

### Tobacco Related Health Disparities

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### Disclosure

- I have no Financial Interest in any Tobacco and or E-cigarette companies
- I have no Financial Interest in any Pharmaceutical Companies

### Smoking Prevalence 2012

• African Americans	18.1%
• Am. Indians/Alaska Natives	21.8%
• Asian Americans	10.7%
• Hispanics	12.5%
• Whites	19.7%
• Multiracial	26.1%

(MMWR, 2014)

### Tobacco use and Smoking Prevalence by Racial/Ethnic Group

**American Indian / Alaska Native 21.8%**

• Alaska Natives	45.1%
• Northern Plains Tribes	50%
– Men	49%
– Women	51%
• Southwest Tribes	14.5%
– Men	19%
– Women	10%

MMWR, 2014; RSG, 1998; Nez-Henderson, 2005

### Smoking Prevalence by Racial/Ethnic Group

**Hispanic/Latino 12.5%**

• Cuban Americans	27.7%
• Puerto Rican	20.1%
• Mexican Americans	17.3%
• Dominicans	13.0%
• Central/South Americans	11.8%

MMWR, 2014; National Center for Health Statistics (1997-2003)

### Smoking Prevalence by Racial/Ethnic Group

**Asian and Pacific Islanders 11.3%**

	Males	Females
• Cambodian	24.6%	7.9%
• Chinese	15.3%	6.2%
• Filipino	23.7%	9.3%
• Japanese	13.2%	12.7%
• Korean	35.9%	9.2%
• Vietnamese	31.5%	1.1%

MMWR, 2014; California Interview Survey, 2001

### Smoking Prevalence by Racial/Ethnic Group

#### African Americans /Blacks 18.1%

	Males	Females
<b>Afr. Americans</b>	<b>27.1</b>	<b>18.7</b>
<b>Barbadians</b>	<b>20.1</b>	<b>0.8</b>
<b>Dominicans</b>	<b>24.3</b>	<b>17.1</b>
<b>Haitians</b>	<b>10.7</b>	<b>8.6</b>

MMWR, 2014; World Bank, 2002

### Undercounting African American Smoking

	RDDTS	Community
Afr. Am. Teens Cigar Use	8-13% a., b.	32-44% c.
Afr. Am Adults Smoking Rates	22.4% a.	38.9% d.

a. CDC, 2003; b. Gilpin and Pierce, 2003; c. Yerger, et al., 2001; d. Dell, et al., 2005

### African American Smoking: Undercounted by a Significant Amount

• RDDTS	Blacks 19%	Whites 13%
• CARA	Blacks 33%	Whites 19.5%

(Landrine et al., 2013; Telephone Surveys)

### African American Smoking: A Bimodal Distribution?

- The Problem: RDDTS, Household surveys and School-based surveys reflect tobacco use of higher SES African Americans
  - Poor inner city residents (fewer land lines, less stable and lacking trust)
  - High incarceration rates
  - Low and episodic school attendance
  - Cigars and Blunts

### Surveys Miss Other Tobacco Use

- 49.3% of Black cigarette smokers and
- 14.9 % of Black cigarette **non-smokers** had smoked at least one non-cigarette product in the past 30 days
  - Cigarillos
  - Cigars
  - Blunts

– (Landrine et al., 2013; Poly tobacco use)

### Unique African American Smoking Characteristics

1. Smoke Fewer Cigarettes Per Day
2. Take Fewer Puffs Per Cigarette
3. Slower Cotinine metabolism
4. Smoke Higher Nicotine Cigarettes Compared to other Racial/Ethnic groups

(1, Clark, et al., 1996; 2, McCarthy, et al, 1995; 3 and 4 Wagenknecht, et al., 1990; Perez-Stable, et al., 1998; Benowitz, 1998);

### Unique African American Smoking Characteristics

- 5. Begin Smoking Later in Life
- 6. Highest Rates of Menthol Cigarette Use

(NSDUH, 2004-2008; RSG, 1998)

