

2023



## COMMUNITY WORKSHOP 4

### **MEETING REPORT**

**UC Merced NCPC and American  
Heart Association**

**COMMUNITY CORE TEAM**

NICOTINE & CANNABIS POLICY CENTER | 5200 N. LAKE ROAD, MERCED,  
95343



## CONNECTING COMMUNITIES AROUND TOBACCO POLICIES SUMMIT

**Event Title:** NCPC/AHA CONNECTING COMMUNITIES AROUND TOBACCO POLICIES

**Date** Thursday, January 26th, 2023

**Location:** Mainzer Theatre 655 W Main Street, Merced, CA 95340

**Meeting Agenda** (*Appendix A*):

Morning Session:

- 8:30am - High-level overview of 2022 findings
- 9:10am - UC Davis and CA Quits: Tobacco Cessation Systems, Issues and Partners
- 9:45am - Break
- 10:00am - Case Study on Youth Engagement--Stanislaus Re-engaging youth, re-creating the momentum
- 10:50am - Persistence Pays: Changing local Ordinances in Visalia Four years of work leading to new local ordinances.
- 11:30am - Lunch

Afternoon Session:

- 12:00pm - Tobacco control policy at state and federal levels
- 12:35pm - Strategy Café
- 2:15pm - Closing remarks

**Speakers Presenters** (in order of presentation): Anna Song, PhD; Nancy Burke, PhD; Elisa Tong, MD, MA; Cindy Valencia, PhD, MPH; Charmaine Monte, MA; Elizabeth (Liz) Escalante, Baolia Xiong, Joanna Garcia, Jasmine Luna, Jamie Morgan, Laura King and Arturo Durazo, PhD





# CONNECTING COMMUNITIES AROUND TOBACCO POLICIES SUMMIT

## High- Level Overview of Findings 2022

- Dr. Anna V. Song and Dr. Nancy Burke co-presented high-level findings and research conducted used to gain insight about nicotine and cannabis work conducted in the San Joaquin Valley and surrounding Foothills during Summer 2022. (*Appendix B*)
  - Conducted a focus group in June and July of 2022. In total, 19 tobacco use prevention stakeholders were interviewed about their experiences working to reduce tobacco use.
  - In total, 14 Key Informant Interviews were conducted in late June and July of 2022 to gain insight to successes and challenges they face as tobacco use prevention stakeholders.

### Findings

1. Educational materials regarding policies are not accessible culturally or linguistically.
  2. Local government officials serve as obstacles to policy initiatives.
  3. Elected officials may accept money from the tobacco industry to oppose tobacco control measures.
  4. Ability to prioritize policies relies on: sparking action within the community and statewide actions.
  5. High demand for centralized, accessible data system between tobacco prevention departments
  6. Youth are one of the most important factors in policy change efforts.
- A community-wide survey was developed based on findings from the focus group and informant interviews. The survey was completed by a total of 60 participants in September and October 30 of 2022.

### Findings

1. Top 3 priorities reported for 2022-2024 are: smoke free multi-unit housing, tobacco retailer licensing, and restricting flavored tobacco products.
2. Goals that the community want the NCPC to focus on are: providing local data, disseminate information, increase access to cessation resources, and address cannabis.
3. Demand for more policy briefs, webinars and in-person workshops.



## **UC Davis and CA Quits: Tobacco Cessation Systems, Issues and Partners**

- Dr. Elisa Tong and Dr. Cindy Valencia, from UC Davis and CA Quits, presented on cost effective, community-based smoking cessation efforts.
  - CA Quits' overall goal of the project is to:
    - Drive system change to accelerate tobacco cessation treatment.
  - In particular, they collaborate with:
    - Safety net clinic systems that have integrated evidence-based tobacco treatment. There has been a focus on Medi-Cal patients.
  - Drs. Tong and Valencia also described details of the Kick IT California program, which delivers personal quit services and NRT programs that are free of charge. They reported that verbal and written material referrals result in 3-4% patient engagement, whereas proactive referrals result in 30-40% patient engagement.
  - Their findings also suggest that California Latino smokers with Medi-Cal report less provider advice and assistance than their White counterparts. Drs. Tong and Valencia reported their efforts on examining factors related to Latino smokers receiving less cessation advice and assistance, particularly by providers. Moreover, they presented on intervention strategies that included household mailings promoting Kick IT and free NRT products, especially nicotine patches.
  - The overall takeaways during the presentation were the following:
    1. Proactive outreach increases access to Kick IT California services.
    2. Health systems are working to overcome barriers for tobacco screening and treatment.
    3. Medi-Cal reform (CalAIM) requires health population management to promote health equity.
  - CA Quits 2023-2026 Project Overview:
    1. Advance population health cessation strategies and promote health equity.
    2. Improve tobacco screening and counseling quality metrics.
    3. Facilitate local partnerships with health systems and Medi-Cal managed care plans.



## Case Study on Youth Engagement

- Charmaine Monte and Elizabeth Escalante, representatives from the Stanislaus County Office of Education, presented on the activities and accomplishments of the PHAST Youth Coalition.
  - . The presentation included information on the development and implementation of the PHAST program:
    - California Tobacco Control Program (CTCP) & California Department of Education (TUPE) collaborated on this joint project.
    - PHAST's goal is to empower youth to develop critical thinking, communication, creativity, and collaboration skills while promoting healthy choices. Their program includes the following activities:
      - Build Peer Tobacco Education Skills
      - Conduct Tobacco Prevention Education Activities
      - Conduct Community Advocacy Activities
    - In 2022, PHAST has reached over 30 high school sites, 26 junior high sites and 17 elementary school sites for a total of 1,200 members.

## 2. Recruitment & Engagement

- Benefits of Youth Engagement:
  - Unique perspective
  - Power & Credibility
  - Peer to peer education
  - Readily available volunteer force
  - Help gain access to schools/parents/communities.
- Ways to Recruit Young People:
  - Organize a tabling event
  - Use colorful posters/flyer's
  - Peer to peer recruitment
  - Make it fun/interactive.

## 3. List of PHAST Youth Engagement Activities include:

- Tobacco Slam Training Program
- Boot Tobacco Camp
- PHAST Film Society & Slammies
- PHAST Film Society Youtube Channel
- PHAST Member Dashboard
- On-Campus Tobacco Prevention Awareness Campaigns
- Volunteer Opportunities
- Projects: Smoke-Free Outdoor Public Spaces & Healthy Retail Environments





## CONNECTING COMMUNITIES AROUND TOBACCO POLICIES SUMMIT

- The presentation concluded with information on PHAST's impact on the community. The top accomplishments included:
  1. In 2022, all Hughson, Turlock, Riverbank & Patterson Parks are smoke-free zones
  2. Various community education and volunteer opportunities
  3. Lifetime use rates of smoking have declined significantly



## **Persistence Pays: Changing Local Ordinances in Visalia**

- Baolia (Bao) Xiong and Joanna Garcia represent California Health Collaborative and presented on 4 years of labor-intensive work that led to major, local policy change in Visalia.

In 2021, Visalia City Council approved a smoke shop to be opened within close proximity to a local school. Over 25% of tobacco retailers in Visalia are within 1,000 feet of a school.

