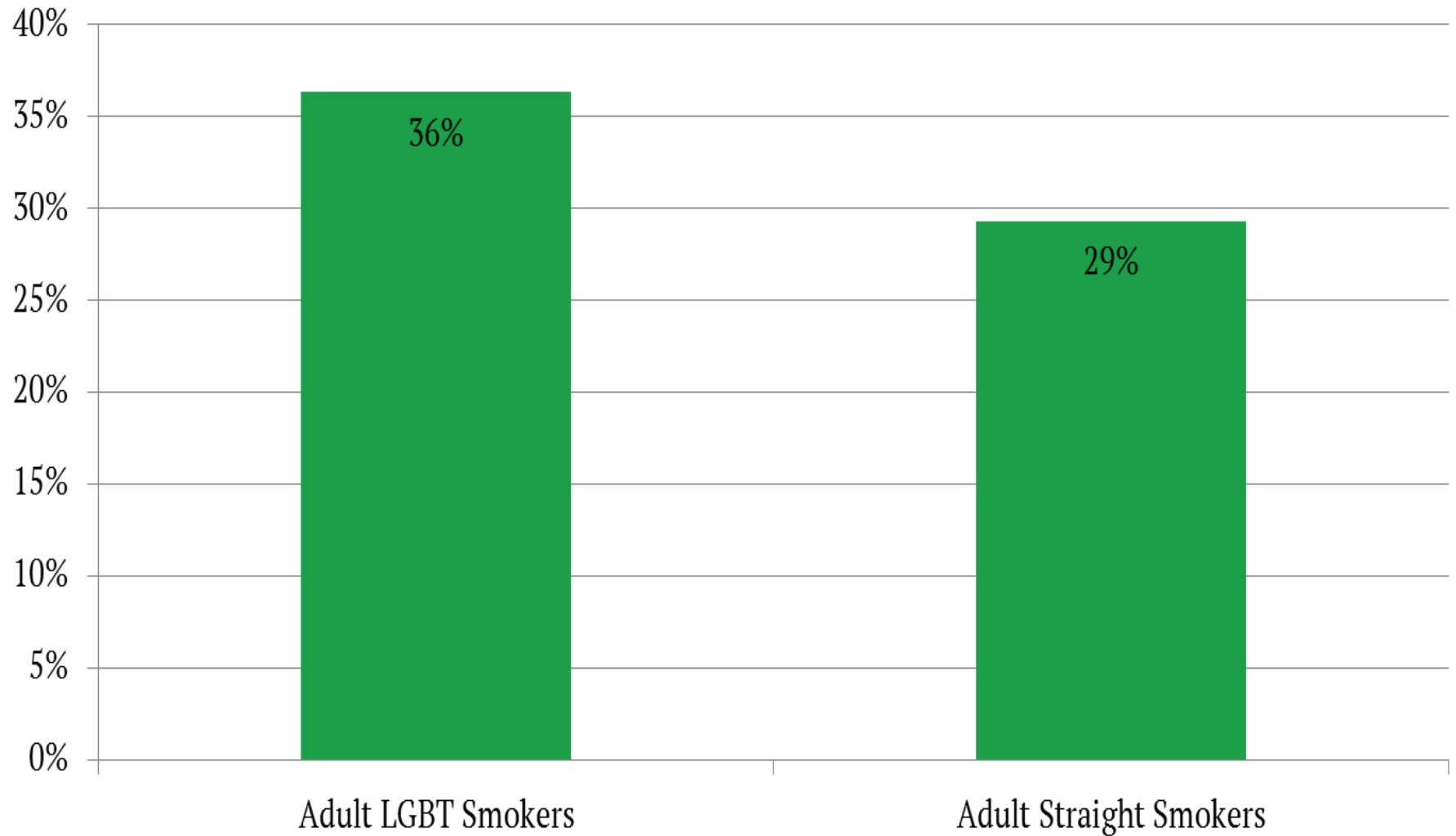
Why menthol?

- Easier to start, harder to quit
- Disproportionately used by youth, African Americans, LGBTQ, and women