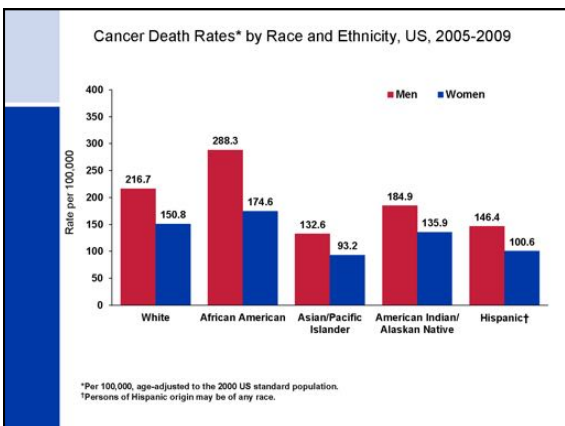
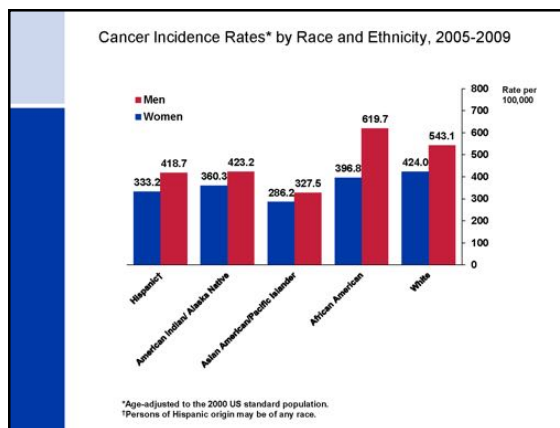
### Racial Differences Cotinine Clearance, Half-Life, and Nicotine

	Black	White
Cotinine	0.56 ml	0.68 ml (p=.009)
Half/Life	1064 min	950 min (p=.07)
Nic/Cig	1.41 mg	1.09 mg (p=.02)

(Perez-Stable, et al., 1998)

### Melanin-Melanin-Melanin

- Melanin is the substance that gives color to our skin
- Nicotine is stored in tissues that contain melanin
- Therefore, the darker your skin, the more nicotine is stored in your body.



### Age Adjusted Death Rates

per 100,000 (Males, 1992-1994) (RSG, 1998)

	AA	AIAN	AAPI	W	Hispanic
Oral Cancer	7.7	2.6	3.3	3.0	2.4
Esophagus	11.4	3.2	2.7	4.4	2.8
Lung Cancer	81.6	33.5	27.9	54.9	23.1
CHD	138.3	100.4	71.7	132.5	82.7
CVD	53.1	23.9	29.3	26.3	22.7

### Age Adjusted Incidence Rates

(All sites and Lung) per 100,000 (Females and Males, ACS 2007)

	AA	AIAN	AAPI	Whites	Hispanic
<b>All Sites</b>					
M	639.8	359.9	385.5	555.0	444.1
F	383.8	305.0	303.3	421.1	327.2
<b>Lung Cancer</b>					
M	110.6	55.5	56.6	88.8	52.7
F	50.3	33.8	28.7	56.2	26.7

### Age Adjusted Mortality Rates

(All sites and Lung) per 100,000 (Females and Males, ACS 2007)

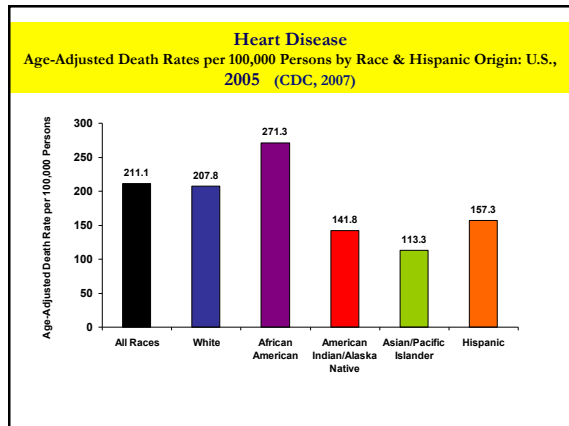
	AA	AIAN	AAPI	Whites	Hispanic
<b>All Sites</b>					
M	331.0	153.4	144.9	239.2	166.4
F	192.4	111.6	98.8	163.4	108.8
<b>Lung Cancer</b>					
M	98.4	42.9	38.8	73.8	37.2
F	39.8	27.0	18.8	42.0	14.7

### Lung Cancer Treatment Disparities

- Early-stage, non-small-cell lung cancer. 10,984 patients 65 years of age or older, 860 were African American, 10,124 were White.

