



Neighborhood Disparities in the Retail Marketing of Menthol Cigarettes

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Advancing Science and Practice in the Retail Environment

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Menthol cigarettes

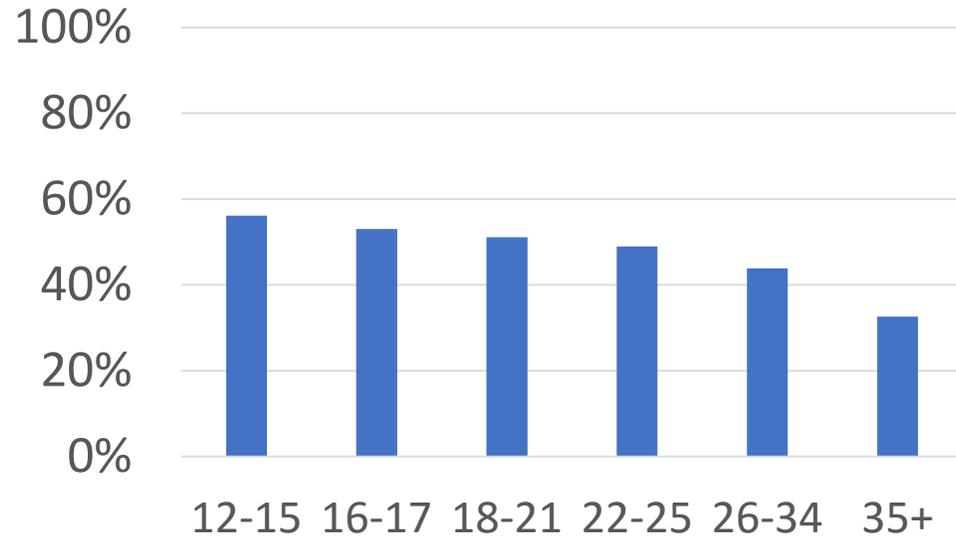
- One third of smokers use menthol cigarettes
- Menthol
 - Chemical compound extracted from the peppermint plant
 - Provides anesthetic and cooling effects
 - Minty taste
- Easier to start smoking and more difficult to quit



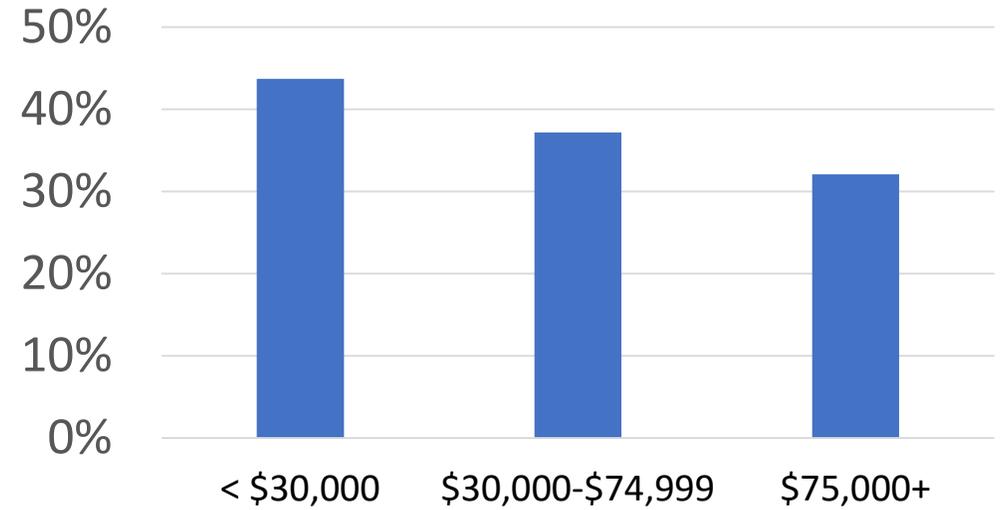
(Tobacco Products Scientific Advisory Committee, 2011; Villanti et al., 2016)

Current menthol cigarette use among smokers by...