Percent of smokers who use menthol

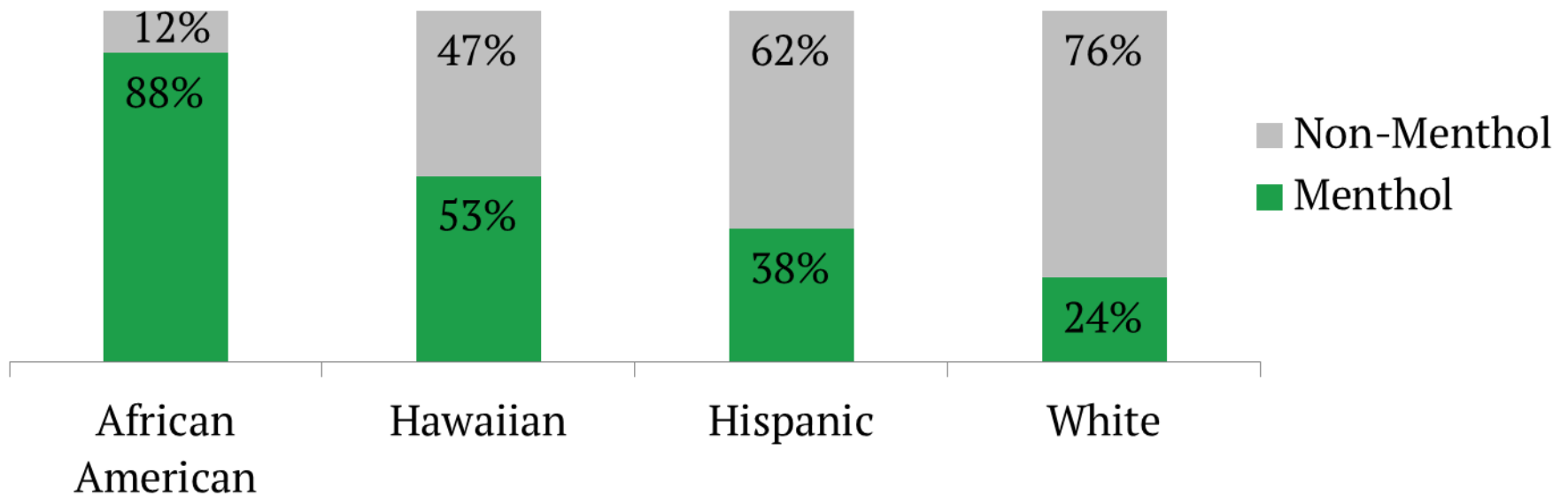


Percent of smokers who use menthol



Source: Fallin, Goodin, King (2015). Menthol cigarette smoking among lesbian, gay, bisexual, and transgender adults. *Am J Prev Med*.

African Americans Use Menthol More Than Other Racial/Ethnic Groups



Smoking Incidence from NHIS 2009; menthol preference from NSDUH 2009; Giovino GA, Villanti AC, Mowery PD, et al. Differential trends in cigarette smoking in the USA: Is menthol slowing progress? Tobacco Control. 2013.

What are we going to do about menthol?

- Ultimate goal is a policy that restricts the sale of menthol-flavored products
- We are starting with community education and coalition building
 - Menthol Coalition
 - Sub-contracts to community agencies
 - New campaign

Menthol Coalition



Sub-Contracts

- Lyndale Neighborhood Association
- We Win Institute
- Sabathani Community Center
- Twin Cities Medical Society
- Sub-Saharan Youth and Family Services
- MAD DADS
- Aurora-St. Anthony Neighborhood Development Corporation
- Lift From Poverty
- Model Cities
- Stair Step Foundation
- BLACK coalition
- Kids First
- Brothers Empowered
- NAACP Minneapolis



Working with funded partners

- Small contracts (\$2,000-\$12,000 annually)
- Mutually agreed upon deliverables
- Community education current focus
- Policy work and tobacco prevention is often new territory
 - Training program
 - Lesson plans

New Menthol Campaign


BEAUTIFUL **LIE**
UGLY TRUTH

ABOUT **MENTHOL** TOBACCO

www.BeautifulLieUglyTruth.org

Communications & Materials

Fact Sheet



BEAUTIFUL LIE UGLY TRUTH
ABOUT MENTHOL TOBACCO

ABOUT MENTHOL

Easier to start, harder to quit.

Tobacco companies add menthol to tobacco products to cool the throat and make them taste better.

The tobacco industry has marketed menthol cigarettes as healthier and safer, but they are just as deadly.

Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not.

MENTHOL USE IN MINNESOTA

African Americans: 88%
of African American adults who smoke use menthol, compared to 25% of adult smokers overall.

High School Students: 44%
Use of menthol cigarettes among Minnesota high school smokers more than doubled since 2000.

LGBTQ Youth & Adults: 70%
of LGBTQ youth smokers smoke menthols.

36%
of adult LGBTQ smokers smoke menthol cigarettes.

HARMFUL EFFECTS OF MENTHOL

Menthol cigarettes cause cancer, heart and lung diseases, and death. Tobacco use, including menthol-flavored products, is still the No. 1 preventable cause of death in Minnesota.

Studies have shown that the tobacco industry has manipulated menthol levels to broaden youth appeal.

BEAUTIFUL LIE UGLY TRUTH

ABOUT MENTHOL TOBACCO

INDUSTRY MANIPULATION:

The tobacco industry has a long history of targeting the African American community, women, LGBTQ, and youth with menthol tobacco marketing.



Tobacco companies began heavily targeting African Americans with menthol cigarettes in the 1960s.

Brands such as Salem and Newport would give out free packs of menthol cigarettes from vans.

Tobacco industry documents show these vans targeted young, lower-income, black smokers at "retail outlets, currency exchanges/check cashing stations, public aid offices, large housing complexes, shopping malls, rapid transit locations, busy street corners, and nightclubs/bars."

— RJ Reynolds, 1989

AND NOW, A MESSAGE FROM TOBACCO EXECUTIVES

"We don't smoke that s***. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid."
— RJ Reynolds Executive, 1971

"...the base of our business is the high school student."
— Lorillard (Makers of Newport), 1978

TAKE ACTION

What can we do to stop the tobacco industry from harming our communities with menthol tobacco?