- Bao and Joanna offered a detailed list of intervention activities in chronological order:
  - May 2018: API Pact begins
  - Summer 2018: Strategy Session
  - Fall 2018: Collect Data
  - Winter 2018: Important Meetings
  - Spring 2019: Community Education
  - October 2019: City Council Meetings
  - March 2020: Covid-19 Pandemic
  - May 2021: Smoke Shop Opens Up Near School
  - June 2021: Local Youth Speak Out Against Smoke Shop
  - November 2021: Presentation By City Staff
  - December 2021: Emergency Ordinance
  - February 2022: Planning Commission Meeting
  - March 2022: Push for Improvement
  - April 2022: Second Reading
  - May 2022: Implementation of New Policy



## **Tobacco Control Policies at State and Federal Levels**

- Jamie Morgan and Laura King, from the American Heart Association, presented on the effects that advertising has on the menthol flavored tobacco consumption. (*Appendix D*)

### **Executive Summary**

#### *Purpose of this research paper:*

- In 2009, a federal law passed that only allows marketing for tobacco and menthol cigarettes. Recently, in April 2022, the USFDA announced a proposal to removed menthol cigarettes and flavored cigars/cigarillos from the market.
- The goal of this research paper is to analyze the role advertising has on the exponential growth in popularity of menthol tobacco products.

#### *The Investigation Documents Two Principal Findings:*

- The recent growth in popularity of menthol cigarettes was not spontaneous, it was planned by the tobacco industry.
- Recent menthol cigarette advertising has not modulated from its excesses of the past.

#### *Modern Menthol Cigarette Advertising:*

- Pages 4-5, Appendix

#### *Growth in the Menthol Market:*

- Menthol cigarettes were introduced into the market in 1925, but did not have a major role in the market until the 1960s. Today, it encompasses 37% of the entire market.
- This growing popularity was not unintentional, but rather Black and young smokers were purposefully targeted for decades with advertisements.
- Newport offers 7 menthol variants, Marlboro offers 11 menthol variants, and Camel offers 12 menthol variants.

#### *Menthol Advertising: Medicinal & Health Reassurance:*

- While menthol does have certain health properties menthol cigarettes are not healthy, they are deadly. The tobacco industry falsely marketed menthol cigarettes as having health benefits.
- Unfortunately, their deceptiveness worked. Many consumers falsely believed that menthol cigarettes were healthier. When it became illegal for the tobacco industry to claim health benefits, they switched over to terms such as: mild, light, super light and ultra light.

#### *Menthol Advertising "Fresh" & "Cool":*

- Two key descriptors that menthol advertising clings on to are: fresh and cool.
- Fresh implies pureness and crispness.
- Cool implies a pleasant throat sensation and also serves as a synonym to the slang word cool.



### *Menthol Youth-Targeted Advertising:*

- Mint and menthol are especially popular among youth and beginner smokers as it reduces coughing.
- Most menthol cigarette campaigns target youth.
- In 1972, Newport released a menthol campaign, "Alive with Pleasure" that lasted for 44 years. This campaign established Newport as the #1 best selling menthol brand and the #2 best selling cigarette brand.
- In the early 2000s, the tobacco industry began introducing sweet and fruity flavors.

### *Menthol Advertising Targeting Black Americans:*

- Before 1960, few Black Americans smoked menthol cigarettes. The tobacco industry realized that smoking was more common among lower-income people. Thus, they began to target these communities.
- In order to cement themselves into the black community, the tobacco industry began supporting multiple black organizations and celebrating Black History Month.
- When hit with criticism about their blatant targeting of the black community, the tobacco industry claimed that Black people merely had a biological preference for these flavors.

### *Menthol Music Themed Advertising:*

- All major menthol brands integrated music within their campaigns and sponsored numerous music festivals.
- In the 1970s and 1980s Jazz was the top choice for music because of its popularity among Black Americans. More recently, they've turned to rock n' roll, hip-hop and rap due to its popularity among youth.

### *Menthol Gender Targeted Advertising:*

- Since the 1930s menthol companies have targeted women because of their early acceptance of menthol brands.
- Tobacco companies commissioned studies that aimed to understand the psychological aspects of gender and consumer taste and used this to their advantage.

### *Menthol Product Innovation: Capsules*

- Capsules were first introduced in the US in 2008. Capsules are small spheres of flavored liquid that gets inserted into the filter, squeezed and then give off a burst of intense flavor.

### *Menthol & Mint Cigarillos, Hookah & Traditional Chewing Tobacco:*

- Menthol and mint flavors are offered in cigarillos, chewing tobacco, snus and hookah.



*Menthol & Mint in the Emerging Tobacco Marketplace:*

- In 2021, 30.2% of youth reported using mint flavored e-cigarettes and 28.8% reported using menthol flavored e-cigarettes.

*Menthol Cigarette Market Removals:*

- Canada, the European Union and the United Kingdom have all banned menthol from cigarettes as an effort to reduce smoking among youth.

*11 Marlboro Menthol Brands on the US Market- September 2022:*

- Page 13, Appendix D

*12 Camel Brands on the US Market- September 2022:*

- Page 14, Appendix D

*7 Newport Menthol Brands on the US Market- September 2022:*

- Page 15, Appendix D

*5 Virginia Slims Menthol Brands on the US Market- September 2022:*

- Page 15, Appendix D

*4 Pall Mall Menthol Brands on the US Market- September 2022:*

- Page 16, Appendix D

*Kool & Salem Menthol Brands on the US Market- September 2022:*

- Page 16, Appendix D

*Winston, American Spirit & L&M Menthol Brands on the US Market- September 2022:*

- Page 16, Appendix D

*Synopsis of Kool Advertising Campaigns from 1933-2022:*

- Page 17, Appendix D

*Synopsis of Newport Advertising Campaigns from 1957-2021:*

- Page 18, Appendix D

*Synopsis of Salem Advertising Campaigns from 1956-2006:*

- Page 19, Appendix D

*Synopsis of Menthol Black-Targeted Advertisements: Kool, Newport and Salem:*

- Page 20, Appendix D

*Synopsis of Menthol Black-Targeted Advertisements:*

- Page 21, Appendix D





# CONNECTING COMMUNITIES AROUND TOBACCO POLICIES SUMMIT

## Strategy Cafe

- Dr. Arturo Durazo, the NCPC's Director of Implementation and Dissemination and a Community Engaged Scientist at UC Merced's HSRI, led a Strategy Cafe where we discuss how to advance tobacco control in the San Joaquin Valley and Sierra Nevada Foothills (*Appendix C*). He based the activities on the following planned questions:

**1. Interactive Question #1: What question, if answered could make the greatest difference for the future?**

**2. Interactive Question #2: What is missing from the picture so far? What are we not seeing? Where do we want more clarity?**

**3. Interactive Question #3: If our success was completely guaranteed, what bold steps might we take? What seed can we plant together now?**

\*The findings are reported in *Appendix C*.