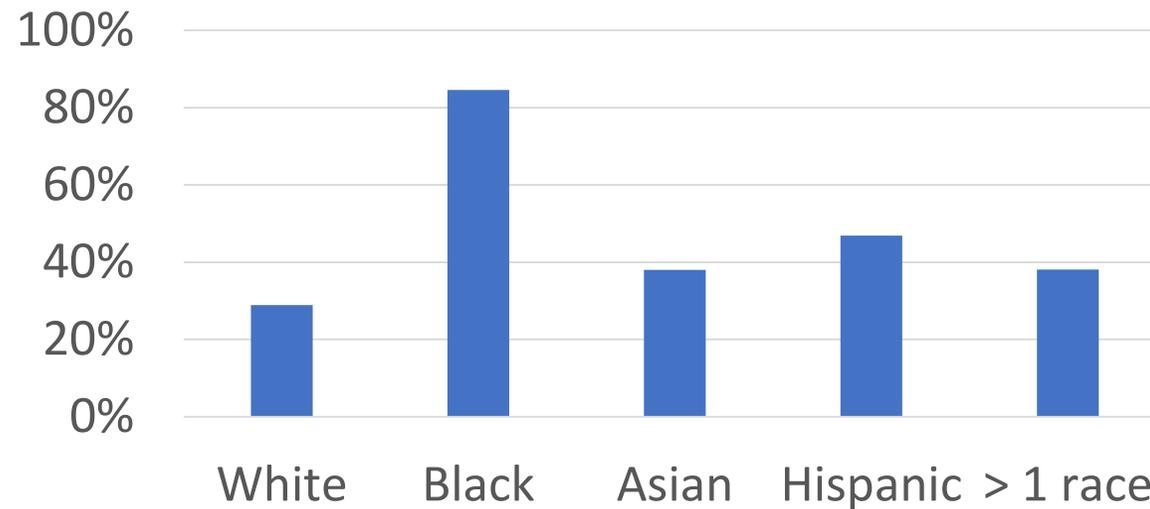
Age



Household Income



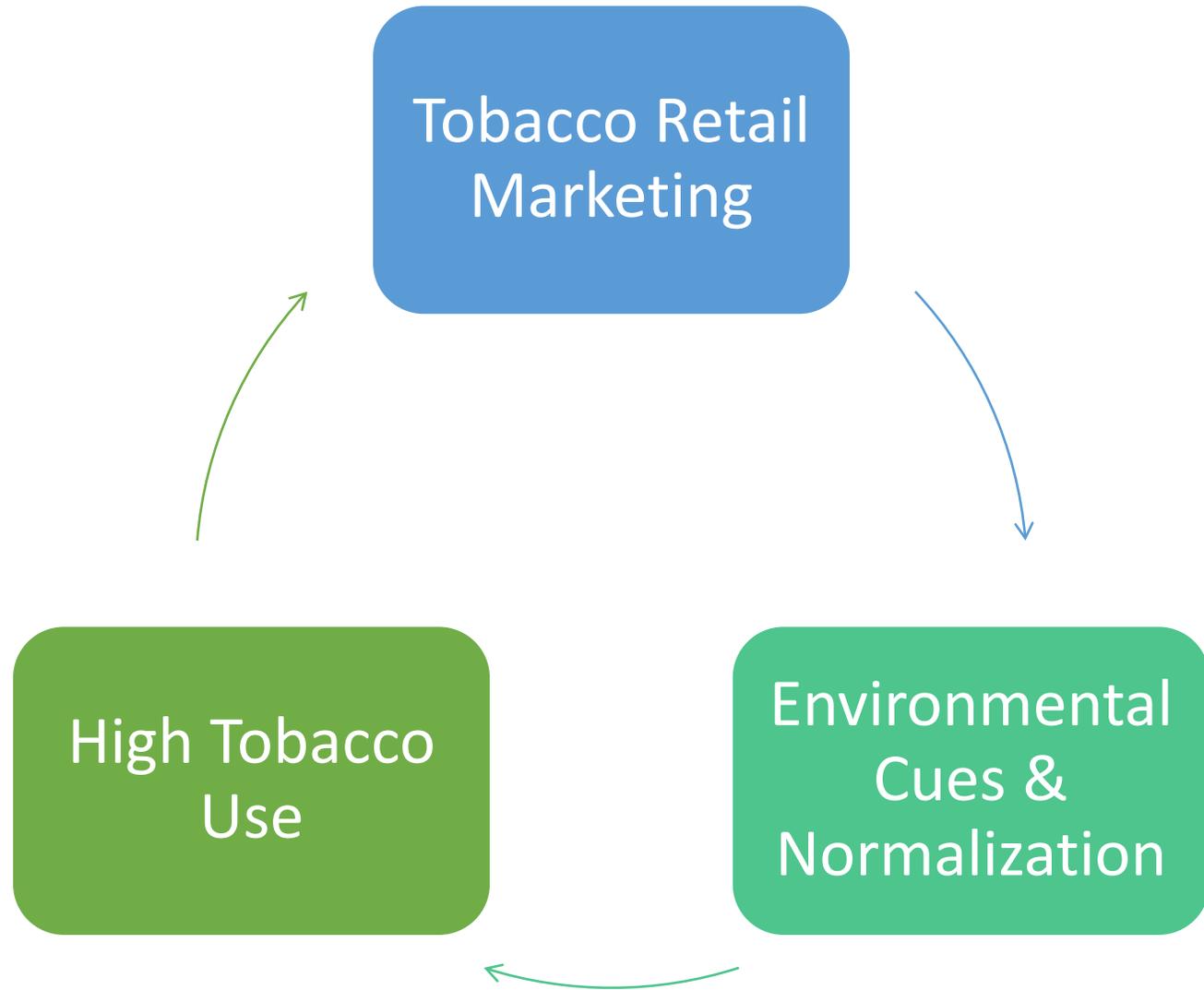
Race/ethnicity



Disparities in the
tobacco retail
environment



Disparities in
menthol cigarette
smoking



Tobacco retail marketing is associated with:

- Initiation
- Brand preference
- Cravings
- Impulse buys
- Relapse

(Choi et al., 2017; Kirchner et al., 2013; Paynter and Edwards, 2009; Wakefield et al., 2008)

Objectives

- 1) Describe menthol cigarette marketing in a nationally representative sample of tobacco retailers
- 2) Examine associations between menthol cigarette marketing and neighborhood demographic characteristics



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Disparities in retail marketing for menthol cigarettes in the United States, 2015

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Advancing Science and Practice in the Retail Environment (ASPiRE)





Outcome I: Exterior menthol cigarette advertisements



Outcome II: Menthol cigarette price promotion



Outcome III: Newport menthol pack price

Independent variables

American Community Survey 5-year estimates (2011-2015)

- Black
- Asian/Pacific Islander
- Hispanic
- Youth (5 - 17 years)
- Median household income