Minnesota communities have the authority to regulate the sale of menthol tobacco products, which will help protect youth from a lifetime of addiction. Minneapolis and Saint Paul already prohibit the sale of fruit and candy-flavored tobacco products in any store that allows children to enter. The same needs to be done for menthol.

Join us at:
BeautifulLieUglyTruth.org



References available at:
BeautifulLieUglyTruth.org
(July 2016)

Leaflets

**BEAUTIFUL LIE
UGLY TRUTH**
ABOUT MENTHOL TOBACCO

"I'm stronger, smarter, cooler without it. I'M GOOD. I don't need your menthol tobacco."

**BEAUTIFUL LIE
UGLY TRUTH**
ABOUT MENTHOL TOBACCO

"Keep your menthol cigarettes. I'm strong, smart, and fly without them."

INDUSTRY MANIPULATION:

Beautiful Lie: Ads show cool people who smoke menthol to hook young people.

Ugly Truth Menthol gives a cooling sensation and masks the harshness of smoke, making it easier to start smoking.

AND NOW, A MESSAGE FROM TOBACCO EXECUTIVES:

"... the base of our business is the high school student."

— Lorillard (Makers of Newport), 1978

QUICK FACTS

- Menthol makes it easier to start smoking and harder for smokers to quit.
- Preference for menthol cigarettes among MN high school smokers has more than doubled since 2000, when only one in five smokers preferred menthol.
- Studies show the tobacco industry has manipulated menthol levels in its products to broaden youth appeal.
- Nearly half (44 percent) of Minnesota high school students who smoke use menthol.

TAKE ACTION
Minnesota communities have the authority to regulate the sale of menthol tobacco products, which will help protect youth from a lifetime of addiction.

Join us at: BeautifulLieUglyTruth.org

References available at: BeautifulLieUglyTruth.org (August 2016)

INDUSTRY MANIPULATION:

Beautiful Lie: Ads invoke images of being cool and powerful to attract African American smokers.

Ugly Truth Tobacco use is the top cause of preventable death and disease among African Americans.

AND NOW, A MESSAGE FROM TOBACCO EXECUTIVES:

"We don't smoke that s*. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid."**

— RJ Reynolds Executive, 1971

QUICK FACTS

- Tobacco companies started marketing menthols heavily to African Americans in the 1960s. Tobacco companies did this by using messages and images (e.g. Black Power) that appealed to many African Americans.
- In Minnesota, 88 percent of African American adults who smoke use menthol, compared to 26 percent of adult smokers overall.
- African American smokers are also among the most motivated to quit – but menthol makes it harder to quit successfully.

TAKE ACTION
Minnesota communities have the authority to regulate the sale of menthol tobacco products, which will help protect youth from a lifetime of addiction.

Join us at: BeautifulLieUglyTruth.org

References available at: BeautifulLieUglyTruth.org (August 2016)

Posters

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO



I'M STRONGER. SMARTER. BETTER. WITHOUT TOBACCO.

BEAUTIFUL LIE: Strong men smoke menthol, and it makes them feel cool.

UGLY TRUTH: African American smokers are among the most motivated to quit — but menthol makes it harder to quit successfully.

“We don’t smoke that s*. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.”**

— RJ Reynolds (Makers of Camel) Executive, 1971

QUICK FACT: Tobacco use is the top cause of preventable death and disease among African Americans.

TAKE ACTION What can we do to stop the tobacco industry from harming our communities with menthol tobacco?

Minnesota communities have the authority to regulate the sale of menthol tobacco products, which will help protect youth from a lifetime of addiction. Minneapolis and Saint Paul already prohibit the sale of fruit and candy-flavored tobacco products in any store that allows children to enter. The same needs to be done for menthol.

Join us at:
BeautifulLieUglyTruth.org




References available at: BeautifulLieUglyTruth.org August 2018

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO



WE ARE COOL. FLAVORFUL. AND TOBACCO FREE.

BEAUTIFUL LIE: The tobacco industry says smoking menthol brings us together, makes us happy, is part of who we are.

UGLY TRUTH: Tobacco use is the leading cause of preventable death and disease among African Americans.

“Young blacks have found their thing, and it’s menthol in general and Kool in particular.”

— Philip Morris (Makers of Haribo), 1994

QUICK FACT: 88% of African American adults who smoke use menthol, compared to 26% of adult smokers overall.

TAKE ACTION What can we do to stop the tobacco industry from harming our communities with menthol tobacco?

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Join us at:
BeautifulLieUglyTruth.org




References available at: BeautifulLieUglyTruth.org August 2018

BEAUTIFUL LIE
UGLY TRUTH
ABOUT MENTHOL TOBACCO



WE ARE YOUNG. FABULOUS. FLY. AND TOBACCO FREE.

BEAUTIFUL LIE: Smoking makes you cool, smart, and free.

UGLY TRUTH: Studies show that the tobacco industry has manipulated menthol levels in its products to broaden youth appeal.

“... the base of our business is the high school student.”

— Lorillard (Makers of Newport), 1978

QUICK FACT: Among middle and high school students, 70.5% of African American smokers use menthol cigarettes.

TAKE ACTION What can we do to stop the tobacco industry from harming our communities with menthol tobacco?