# CONNECTING COMMUNITIES AROUND TOBACCO POLICIES SUMMIT

## APPENDIX A

NCPC/AHA  
Connecting Communities Around Tobacco  
Policies Summit  
Agenda 1/26/23

Timing	Visuals	What	Who
8:30 AM	Professors Anna Song and Nancy Burke	High-level overview of 2022 findings	
9:10 AM	Elisa Tong, MD Cindy Valencia, Ph.D., MPH	UC Davis and CA Quits	
9:45 AM	Break		
10:00 AM	Charmaine Monte Elizabeth (Liz) Escalante	Case Study on Youth Engagement--Stanislaus Re-engaging youth, re-creating the momentum	
10:50 AM	Baolia Xiong, Project Director, API Pact Program, CA Health Collaborative Joanna Garcia, Community Engagement Coordinator at California Health Collaborative Jasmine Luna, Youth Advocate	Persistence Pays: Changing local Ordinances in Visalia Four years of work leading to new local ordinances.	
11:30 PM		LUNCH	

12:00 PM	Jamie Morgan, Sr. Region Lead, State Government relations  Laura King, Sr. Director Public Health Programs	Tobacco control policy at state and federal levels	
12:35	Arturo Durazo, Ph.D	Strategy Café	
2:15PM	Nancy & Anna	Closing Remarks	





## CONNECTING COMMUNITIES AROUND TOBACCO POLICIES SUMMIT

### **APPENDIX B**

- . NCPC Presentation "We Heard You "**  
**By**  
**Dr. Anna V. Song & Dr. Nancy**  
**Burke**





# We Heard You!

Nancy Burke and Anna Song

*in collaboration with the American Heart Association*

# Overview

- Research methods used to gain insight into current initiatives, local level challenges, and opportunities for NCPC to play a role
- Initial findings
- Next steps/plans for today

# FOCUS GROUPS



- **Goal:** Interview tobacco use prevention stakeholders about their experiences working to reduce access to tobacco products and minimize use
- Conducted June/July 2022; 19 participants
- 4-10 participants per group/ 3 groups

# KEY INFORMANT INTERVIEWS



- **Goal:** Gain in-depth insights into challenges and successes of tobacco use prevention stakeholders
- 14 participants interviewed in late June/July
- Interview lasted approx 45-minutes

# FINDINGS: Challenges

- Need for culturally and linguistically accessible educational materials regarding policy strategies
- Local government officials serve as obstacles to policy initiatives:
  - Their personal beliefs clash with tobacco cessation efforts
  - They stand to lose financially from tobacco cessation efforts
  - They are internally disorganized

# FINDINGS: Challenges

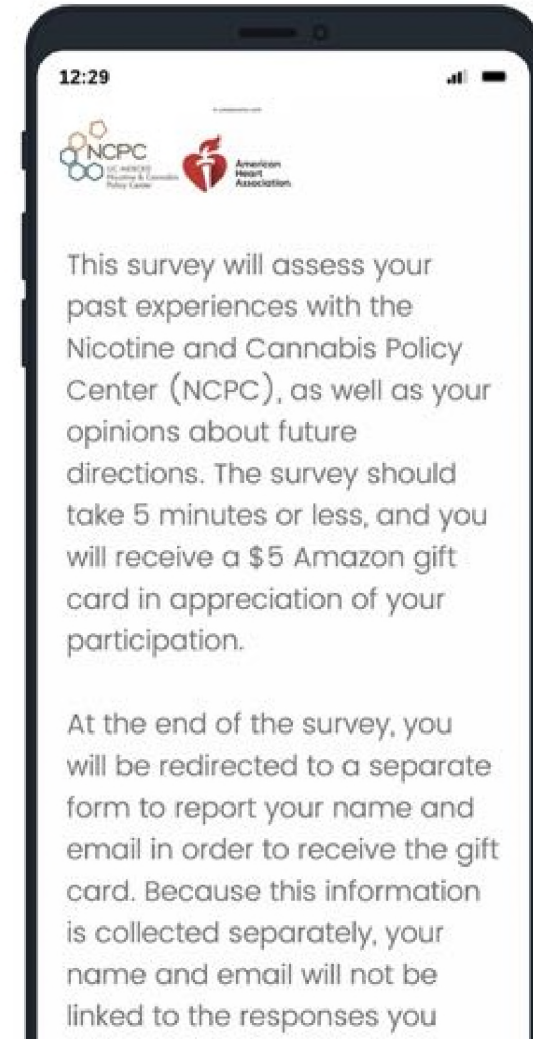
- Elected officials may accept tobacco industry \$\$ which then contributes to government resistance when officially supporting tobacco control measures
- Ability to prioritize certain policy(ies) relies upon (1) events sparking action within their community/neighboring communities or (2) statewide actions, requiring coordination amongst programs and organizations

# FINDINGS: Opportunities

- Desire for more centralized, accessible data and information; a system for keeping up with other tobacco prevention departments; and more communication regarding group actions and progress
- Youth are key stakeholders within every community, and youth are influential in policy change efforts

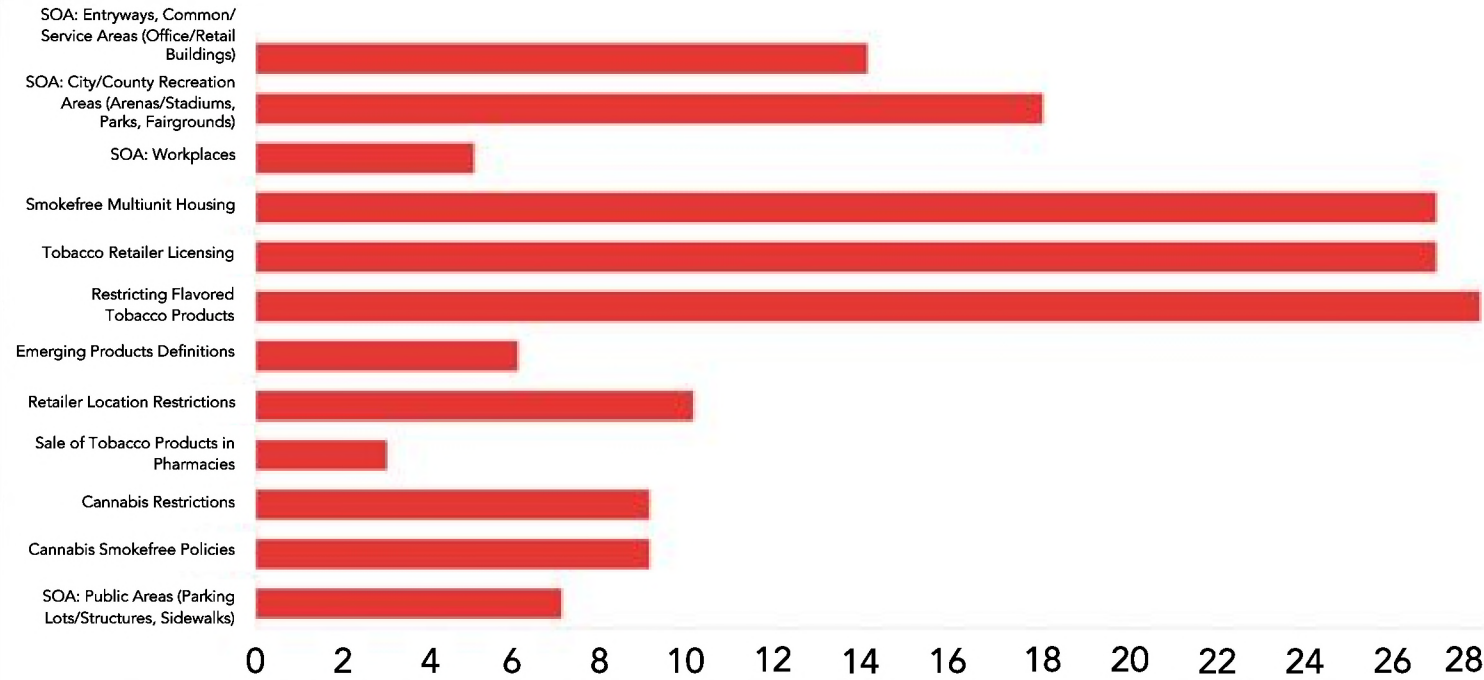
# COMMUNITY SURVEY

- In response to findings from focus groups and key informant interviews, we followed up with a community-wide survey
- Conducted between September 30 and October 30
- 60 participants
- Questions included:
  - Participants' top 3 tobacco-related priorities for 2022-2024
  - What goals NCPC should prioritize
  - How we should centralize/share our information