$N = 2,124$ tobacco retailers



38% with exterior menthol cig ad

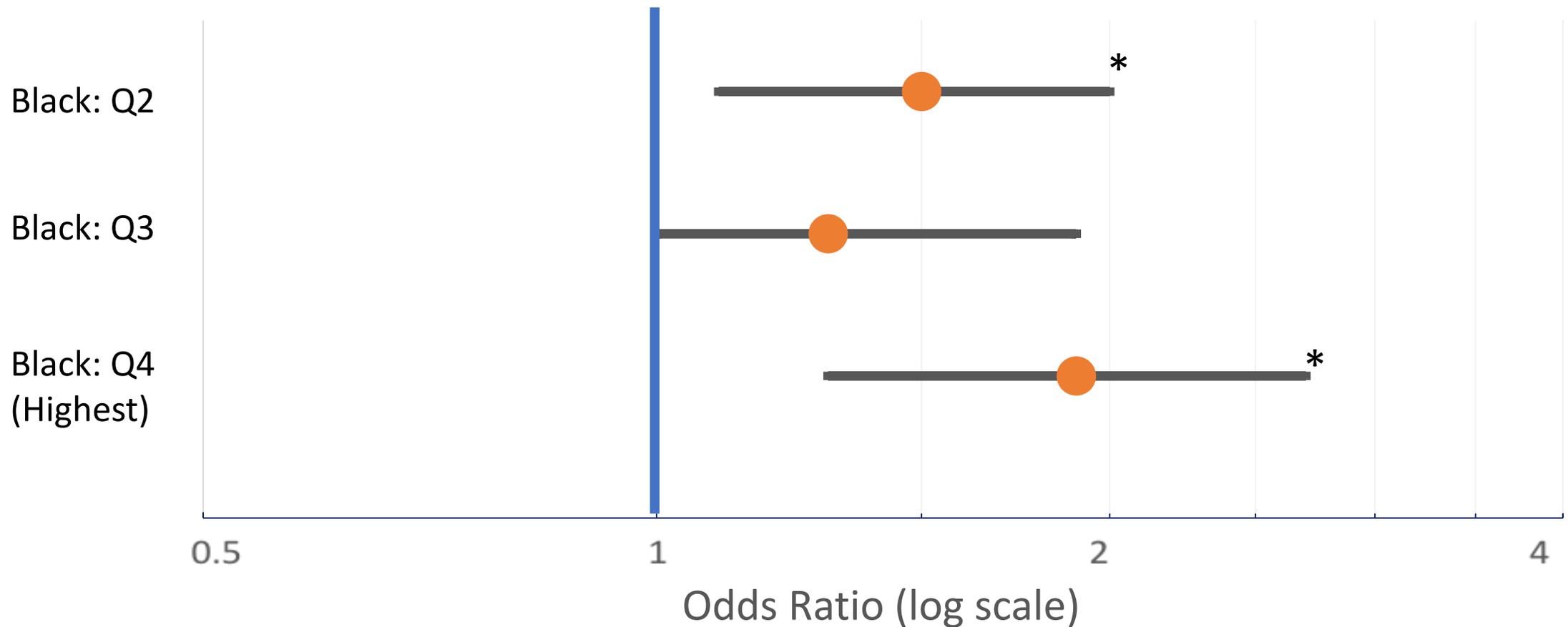


69% with menthol cig price promotion

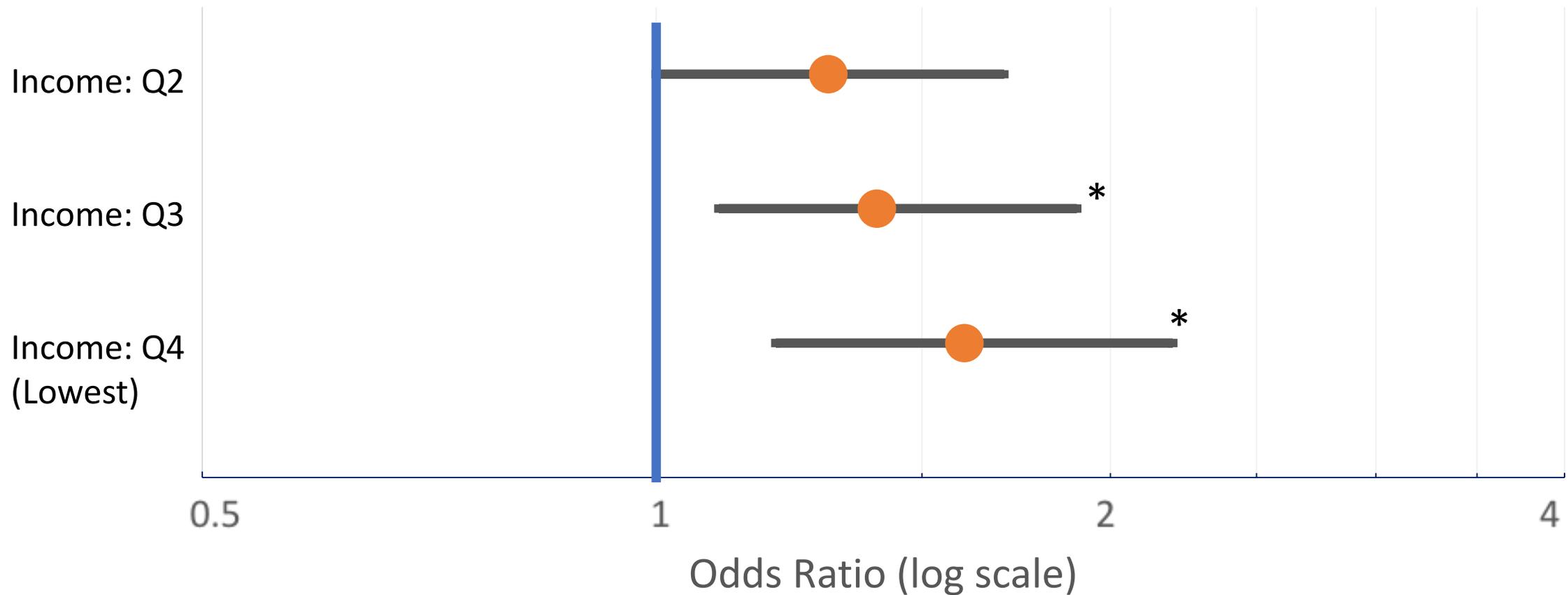