Minnesota communities have the authority to regulate the sale of menthol tobacco products, which will help protect youth from a lifetime of addiction. Minneapolis and Saint Paul already prohibit the sale of fruit and candy-flavored tobacco products in any store that allows children to enter. The same needs to be done for menthol.

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References available at: BeautifulLieUglyTruth.org August 2018

Pop-up banner/
postcards

BEAUTIFUL LIE UGLY TRUTH

ABOUT MENTHOL TOBACCO



TOBACCO COMPANIES SELL
A BEAUTIFUL LIE



WE KNOW THE UGLY TRUTH



WE SEE BEYOND THE LIES TOBACCO
COMPANIES TRY TO SELL US ABOUT MENTHOL

BeautifulLieUglyTruth.org



A vertical pop-up banner or postcard design. At the top left is the 'BEAUTIFUL LIE UGLY TRUTH ABOUT MENTHOL TOBACCO' logo. Below it is an orange text box with the message: 'I don't believe the lie the tobacco companies try to sell me.' Below the orange box is a white text box with the statistic: 'The truth is: 44 percent of Minnesota high school students who smoke use menthol.' At the bottom of the white box is the website 'www.BeautifulLieUglyTruth.org'. On the right side of the banner is a portrait of a young woman with curly hair, wearing a black top, against a colorful, abstract background.

Video



11th St Saloon

Welcome to North Minneapolis

0:07 / 2:08

CC Settings Full Screen

BeautifulLieUglyTruth

AN SR ANSR MN

Subscribe 14

1,019 views

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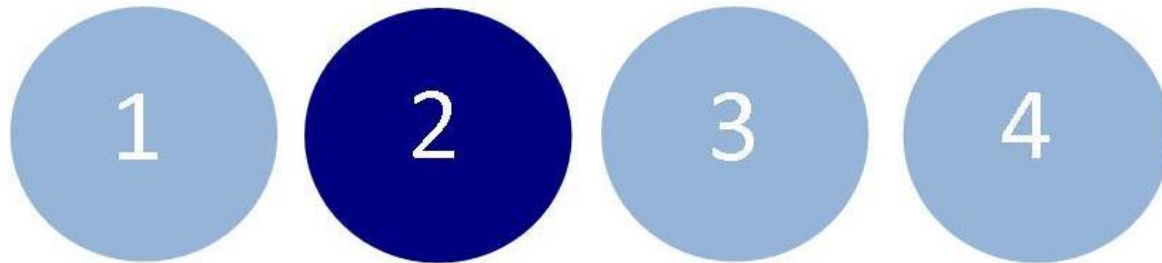
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PARTNER OUTREACH

- Lyndale Neighborhood Association
- We Win Institute
- Sabathani Community Center
- Twin Cities Medical Society
- Sub-Saharan Youth and Family Services
- MAD DADS
- Aurora-St. Anthony Neighborhood Development Corporation
- Lift From Poverty
- Model Cities
- Stair Step Foundation
- BLACK coalition
- Kids First
- Brothers Empowered
- NAACP Minneapolis



U.S.-born African American Tobacco Pre-Survey & Key Informant Interviews Summarized Results



U.S.-born African American Tobacco Pre-Survey & Key Informant Interviews Summarized Results

Hennepin and Ramsey Counties Menthol Cigarette Intervention Grant

1/26/2017

**Supported by the Statewide Health
Improvement Partnership
Minnesota Department of Health**

 African American
Leadership Forum

Our voices. Our future.



Hennepin County
Public Health

Our Partners



Prepared by Hennepin County Public
Health
Assessment Team



Response rate for pre-survey

Surveys completed	# of surveys
Overall	541
U.S.-born African Americans	469
U.S.-born African Americans in our target cities	361
U.S.-born African Americans in Hennepin and Ramsey Counties	407

n = 407



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Public Health

Respondents from our target areas

	Among all respondents		Among U.S.-born African Americans	
	Frequency	Percent	Frequency	Percent
St. Paul	122	22.6%	108	23.0%
Minneapolis	167	30.9%	140	29.9%
Bloomington/Edina/Richfield	47	8.7%	43	9.2%
Brooklyn Center/Brooklyn Park	84	15.5%	70	14.9%
Surveys not from our target cities in Hennepin County/Ramsey County	50	9.2%	46	9.8%
TOTAL	470		407	
Surveys from outside Hennepin County/Ramsey County	48	8.9%	43	9.2%
Invalid zip codes	4	0.7%	4	0.9%
Blank	19		15	
TOTAL	541		469	



**Key findings from pre-survey
among
U.S.-born African American
smokers (n=94)
in Hennepin and Ramsey Counties**



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Public Health

Among U.S.-born African American smokers,

84% smoke a cigarette brand that is menthol (n=79)

- All key informants agree that mentholated products are the tobacco products of choice in the African American community

The question is, why?