	Whites	Afr. Am.
Surgery	76.7%	64.0%
Survival	34.1%	26.4%

(NCI, 2003)



## The African Americanization of Menthol Cigarettes

### 50 Years of Predatory Marketing

### African American Menthol Use Skyrockets

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

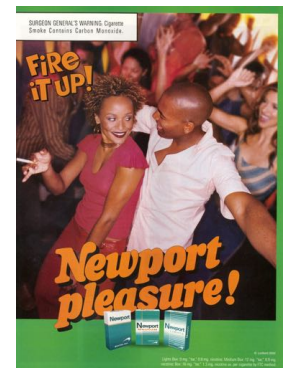
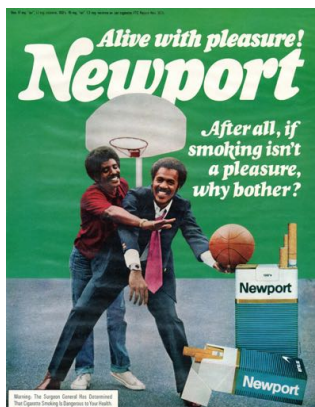
Roper, B.W. (1953). A Study of People's Cigarette Smoking Habits and Attitudes Volume I. Philip Morris, Bates No. 2022239249. MSA, Inc. (1978) The Growth of Menthols, 1933 -1977. Brown & Williamson, Bates No. 670586709-785. NSDUH, 2004-2008.

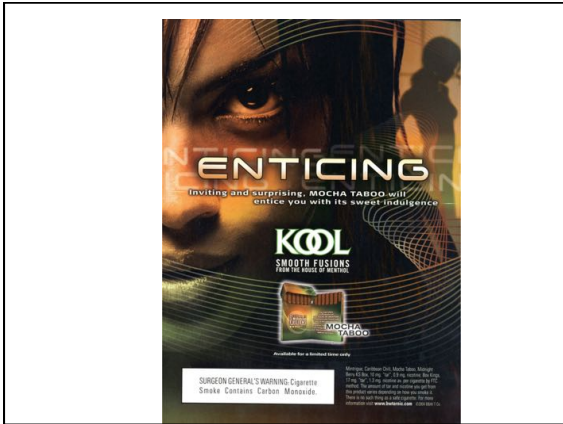
**Tobacco Industry's Assault on the African American Community (1960s & 70s)**

- 91% of Advertising Budget for TV (B&W)
- Use of Male Actors with more Black features
- Tripled Cigarette Advertising in Ebony
- "Menthols got a brand new bag"
- Cool Jazz; Cool Lexicon
- Philanthropy  
(Gardiner, 2004)



1970 Ebony magazine advertisement





### The Ultimate Candy Flavoring; Menthol Helps The Poison Go Down Easier

- Chief Constituent of Peppermint Oil; Minty-Candy Taste; **Masks the Harshness of Smoking**
- **Cooling Sensation**; activates taste buds; cold receptors; increases throat grab
- **Anesthetic effects; Mimics Bronchial Dilatation**
- **Independent Sensory Activation Neurotransmitters**
- **Increases Salivary Flow; Transbuccal Drug absorption**
- **Greater Cell Permeability** (Ferris, 2004; Benowitz, 2004)

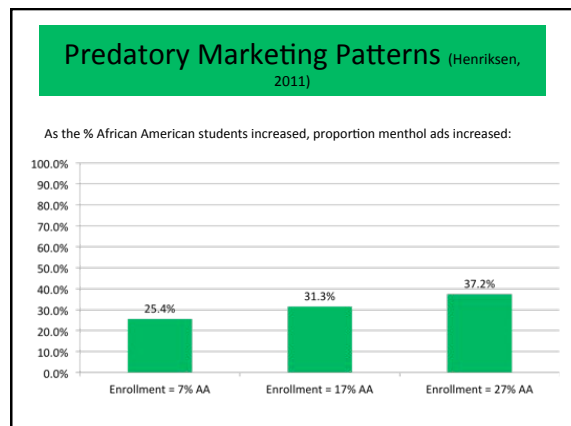
### All tobacco Products Contain Some Menthol

- **Menthol content of U.S. tobacco products**
- 
- 
- **Product** **Menthol (mg)**
- 
- Regular (non-menthol) cigarettes 0.003
- Menthol cigarettes (weak effect) 0.1–0.2
- Menthol cigarettes (strong effect) 0.25–0.45
- Pipe tobacco 0.3
- Chewing tobacco 0.05–0.1