\$6.89, Newport menthol pack price

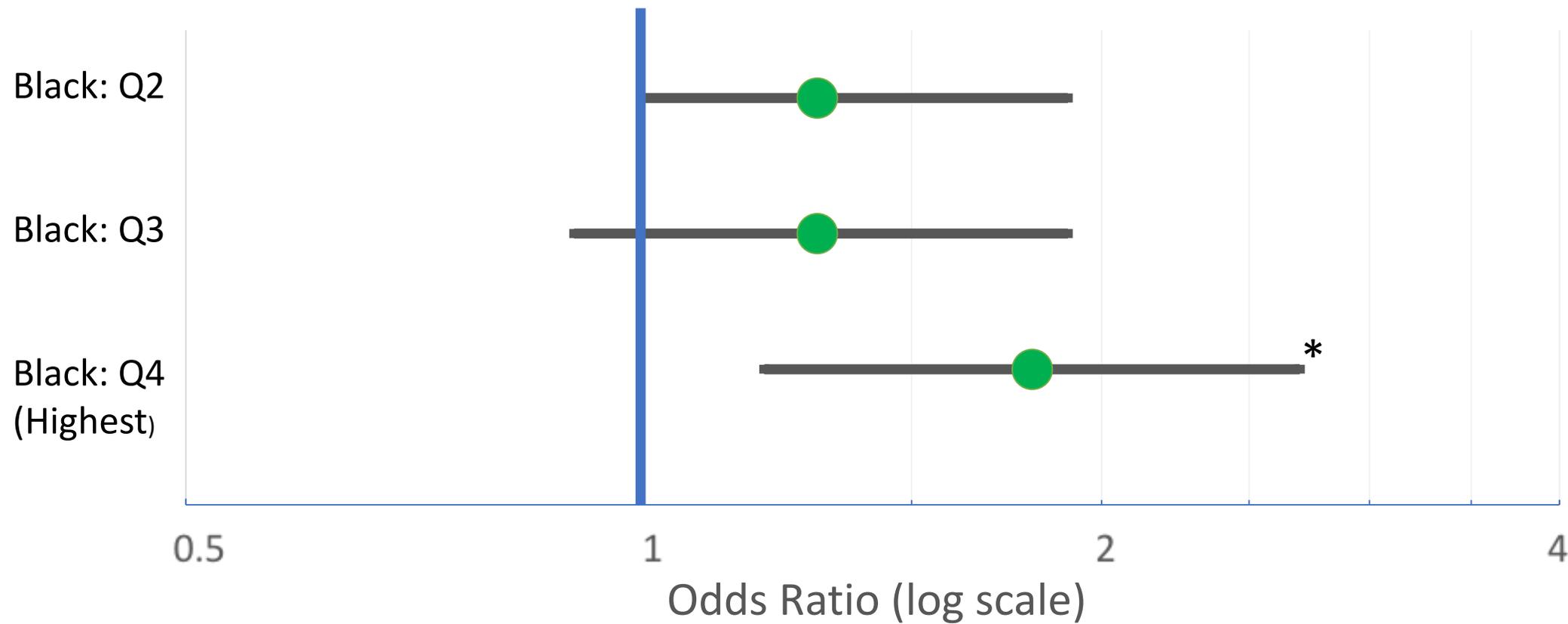
Menthol Advertising on the Store Exterior: Percentage of Black Residents