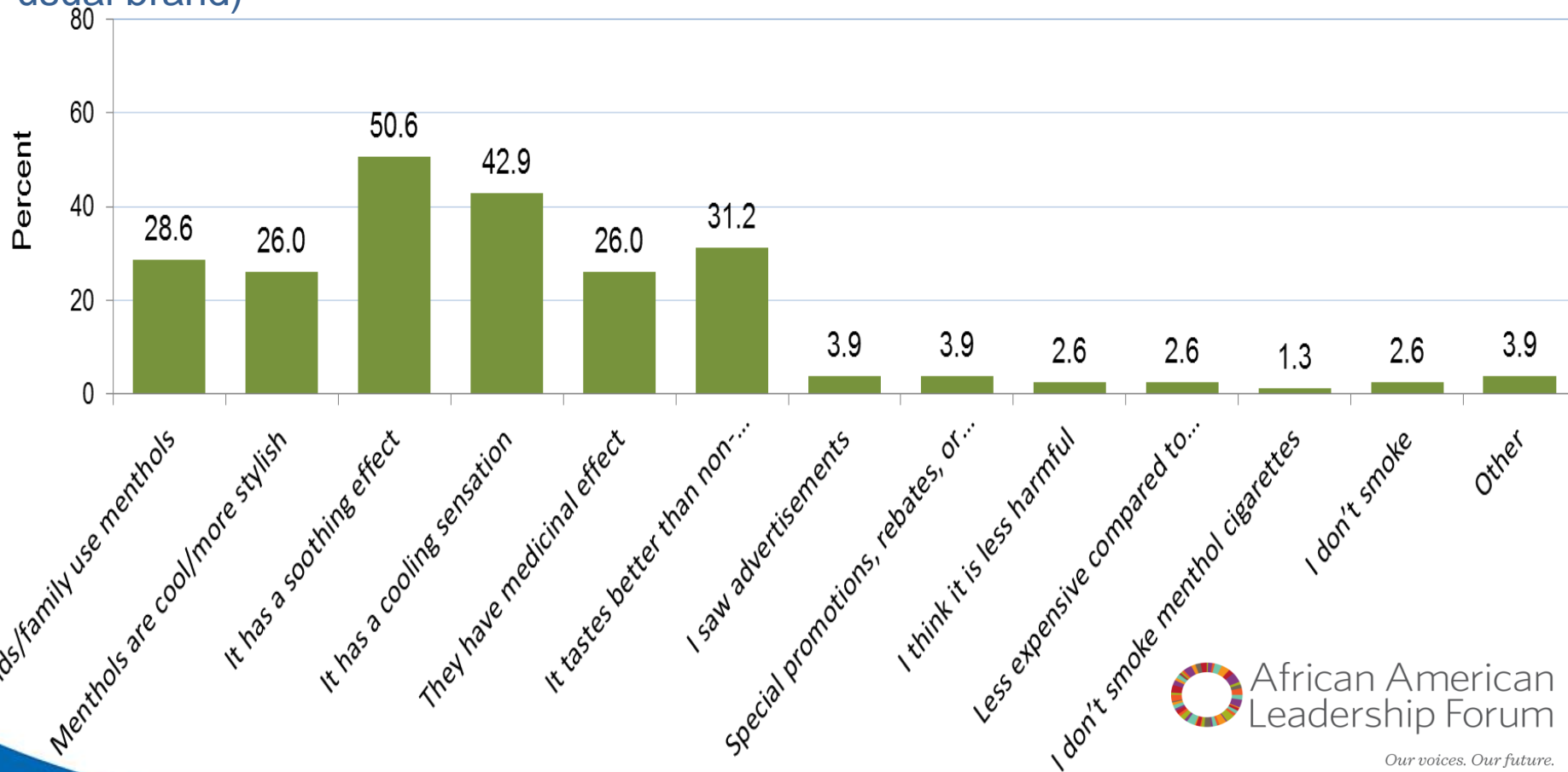
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Public Health

Question: If menthol, why do you prefer the menthol cigarettes?

(Mark all that apply.) (Among 79 respondents who checked menthol as their usual brand)



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Public Health

Top 4 reasons why smokers prefer menthol cigarettes:

1. Menthol has a soothing effect
2. Menthol has a cooling sensation
3. Menthol tastes better than non-menthol
4. Peers, friends, and/or family smoke menthols



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Public Health

Key Informants

Discuss the association of menthol and mint:

- Informants feel menthol is expected to be inhaled more easily or is less harsh tasting than non-menthol products
- Menthol products are attractive based on their taste, familiarity, accessibility, and price



Key Informants

Describe “peer influence” vs. “peer pressure”

- By smoking, peers give tacit endorsements of the product or model the behavior, creating a desire to belong
- Some informants describe how smoking has a cool factor, or glamor associated with smoking in their late teens/early 20s



Among U.S.-born African American smokers ...

- 83% of smokers get their cigarettes from convenience stores or gas stations, 11% from supermarkets
- **60% of smokers said they would QUIT smoking if menthols were no longer sold in stores**



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Public Health

Thinking about quitting?

Among U.S.-born African American smokers ...