# COMMUNITY SURVEY RESULTS

Question: We would like to know your top 3 priorities for 2022-2024 out of the 12 options provided



Note: SOA = Smokefree Outdoor Air

## Top 3 responses:

1. Smokefree Multiunit Housing
2. Tobacco Retailer Licensing
3. Restricting Flavored Tobacco Products

# COMMUNITY SURVEY RESULTS

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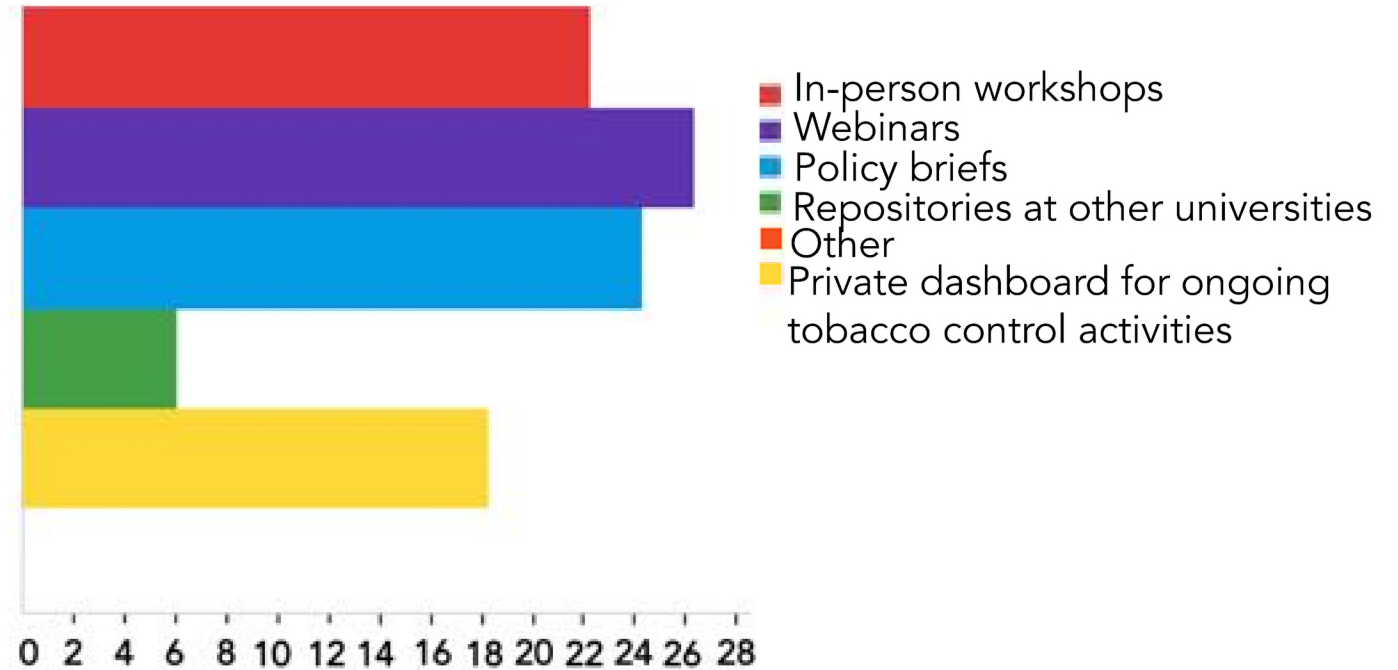
**Question:** What goals should the NCPC prioritize over the next 5 years?

## What goals should the NCPC prioritize over the next 5 years?

- 1) Provide local data
- 2) Disseminate information
- 3) Increase access to cessation resources
- 4) Address cannabis

# COMMUNITY SURVEY RESULTS

Question: What might an optimal centralized information system look like?



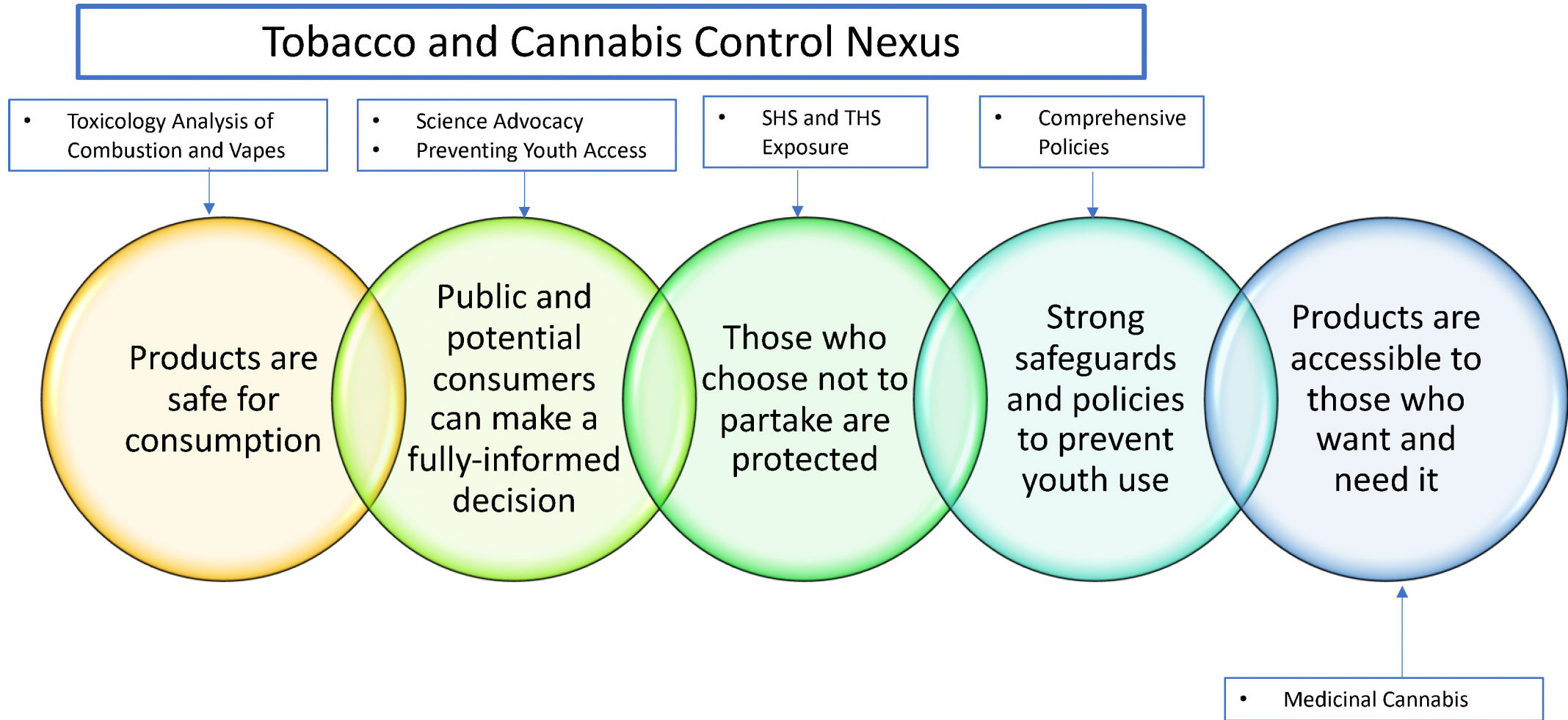
- Top 3 responses :**
1. Webinars
  2. Policy briefs
  3. In-person workshops

# How we are responding to your feedback

1. Continue with workshops/webinars/policy briefs
2. Harness data we have
  - Dashboards
  - Brief Reports
3. Homegrown Cessation Resources
  - Needs assessment
  - Virtual support
  - Pharmacy Furnishings
4. Cannabis-Tobacco Nexus
  - How to frame the discussion?