(Hopp, 1993)

### 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)



### Menthol Cigarettes: 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)

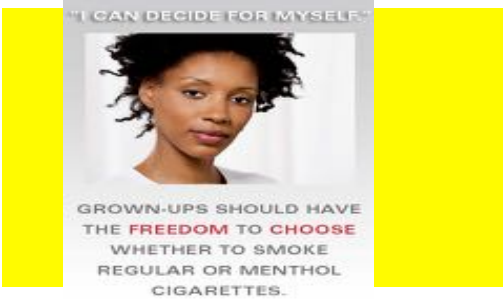
### Storefront Cigarette Advertising Differs by Racial/Ethnic Community

	Brookline n= 42 %	Dorchester 56 %	p-value
• Retailer w/ Ads	42.9	85.7	<0.001
• Small Ads	56.8	20.1	"
• Large Ads	2.0	23.7	"
• Menthol Ads	17.9	53.9	"
• Average Price	\$4.94	\$4.55	"

(Seidenberg, et al., 2010)

### Brazen to say the least

<http://mentholchoice.com/index.html>

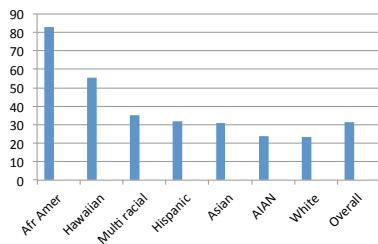


### Who uses Menthol Cigarettes?

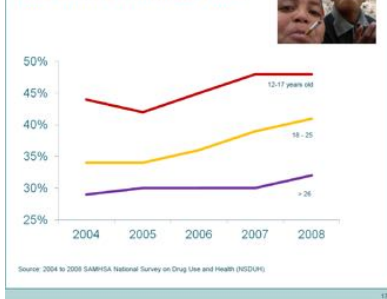
- 1.1 million underage adolescents smoked menthol cigarettes
  - 18.1 million adults
  - 52.2% of all menthol smokers are women
- (NSDUH, 2004-2008)

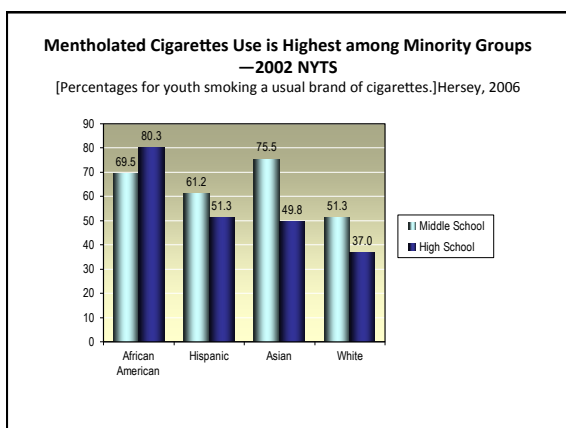
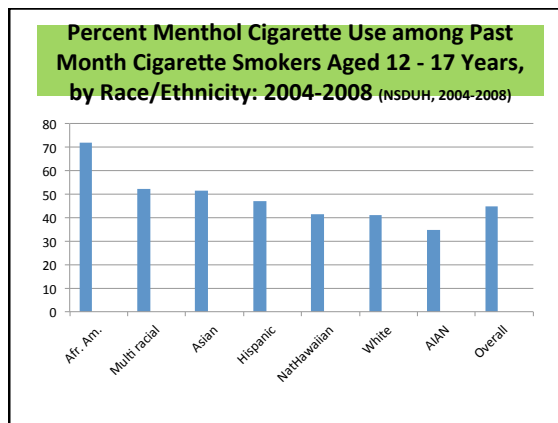
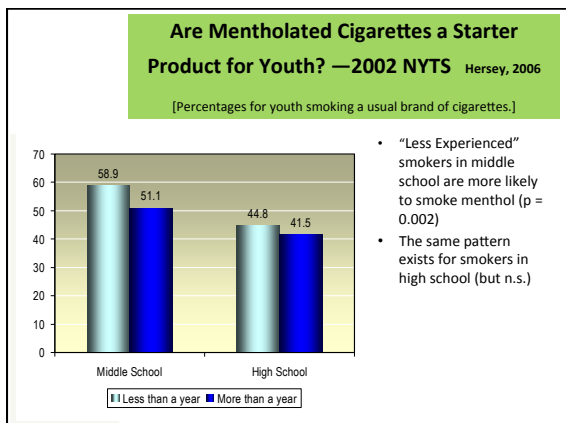
### Percent Menthol Cigarette Use among Past Month Cigarette Smokers Aged ≥18 Years, by Race/Ethnicity:

2004-2008 (NSDUH, 2004-2008)



### Kids Smoke Menthols Most





### Prevalence of Menthol Smoking Among Ever Smokers; Hispanic Origin (Deinevo, 2011)

Mexican	19.9 (18.3, 21.7)
Puerto Rican	62.0 (58.0, 65.8)
Other	26.5 (23.7, 29.5)
<b>Total</b>	<b>27.1 (26.7, 27.6)</b>

### Hawaii Youth Tobacco Survey, 2000, 2003 and 2009 (Hawaii State Department of Health, 2009)

	Middle School			High School		
	2000	2003	2009	2000	2003	2009
Cigarette Prevalence	38.4	21.1	17.2	63.3	47.8	36.9
Menthol Brand: Kools	61.5	61.4	70.0	76.1	75.8	78.4
		56.1	27.1		61.1	57.6

### Filipinos and Menthol

- Menthol cigarettes constituted 55% of the cigarette market in 2007
- Marlboro Menthol Lights; Philip Morris Menthols
- Cigarettes in the Philippines were found to contain 8% more nicotine and 76% more tar than imported brands
- (Euromonitor Cigarette Report, 2008)



### Reasons to Ban Menthol

- **Menthol cigarettes are starter products for Youth**
- **Menthol cigarettes have greater addiction potential given their Unique Sensory Stimulation Properties**
- **The Ultimate Candy Flavoring: It helps the poison go down easier**

### Reasons to Ban Menthol

- **Bogus Health Messages; Mass Disinformation Campaign(s)**
  - Healthier alternative; soothes sore throats
  - Refreshing; Alive with Pleasure
  - African American smokers think menthols are healthier and safer than regular cigarettes  
(Tibor Koeves Associates, 1968; Hymowitz, 1995; Richter, 2008; Unger, 2010)

### Reasons to Ban Menthol

- **Cessation Inhibitor; Relapse Promoter**
  - Menthol Cigarettes are Harder to Quit and easier to take back up (Harris et al, 2004; Pletcher et al, 2006; Okuyemi 2003, 2004, 2007; Gandhi et al, 2009)
  - Not all studies (Fu et al., 2008; Hyland et al., 2002; Murray, 2007)

### Menthol Harder to Quit!

	Quit Attempts	% Difference
Non-Menthol	38.1%	
Menthol	41.4%	<b>+8.8%</b>
Cessation (>3 mo.)		
		% Difference
Non-Menthol	21.2%	
Menthol	18.3%	<b>-13.8%</b>

(Levy, et al., 2011)

### Reasons to Ban Menthol: It's a Social Justice Issue!

- **Predatory and Relentless Marketing Toward the Most Vulnerable Populations**
    - African Americans
    - Native Hawaiians
    - Filipinos
    - Women
    - Youth
- (Appleyard et al, 2001; Gardiner, 2004; Sutton and Robinson, 2004; Yeger, 2007; Heaton, 2009)

### Social Justice Issue

- The disproportionate marketing and targeting candy-flavored poison to African Americans and other specially oppressed sectors of our society, is out-right discriminatory and genocidal.
  - Poorest; least informed; fewest resources; indeed the definition of preying on the most vulnerable sections of our society.

**If Menthol Were Banned 100,000s of Lives would be saved**

2010 – 2050

	All Menthol Smokers	Black Menthol Smokers
10%	323,107	91,744
20%	478,154	164,465
30%	633,252	237,317

(Levy, et al., 2011)

- Follow Chicago's Lead!**
- Enact 500 ft. Barriers around all Schools to prohibit the sale of flavored tobacco products including menthols:
    - Baltimore, Minneapolis, and Beyond
    - Delta Resolution / National, Regional and Local
    - Organizations
      - Host Menthol Sunday's
      - Distribute Menthol Fact Sheets
      - Pass Resolutions

**Thank You!**

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