- 51% have stopped smoking for one day or longer in the past 12 months because they were trying to quit smoking
- 69% know where they would go to get information or quitting resources if they wanted to quit smoking

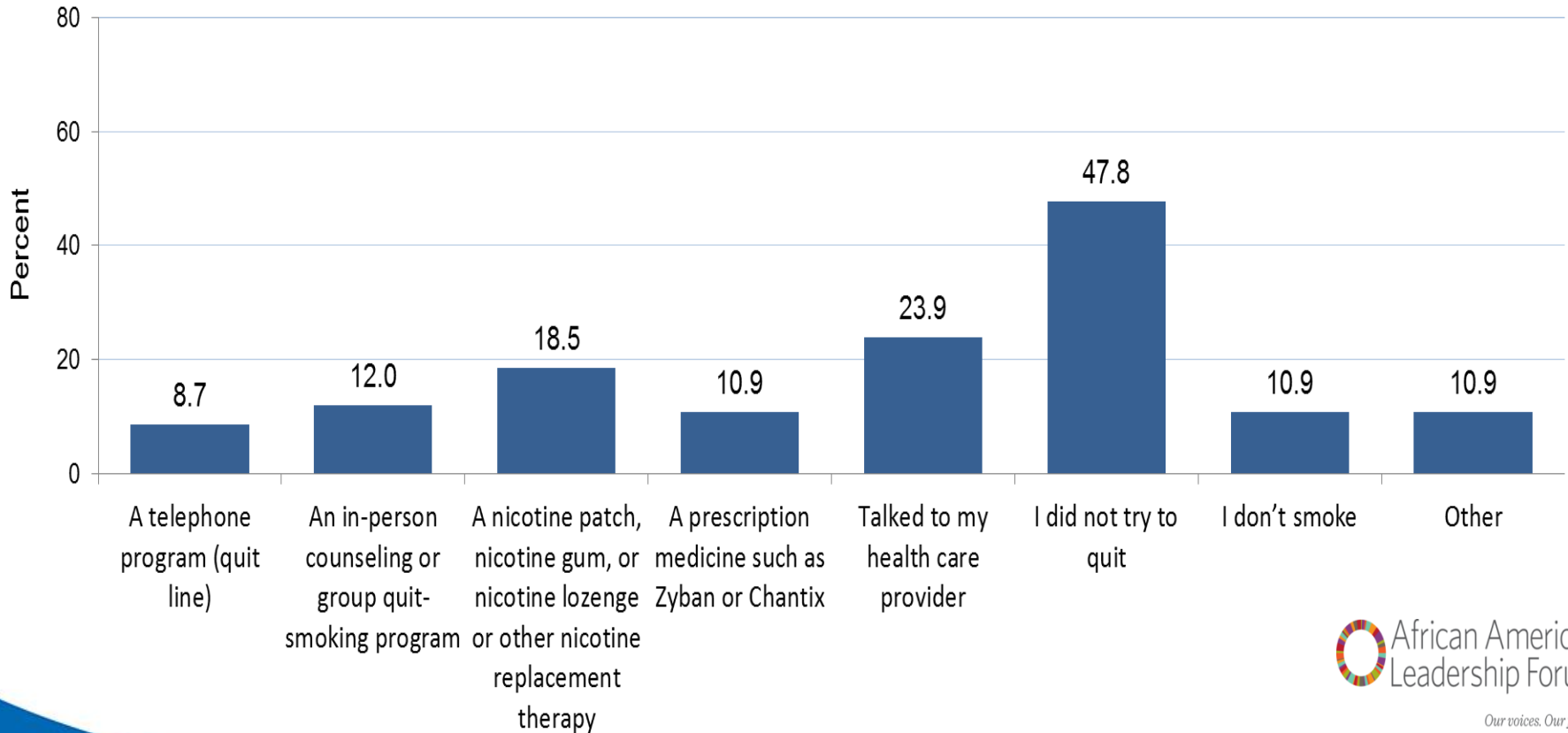


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Public Health

Question: In the past 12 months, have you tried any of the following resources to help you quit smoking? (Mark all that apply.)



If they tried to quit smoking ...

Top 3 reasons they smoked less or quit smoking:

1. For my health
2. For my family
3. It costs too much

Top 3 reasons they tried to quit smoking and weren't successful:

1. The craving to quit smoking was too strong
2. I was not ready to quit yet
3. Many of my friends and family still smoke



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Public Health

Key Informants

Observations on prevention and resources

- Aware of community groups that address tobacco use:
 - AALF, Anti-tobacco coalitions, QUITPLAN campaigns, U of M
- Cessation resources don't appear to be readily available in U.S.-born African American community compared to other communities
- Quitting resources are not culturally relevant
 - Aiming resources to the “general public” is culturally irrelevant
 - Reluctance to talk about quitting with others outside of their racial group
- Crave culturally appropriate services and approach



Our voices. Our future.

Thank you!

Contact information:

Gene Nichols

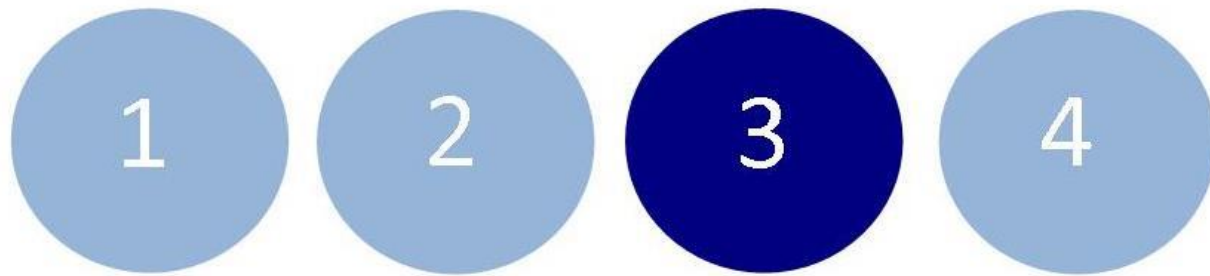
AALF

HWG Co-Chair

Eugene.nichols@comcast.net



Engaging new audiences to regulate menthol and flavored tobacco products



The background features abstract, overlapping green geometric shapes in various shades, creating a modern and dynamic feel. The shapes are primarily triangles and polygons, some semi-transparent, layered on a white background.

