Neighborhood Disparities in the Retail Marketing of Menthol Cigarettes

Sarah D. Mills, PhD, MPH

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Funding

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NCI award U01 CA15428

No tobacco industry funding
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**

<table>
<thead>
<tr>
<th>Age</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
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<tbody>
<tr>
<td>12-15</td>
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<td>16-17</td>
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<td>18-21</td>
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<td>22-25</td>
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<td>26-34</td>
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<td>35+</td>
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**Race/ethnicity**

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<th>Race/ethnicity</th>
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<th>20%</th>
<th>40%</th>
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<tbody>
<tr>
<td>White</td>
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<tr>
<td>Black</td>
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<td>Asian</td>
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<tr>
<td>Hispanic</td>
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<tr>
<td>&gt; 1 race</td>
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</table>

**Household Income**

<table>
<thead>
<tr>
<th>Household Income</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
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</thead>
<tbody>
<tr>
<td>&lt; $30,000</td>
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<td>$30,000-$74,999</td>
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<td>$75,000+</td>
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</table>

Villanti et al., 2016
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

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

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\textsuperscript{b} Stanford Prevention Research Center, Stanford University School of Medicine, 3300 Hillview Road Suite 120, Palo Alto, CA 94304, USA
\textsuperscript{c} Department of Health Behavior, University of North Carolina, Chapel Hill, 303 Ruskens Hall, Chapel Hill, NC 27599, USA

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journal homepage: www.elsevier.com/locate/healthplace
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

(Mills, Henriksen, Golden, Kurtzman, Kong, Queen, & Ribisl, Health & Place, 2018)
Independent variables

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

• Black
• Asian/Pacific Islander
• Hispanic
• Youth (5 - 17 years)
• Median household income
38% with exterior menthol cig ad

69% with menthol cig price promotion

$6.89, Newport menthol pack price

\( N = 2,124 \) tobacco retailers

(Mills, Henriksen, Golden, Kurtzman, Kong, Queen, & Ribisl, *Health & Place*, 2018)
Menthol Advertising on the Store Exterior: Percentage of Black Residents

Black: Q2
Black: Q3
Black: Q4 (Highest)

Odds Ratio (log scale)

(Mills et al., Health & Place, 2018)
Menthol Advertising on the Store Exterior: Median Household Income

Incomes: Q2, Q3, Q4

Odds Ratio (log scale)

(Mills et al., Health & Place, 2018)
Newport Menthol Price Promotion

Odds Ratio (log scale)

- Black: Q2
- Black: Q3
- Black: Q4 (Highest)

(Mills et al., Health & Place, 2018)
Newport Menthol Pack Price

(Mills et al., Health & Place, 2018)
## Retail Marketing for Menthol Cigarettes: Summary of Results

<table>
<thead>
<tr>
<th></th>
<th>Black</th>
<th>Asian/Pacific Islander</th>
<th>Hispanic</th>
<th>Youth</th>
<th>Lower Income</th>
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</thead>
<tbody>
<tr>
<td>Exterior Menthol Advertising</td>
<td>X</td>
<td></td>
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<td>X</td>
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<tr>
<td>Newport Menthol Promotion</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newport Green Full Flavor Menthol Pack Price</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
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</tr>
</tbody>
</table>

(Mills et al., Health & Place, 2018)
F.D.A. Plans to Seek a Ban on Menthol Cigarettes

By Sheila Kaplan

Nov. 9, 2018
Thank you

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