# Framework for a “functional” cannabis market





CONNECTING COMMUNITIES  
AROUND TOBACCO POLICIES SUMMIT

## **APPENDIX C**

### **2. NCPC "Summit Strategy Cafe Findings"**

**By**

**Dr. Arturo Durazo**





UC MERCED  
Health Sciences  
RESEARCH INSTITUTE

# Summit Strategy Café Findings: A Dynamic and Collective Vision, Advancing Tobacco Control in the SJV & SN Foothills

NCPC Advisory Board Meeting

January 30, 2023

Arturo Durazo, PhD

Director of Implementation and Dissemination, NCPC

Community Engaged Scientist, HSRI

# Community-Engaged Tobacco Control Agenda

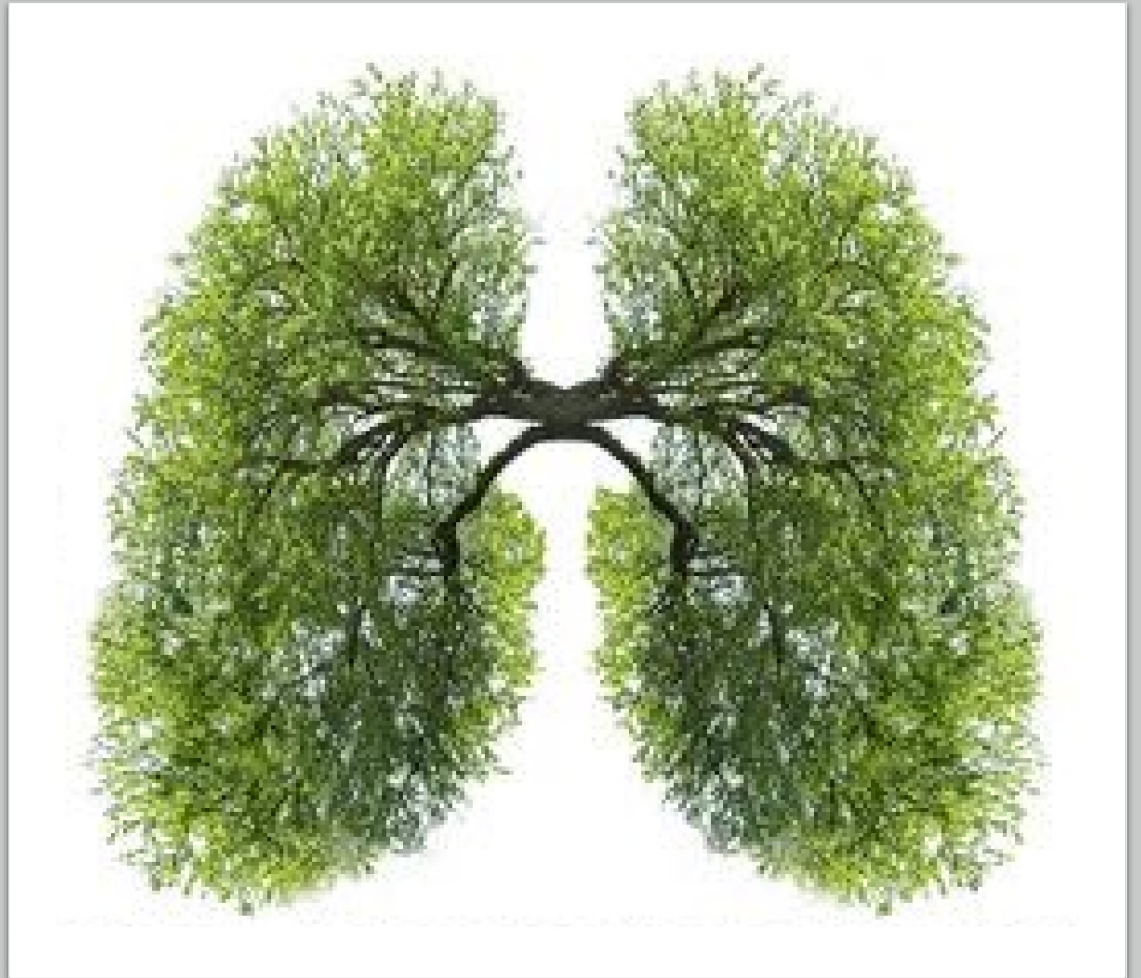
Event: NCPC Community Core Summit

Date: Thursday, January 23, 2023

Method: Strategy Café

Participants ( <i>N</i> = 77)	%	<i>n</i>
Public Health	39	30
Community-Based Organizations	34	25
NCPC Trainees	13	10
Funding/Academic Leadership Partners	8	6
K-12 Education	5	4
Community Stakeholders	3	2

*The vision:  
A tobacco-free  
San Joaquin  
Valley and  
Foothills of the  
Sierra Nevada*



## Interaction #1



What question, if answered, could make the greatest difference for the future?

## Interaction #2

What is missing from the picture, so far?

- *What are we not seeing?*
- *Where do we want more clarity?*

**MISSING**

## Interaction #3

If our success was completely guaranteed,

- *What bold steps might we take?*
- *What seed can we plant together now?*



# What question could make the greatest difference for the future?

- How do we build trust?
- How do we agree on the harm of the products, eliminating need for policies?
- How can we go beyond translation?
- What tactics need to be used in SJV compared to other areas?
- Infringement on people's freedom?
- How do we share empirical data with communities?
- How is the CA Endgame achievable by 2035 in the SJV?

# What is missing from the picture?

- Buy-in from SJV-based legislators and community stakeholders
- Cessation efforts as a priority
- Multi-generational engagement
  - Programs that engage both parents and children
- Interventions informed by culturally-based and family dynamics mirroring SJV
- Accessibility to racial and ethnic communities
- SJV-based testimony of negative consequences
  - Culturally affirming story telling
- Collective and sustainable plan of action

# Bold steps

- Implement community-based assessments
- Understand psychological causes of tobacco use
  - Increase mental health services
- Build community-based capacity, including citizens
  - Advocacy, organizing, mobilization
- Retail/merchant education
- Ban tobacco industry's ability to lobby
- Enhance smoke-free rules in places of employment
- Adopt New Zealand's plan to phase out tobacco use (Lifetime Ban)
- Enhance delivery related regulations
  - Ban entry for tobacco trucks

# Seeds to plant

- Cultural humility
- Collaboration
- Assess impact of use in all cultural settings
- Involve families and parent-based interventions
- Increase empathy for tobacco users rather than stigmatization
- Redirect focus on adverse experiences linked to tobacco use
- Enhance law enforcement education rather than criminalizing youth





Arturo Durazo, PhD







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# We always want to hear from you!