Engaging New Audiences to regulate menthol and flavored tobacco products

Duluth, MN Tobacco Control

Ordinance in the city of Duluth as Top Priority

- ▶ Move menthol and flavored tobacco products from current retail towards Tobacco only stores
Ultimate goal: to have a Duluth Ordinance to restrict menthol and flavors within 12 months
 - ▶ Restricts access of the products to youth
18 + Adult only stores and tied to ‘healthy community’ initiatives
 - ▶ Engage and recruit policy champions on the city council to further this mission
 - ▶ Understanding of council’s political environment and readiness / inclination

Restricts access of the products – we know that restriction will significantly reduce use of menthol and flavored tobacco products

Engage and recruit policy champions on the city council - remind elected that MN smokers reported they would quit smoking if menthol were restricted and utilize current data

Understanding readiness / inclination – Duluth City Council make up changes in 2018 and 2020



Building capacity requires outreach - Starting with the schools and groups within



Event & capacity build - high numbers of African American / Native American students

High School with greatest number of targeted populations

Organizations in schools as Partners - Guys with Ties & Social Justice Group



With Partners - conduct events - Denfeld High School on Indigenous People's Day



You are cordially invited to attend a special
Indigenous People's Day
gathering on October 10th

Tobacco is Sacred:
MENTHOL & FLAVORS ARE LETHAL
Indigenous People's Day at Denfeld High School
4:30 - 6:00

- Teaching tables
- Tobacco Ties/Photo Pledge
- Light meal - Bison Vegetable Stew
- Prizes

RSVP appreciated, not required. Get more information:
Deb Smith - debra.smith@lung.org or 218-726-4858

SPONSORS:

 **AMERICAN LUNG ASSOCIATION.**
IN MINNESOTA

 **LETHAL LUNG**

Anishinaabe Club
of Denfeld High School

From those Community Events Create Buzz



Duluth News Tribune front page story featuring our tobacco is sacred event
10/11/2016

Headlines in the news - builds on success

- ▶ We received all Television channels with interviews on the lethal nature of menthol and flavored tobacco products at the Oct event
- ▶ We are engaging elected officials and utilizing New information such as the Teen Survey data. Receptive elected on-going meetings
- ▶ Elected meetings include discussion of successes and wins in the metro area
- ▶ Watching the progress of current City Council ordinances that might have relevance to our work, such as earned sick and safe time

Utilizing Creative Tactics: storytelling and engagement



Winter Digital Storytelling Workshop

- ▶ 13 middle to High School students Participated in a four-day digital storytelling workshop. Diverse ages and races