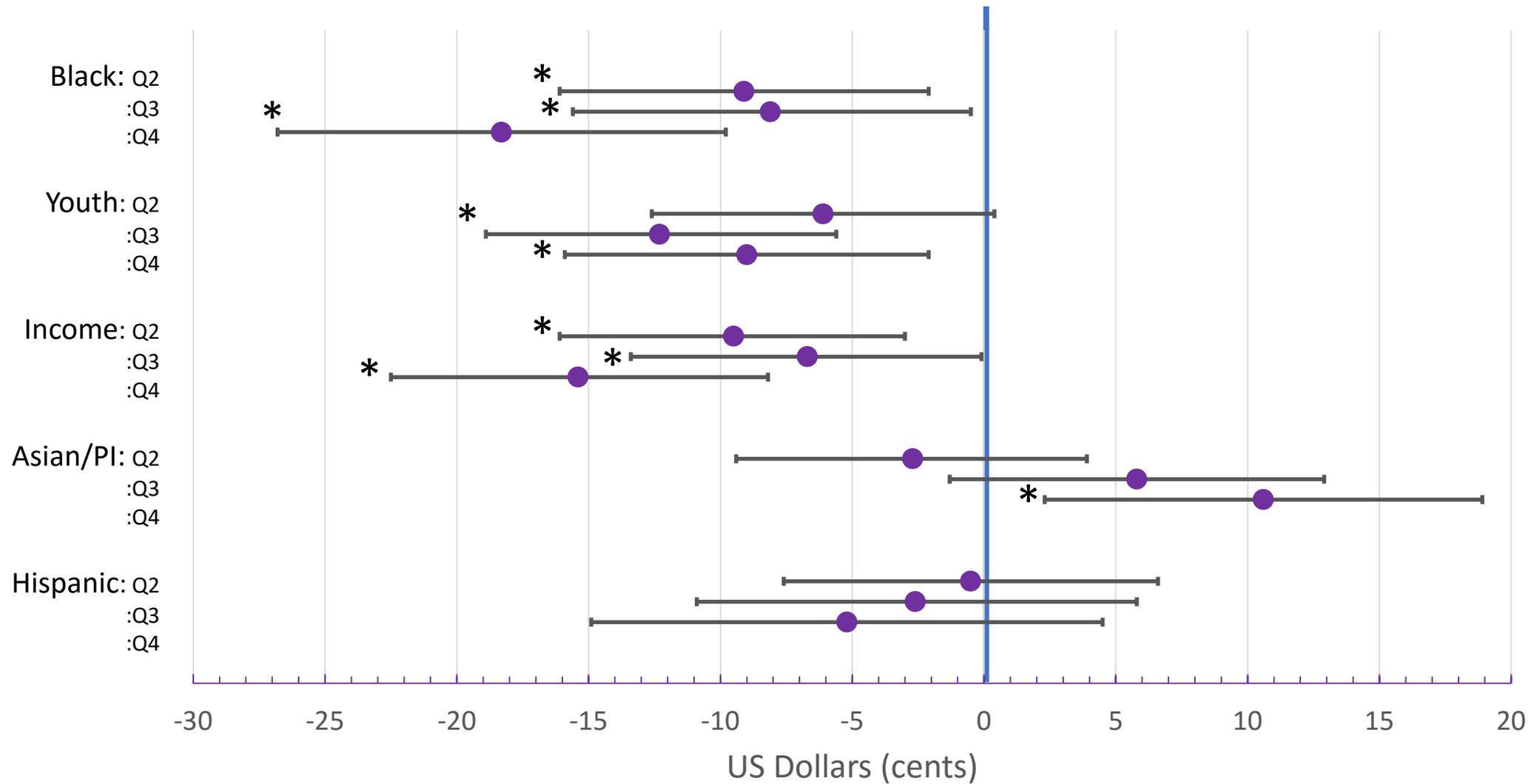
Menthol Advertising on the Store Exterior: Median Household Income



Newport Menthol Price Promotion



Newport Menthol Pack Price



Retail Marketing for Menthol Cigarettes: Summary of Results

	Black	Asian/ Pacific Islander	Hispanic	Youth	Lower Income
Exterior Menthol Advertising	X				X
Newport Menthol Promotion	X				
Newport Green Full Flavor Menthol Pack Price	X			X	X

F.D.A. Plans to Seek a Ban on Menthol Cigarettes

By Sheila Kaplan

Nov. 9, 2018



Thank you

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