## Stay in touch via...

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-  LinkedIn: <https://www.linkedin.com/company/nicotine-cannabis-policy-center/>



# CONNECTING COMMUNITIES AROUND TOBACCO POLICIES SUMMIT

## APPENDIX D

### 3. AHA Tobacco Control Policies at State and Federal Levels

by  
Jamie Morgan & Laura King



## **ADVERTISING CREATED & CONTINUES TO DRIVE THE MENTHOL TOBACCO MARKET: Methods Used by The Industry to Target Youth, Women, & Black Americans**

Robert K. Jackler,<sup>1</sup> Divya Ramamurthi,<sup>1</sup> Jeffrey Willett,<sup>2</sup> Cindy Chau,<sup>1</sup> Mia N. Muoneke,<sup>1</sup>  
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### **Author Roles:**

Dr. Jackler conceived the project and was the principal author of the manuscript. Ms. Ramamurthi was the primary co-author and helped to edit the entire manuscript. Ms. Chau helped to assemble illustrations and assisted with copy editing. Dr. Willett was co-author of the regulation section and provided input on the overall project. Co-authors Muoneke, Ramakrishnan, Zeng, M. Chang, E. Chang, and Bahk served as 2022 SRITA summer research interns and made important contributions to the investigation.

### **Competing Interests:**

Dr. Jackler serves as an expert witness in State Attorney General's JUUL legal actions

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### **Acknowledgements:**

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## EXECUTIVE SUMMARY

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### Purpose of this Research Paper:

Under a 2009 Federal law, cigarettes in the United States can only be marketed in two characterizing flavors: tobacco and menthol. The law is more liberal with cigarillos and cigars, which can still be marketed in a wide array of flavors. In April 2022, the US Food and Drug Administration announced a proposal to remove menthol cigarettes and flavored cigarillos and cigars from the market.

The goal of this research paper is to provide a comprehensive analysis of the role advertising has played, and continues to play, in driving the popularity of menthol tobacco products. Our investigation spans menthol advertising from its inception in the 1920s through today. Our purpose in undertaking this project is to provide regulators, legislators, litigators, and the public with a meticulously documented resource on the role of advertising of menthol brands in establishing their appeal to health-concerned smokers, youth, Black people, women, and other market segments purposefully targeted by the industry.

### This Investigation Documents Two Principal Findings:

- **The prodigious growth in popularity of menthol cigarettes over recent decades did not arise spontaneously – it was orchestrated by major tobacco companies.**

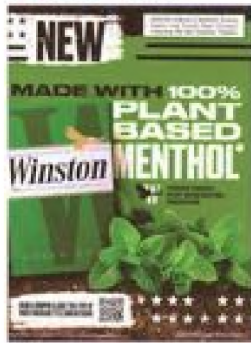
The steady rise in menthol cigarette use was a product of intense, persistent, and highly skilled targeting of Black people, women, youth, and other populations by the marketing departments of RJ Reynolds, Lorillard, Brown & Williamson, Philip Morris, and other major tobacco companies. These campaigns were deceptive in the way they misled the public about the supposed healthfulness of menthol cigarettes and duped customers into believing that smoking menthols would make them “cool.”

- **Recent menthol cigarette advertising has not modulated from its excesses of the past.**

Indeed, over the most recent decade, menthol cigarette marketers have continued to deceive smokers and target Black people, youth, and women with unabated vigor and creativity. Menthol brands have become “greenwashed” with depictions such as “organic,” “additive-free,” and even “plant-based” menthol that is delivered “from farm to pack,” all of which falsely imply a healthier product. Advertising themes of youthfulness, coolness, and femininity, along with imagery associating menthol with partying and popular music, continue undiminished. Entire new categories of menthol delivery have emerged, such as “crushers” that flood the senses with a surge of menthol flavor.

Modern Menthol Cigarette Advertising:

Winston 2020



2021



2021



2022



American Spirit 2012



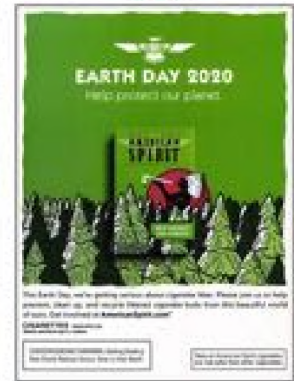
2012



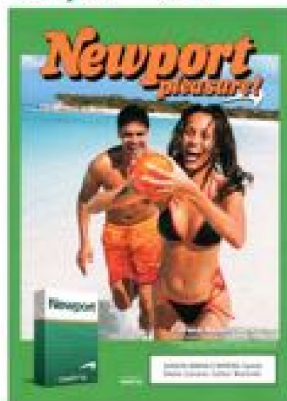
2013



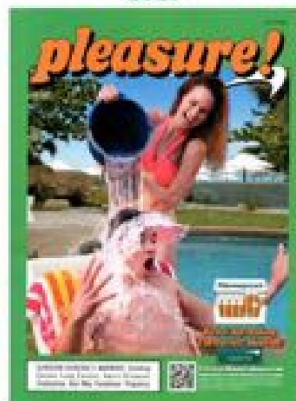
2020



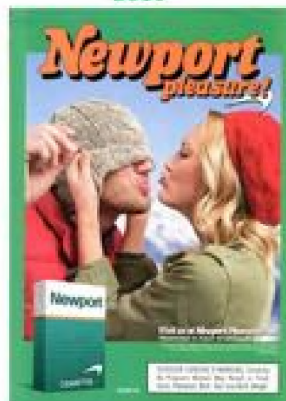
Newport 2016



2016



2016



2021



Camel Menthol 2013



2014



2019



2019



2021



Marlboro Menthol

2016 - 2018



KOOL 2022



2022



2022



Virginia Slims 2016



2016



2018



2019



### Growth in the Menthol Market:

Introduced to the market in 1925 and nationally advertised since 1933, menthol cigarettes did not develop a major share of the American cigarette market until the 1960s. Since then, the market share of menthol cigarettes has steadily risen. Today, menthol brands comprise 37% of the entire US cigarette market and are used by 85% of Black smokers. Over half of teen smokers start with a menthol brand. Among Black teens, the rate of menthol smoking is over 90%.

The growing popularity of menthol cigarettes did not evolve organically driven solely by evolving consumer preferences. Rather, growth among Black people and youthful starter smokers was purposefully engineered by decades of advertising campaigns designed to target these market segments.

Categorical menthol brands (Newport, KOOL, Salem) are joined in the menthol marketplace by menthol-flavored extensions of major cigarette brands (Marlboro, Camel, Pall Mall). In menthol sales leadership Newport (31%) is followed by the major brand extensions Marlboro (26%) and Camel (8%).

As a sign of the strong emphasis placed by major tobacco companies on menthol, Marlboro is offered in 11 menthol variants (Black Menthol, Gold Pack, Silver Pack, Smooth Ice, Bold Ice, etc.), while Camel sells 12 types of menthol cigarettes (Turkish Jade, No. 9 Menthe, Wides Menthol Silver, Crush Smooth, Crush Rich, etc.). Market leader Newport markets 7 menthol variants (Original, Blue, Gold, Platinum, Smooth, Boost, Boost Gold).