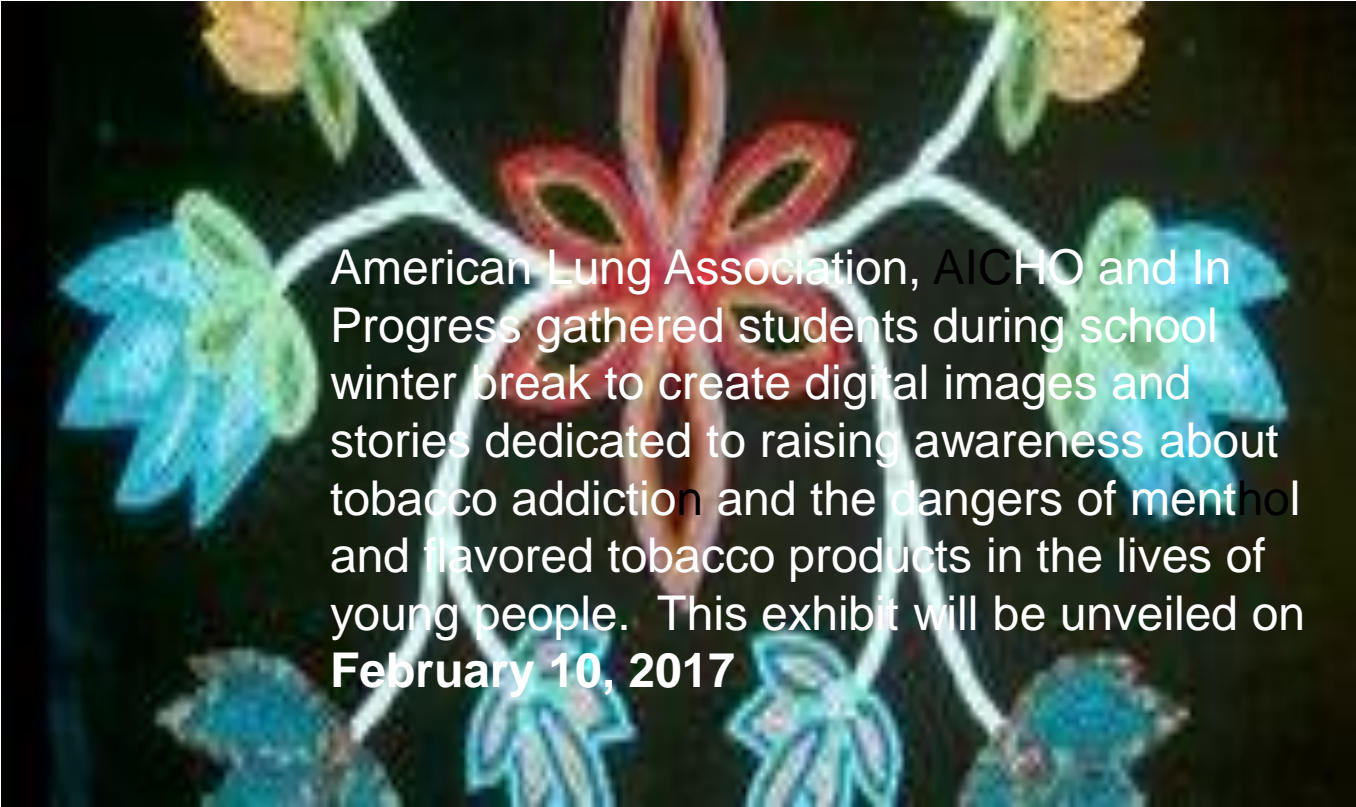




Kids ages 11 - 18

Told stories of their own experiences with Tobacco.

Learned the dangers of menthol and flavored tobacco products
Shared personal story



American Lung Association, AICHO and In Progress gathered students during school winter break to create digital images and stories dedicated to raising awareness about tobacco addiction and the dangers of menthol and flavored tobacco products in the lives of young people. This exhibit will be unveiled on **February 10, 2017**

Duluth, MN
Partnerships In Progress,
Gamadjii

Writing: Biography, Story & Teaching



Amazing results in 4 afternoons

Grounding in the subject



Final poster



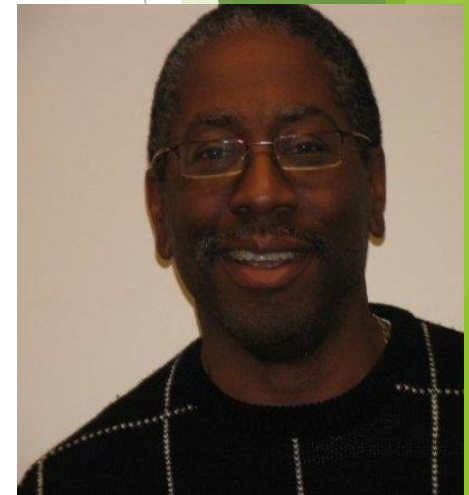
Conventional outreach

- ▶ Event and presentation at community organizations - Participation at existing community events and conferences



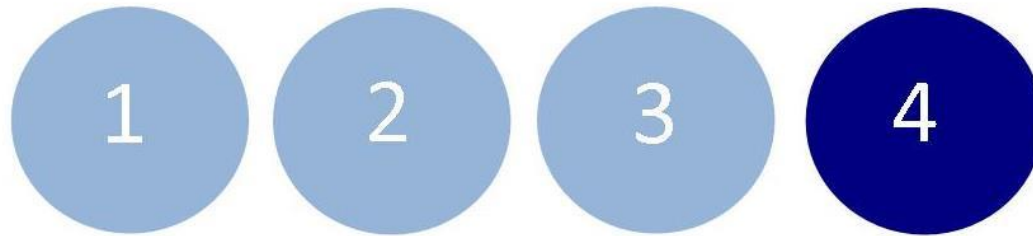
Teaching the community what we know

- ▶ Facilitate Community Dialogue events on topic of Menthol
- ▶ Aim at African American high use and bring in African American groups - from all corners of the city - University - grass roots - school partners, health care institutions
- ▶ Engage experts like Gene Nichols to tell the story of the state of Minnesota's use rates, attitudes - MDH study in March to Duluth's engaged groups March 15
- ▶ Utilize MDH studies to reveal findings -combine new groups and re-engage re-engage health professionals and elected officials



We're taking steps to
reduce menthol and
flavors in the city of
Duluth

How you can get involved



Join our coalitions

- Join us for:
 - Menthol Coalition meetings, last Wednesday of every other month (Feb. 1) at NorthPoint Clinic
 - Statewide Minnesotans for a Smoke-Free Generation tobacco coalition, every month at ClearWay Minnesota

Betsy@ansrmn.org

Help us at the local level

- Betsy Brock, Association for Nonsmokers-Minnesota:
betsy@ansrmn.org
- LaTrisha Vetaw, NorthPoint Health & Wellness, Inc.:
lvetaw@northpointinc.org
- Eugene Nichols, African American Leadership Forum:
eugene.nichols@comcast.net
- Debra Smith, American Lung Association:
Debra.Smith@lung.org