### Menthol Advertising: Medicinal & Health Reassurance

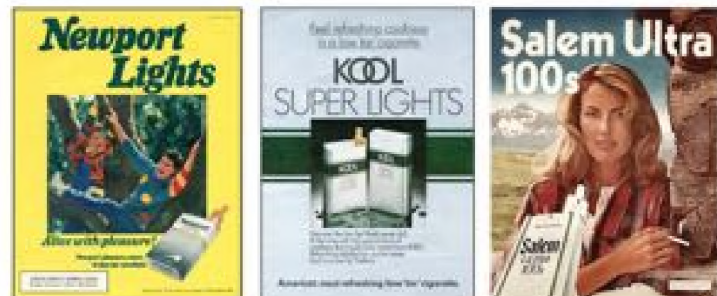
While menthol is widely known for its beneficial medicinal uses (e.g., cough drops, Vick's VapoRub, Bengay ointment, Listerine mouthwash) menthol cigarettes are deadly. Early advertisements falsely messaged that menthol cigarettes had health benefits, such as soothing the throat and countering airway irritation. Some advertisements even suggested switching to a menthol brand to alleviate cough or cold symptoms. Menthol brands featured doctors in their marketing and even solicited doctors via advertisements in medical journals. The goal was to encourage doctors to advise their patients to switch to their menthol brand as a healthier alternative.

The industry's deceptive advertising strategies have been successful, as studies show that many smokers falsely believe menthol cigarettes are safer. When it became illegal for the industry to directly claim health benefits, menthol marketers turned to health proxy terms such as mild, light, super light, and ultra light. Recently, light-colored packs have been used to falsely suggest lesser harm.

#### Medicinal



#### Health Reassurance



## Menthol Advertising: “Fresh” & “Cool”

Menthol advertisers heavily employ two shrewdly chosen key descriptors: “Fresh” and “Cool.” Both buzzwords convey multiple meanings and implant conscious and subconscious reasons for preferring menthol in the minds of consumers.

The term “fresh,” which is pervasive in menthol marketing, has numerous positive connotations. Fresh suggests that the cigarette will be pure, cool, crisp, and pristine as in “fresh air.” Freshness also implies unspoiled and unadulterated, as in “fresh produce,” which underpins its health reassurance implication. Among youth and young adults, “fresh” is also used to refer to something that is fashionable and hip.

The term “cool” implies a pleasant throat sensation and strongly reinforces the concept that menthol brands are trendy and stylish. In common usage, the term “cool” is an expression of approval and admiration, especially among American teens and young adults. Achieving “coolness” conveys acceptance and admiration by peers. Marketers chose their models in menthol advertisements to exude coolness. Indeed, the industry often refers to menthol brands as the “coolness segment.”



## Menthol Youth-Targeted Advertising:

Menthol and mint flavorings have a special appeal among youth, particularly starter smokers. Adding menthol or mint masks tobacco’s unpleasant flavor, partially anesthetizes the throat, and reduces coughing among starter smokers.

Many menthol cigarette campaigns, representing all major brands, explicitly targeted the youth market. Examples include Newport’s Alive with Pleasure, Salem Spirit, Kool Mixx, and Joe Camel Menthol. In fact, all advertisements that glorify menthol as chic, trendy, and popular enhance their appeal to youth.

Based on its longevity and impact on market share, the single most effective youth-targeted cigarette promotion of all time was Lorillard’s Newport brand “Alive with Pleasure” campaign, which persisted for a remarkable 44 years (1972 – 2016). Most advertising campaigns have a short lifespan and sunset after a few months or a year or two. The durability of Newport’s campaign is a testament to its extraordinary success. Aware that teens seek to emulate those a few years older than themselves, the campaign featured 20-something models behaving like playful young teenagers typically presented as either joyful social groups or romantic couples. The patently

youth-targeted “Alive with Pleasure” campaign established Newport as a dominant youth starter brand, the #1 best-selling menthol brand, and the #2 best-selling cigarette in the US after Marlboro.

Through the 1980s, Newport, Salem, and Kool all heavily targeted the youth market via “Spring Break” campaigns in Florida and Texas. For example, the Kool Playboy Spring Break at Daytona Beach included 35 Playboy Bunnies who helped distribute 180,000 sample packs alongside 34,000 posters – autographed by the Bunnies.

In the early 2000s, Brown & William’s Kool and RJ Reynolds introduced youth-appealing sweet and fruity flavors to their menthol cigarettes (e.g., Mocha Taboo, Caribbean Chill, Midnight Berry).



### Menthol Advertising Targeting Black Americans:

Few Black Americans smoked menthol cigarettes before 1960. Recognizing that smoking is more prevalent among lower-income people, major tobacco companies identified an opportunity to increase sales by targeting “poverty markets.” To execute this plan, urban communities were deluged with menthol cigarette advertisements on billboards, buses, and subways, and in stores. Free sample “starter packs” and discount coupons were liberally distributed in urban markets. Black newspapers and magazines (Ebony, Essence, Jet) became filled with tobacco advertisements, mostly for menthol brands. Prominent Black professional athletes appeared in menthol advertisements, as did famous Black singers and entertainers.

In the early years, menthol advertisements simply replaced White models with Black models, but quickly transitioned into those more culturally resonant in Black communities. For example, in the 1970s, menthol marketers adopted the imagery of the Black Power movement. To burnish their image within the Black community, tobacco companies supported dozens of Black organizations such as the NAACP and the Negro College Fund, while menthol advertisements celebrated Black culture by commemorating Black History month. To suppress criticism, payments were made to influential Black leaders, many of whom spoke glowingly of the noble generosity of tobacco companies while accusing critics of being paternalistic.

In response to criticism that they targeted Black consumers, tobacco executives defended themselves by falsely and shockingly asserting that the surge in menthol use was due to innate biological flavor preferences among Black people. In reality, the popularity of menthol cigarette brands was purposefully engineered by marketing departments that recruited Black consumers to become customers.



### Menthol Music Themed Advertising:

All major menthol cigarette brands (Kool, Newport, Salem) integrated music themes within their advertising campaigns and sponsored numerous music festivals. Festivals not only promoted the brand name but also associated menthol brands with coolness, relaxation, and entertainment. Importantly, festivals provided an opportunity to hand out thousands of free samples and deploy other promotional strategies.

Jazz dominated as the music genre of choice by tobacco companies in the 1970s and 1980s. Jazz was chosen because it was especially popular among Black Americans. Kool took over the Newport Jazz festival, renamed it the Kool Jazz Festival, and held large concerts across America, especially in cities with large Black populations. More recently, menthol brand-sponsored concert series (e.g., Kool MIXX, Marlboro's Vinyl Vibes, Salem's Stir the Senses) featured youth-oriented musical genres such as rock n' roll, hip-hop, and rap.



### Menthol Gender Targeted Advertising

Since the 1930s, menthol cigarette marketers have prioritized women, initially because women were early adopters of menthol brands. Campaigns such as Kool's "Lady, Be Cool" and Salem's "For More of a Woman" were uniquely targeted to women, as were menthol advertisements from "female brands" such as Virginia Slims, More, Misty, Eve, and Capri. Several campaigns featured women's fashions by famous designers who were named in the advertisements, including Dianne von Furstenberg, Calvin Klein, and Bill Blass. Between 1985 and 1990, Black supermodel Iman appeared in a series of menthol Virginia Slims and More advertisements.



Tobacco companies commissioned sophisticated studies of the psychosocial aspects of gender as they related to consumer tastes and used these to predict receptiveness to advertising campaigns. While women-targeted menthol advertisements stressed femininity, male targeted advertisements featured what are typically regarded as virile men, emphasizing their masculinity. Male-targeted advertising portrayed self-confident, often what the industry viewed as characteristically masculine men. Male targeted menthol advertisements also tended to feature activities that marketers consider to be of primary interest to men, including sports (basketball, baseball, football, golf, etc.), auto racing, motorcycle riding, gambling, pool, and bowling.



### Menthol Product Innovation: Capsules

Capsule cigarettes contain a sphere of flavored liquid inserted into the filter, which, when squeezed, gives a burst of intense flavor. Introduced in 2007 in Japan by BAT for its Kool brand, they first entered the US market in 2008 under the Camel brand by RJ Reynolds. Capsules are also known as crushers, clickers, kickers, infusers, and squeezers. Most capsule cigarettes, and all sold in the US, contain menthol either as a flavor booster in menthol cigarettes or as an on-demand menthol additive in an unflavored cigarette. Camel, Marlboro, Lucky Strike, Newport, and Pall Mall all offer menthol capsule cigarettes on the US market in 2022. Recently, some brands have begun offering cigarettes with multiple capsules, sometimes delivering multiple flavors.



## Menthol & Mint Cigarillos, Hookah, & Traditional Chewing Tobacco

Menthol and Mint varieties are offered in a wide spectrum of non-cigarette tobacco products including cigarillos, chewing tobacco, snus, and hookah.

### Cigarillos



### Hookah



### Traditional Oral Tobacco



## Menthol & Mint in the Emerging Tobacco Marketplace

The recreational nicotine marketplace has been rapidly expanding over the last decade with the proliferation of e-cigarettes, heated tobacco, and various forms of oral nicotine delivery. Menthol, mint, and cooling agents are common across these emerging product categories, especially among the large number of youths captivated by e-cigarettes. Among current youth e-cigarette users in 2021, 30.2 percent reported using mint-flavored e-cigarettes and 28.8 percent reported using menthol-flavored e-cigarettes.

### e-Cigarettes



### Heated Tobacco



### Modern Oral Nicotine



**Menthol Cigarette Market Removals:**

Justified by the public health priority of reducing smoking initiation among youth, numerous countries have banned menthol from cigarettes, including the entire European Union, the United Kingdom, and Canada. Numerous US cities and counties have removed flavored tobacco products from the market. The US FDA has proposed a nationwide removal of menthol cigarettes and flavored cigars from the marketplace. The tobacco industry has undertaken a vigorous lobbying effort to undermine this proposed regulation and is expected to launch a wide array of legal challenges if the FDA issues final rules to remove these products from the market.

The FDA is currently undertaking its review of several million "premarket" tobacco applications from e-cigarette manufacturers. It is yet to be seen whether FDA will authorize any non-tobacco flavored e-cigarettes, including menthol and mint flavors, for continued sale in the United States.

Eliminating menthol cigarettes from the market would reduce youth initiation and promote smoking cessation. Given the proven attractiveness of menthol/mint products among underage youth, a comprehensive removal of added flavors for all forms of recreational nicotine products has a strong rationale. Menthol regulation needs to be crafted carefully, as numerous means of escaping the intent of regulations have been exploited by tobacco companies, such as the use of non-menthol cooling agents. In addition, many types of post-market menthol additives are flooding the market.

**On the Following Pages:**

- **Menthol cigarette variants of leading brands**
- **Chronological synopsis of the major menthol brands**
- **Synopsis of Black targeted menthol advertising**

### 11 Marlboro Menthol Brands on the US Market - September 2022

#### Fresh Flavor



MARLBORO SMOOTH ICE



MARLBORO MENTHOL



MARLBORO MENTHOL GOLD PACK



MARLBORO MENTHOL SILVER PACK

#### Bold Flavor



MARLBORO BOLD ICE



MARLBORO BLACK MENTHOL



MARLBORO BLACK MENTHOL 72S



MARLBORO MENTHOL SLATE

#### Unique Flavor



MARLBORO ICE



MARLBORO MENTHOL SMOOTH



MARLBORO NXT

### 12 Camel Menthol Brands on the US Market - September 2022



7 Newport Menthol Brands on the US Market - September 2022



5 Virginia Slims Menthol Brands on the US Market - August 2022:



### 4 Pall Mall Menthol Brands on the US Market - September 2022



### Kool & Salem Menthol Brands on the US Market - September 2022



### Winston, American Spirit, & L&M Menthol Brands on the US Market - September 2022



### Synopsis of KOOL Advertising Campaigns from 1933-2022



Synopsis of Newport Advertising Campaigns from 1957-2021



Synopsis of Salem Advertising Campaigns from 1956-2006



1956-1964



1963-1964



1963-66



1967-1969



1968



1969-1970



1971-1972



1973-1974



1974-1975



1974-1975



1974-1975



1974-1975



1975-1980



1975-1978



1979-1980



1980



1981-1986



1982



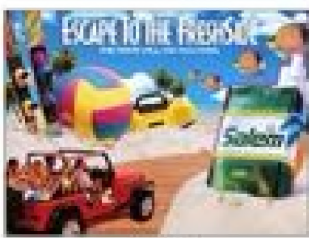
1986



1987-1990



1989-1992



1995



1998-2000



1998-2000



2003-2004



2003-2004



2006



2006

### Synopsis of Menthol Black-Targeted Advertisements: Kool, Newport, and Salem

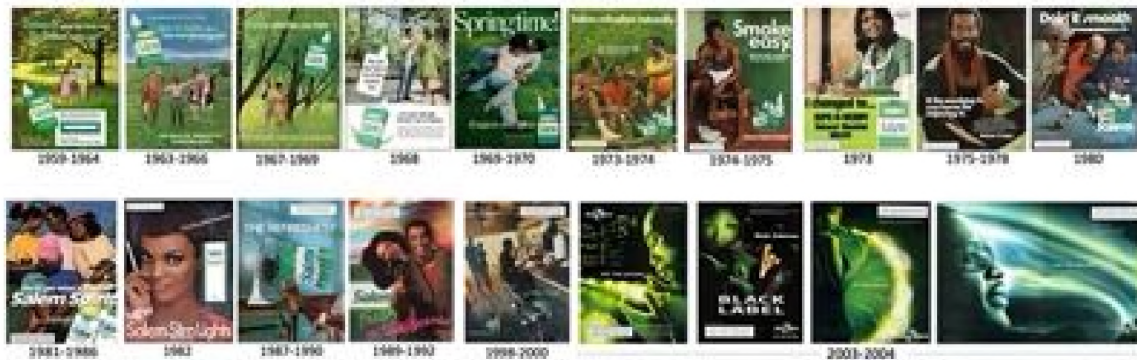
#### KOOL



#### Newport



#### Salem



### Synopsis of Menthol Black-Targeted Advertisements

**Virginia Slims**

1970 1977 1978 1983 1984

1985 1988 1990 1995

1996-1998 2000

2001 2005 2007

2008 2013 2019

2023

**More**

1976 1982 1983-1986 1984

1985 1987-1988 1988

**Belair** **Capri** **Eve** **Max** **Misty** **Satin**

1989

1990

1973

1976

1991-1996

1984

**Oasis** **Winston** **L&M** **Vantage**

1961

1967

1980

1971

1972

1979

**Marlboro**

1972 1976

2016-2023

2023

**Kent** **Pall Mall**

1971

1973

1974

1975

2018

**Benson & Hedges**

1976

1985

1999