

The Tobacco Industry and Health Equity: A Contradiction in Terms!

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Achieving Racial and Health Equity in the COVID Era Conference

Tobacco Industry Through a Health Equity Lens

Virtual Session

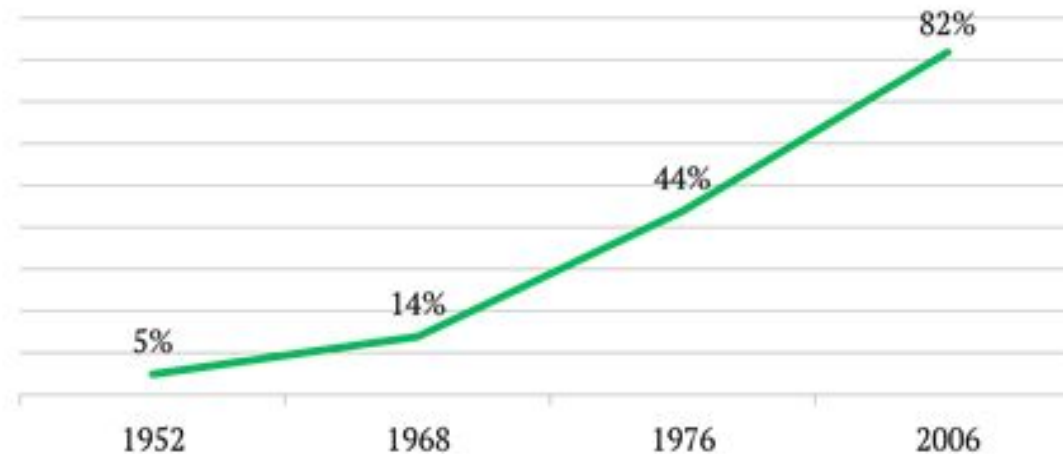
September 30, 2020

The African Americanization of Menthol Cigarettes

60 Years of Predatory Marketing
And Counting

African American Menthol Use Skyrockets!

African Americans Adult Smokers Who Use Menthol



- 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)

A new idea in smoking

Salem refreshes your taste

- menthol fresh
- rich tobacco taste
- modern filter, too

Salem is wonderful...in the freshness of the air...the fragrance of soft, new grass...and the taste of a Salem cigarette together all the fresh and fragrant things of September. Through Salem's pure white filter comes the richest taste in cigarettes...rich tobacco...with a new, refreshing menthol. That's what makes Salem a whole new idea in smoking. Smoke refreshed...Salem. (Salem)

©1964 W.T. & A. Salem, Inc.

N. Y. YANKEE STAR ELSTON HOWARD FLASHES THE SIGN:

"YOUR CIGARETTE'S NOT TASTING COOL ENOUGH
TILL YOU *Come Up to KOOL*"



"Feel extra coolness in your throat.."

says *Elston Howard*

"Extra coolness no other cigarette can offer. Taste a new freshness that lasts all through the day . . . Kool after Kool after Kool. Believe me," says Yankee Star Elston Howard, "I know!"

Take Elston Howard's advice: "Try just one carton of Kool. You'll never go back to those hot and dry-tasting cigarettes again!"

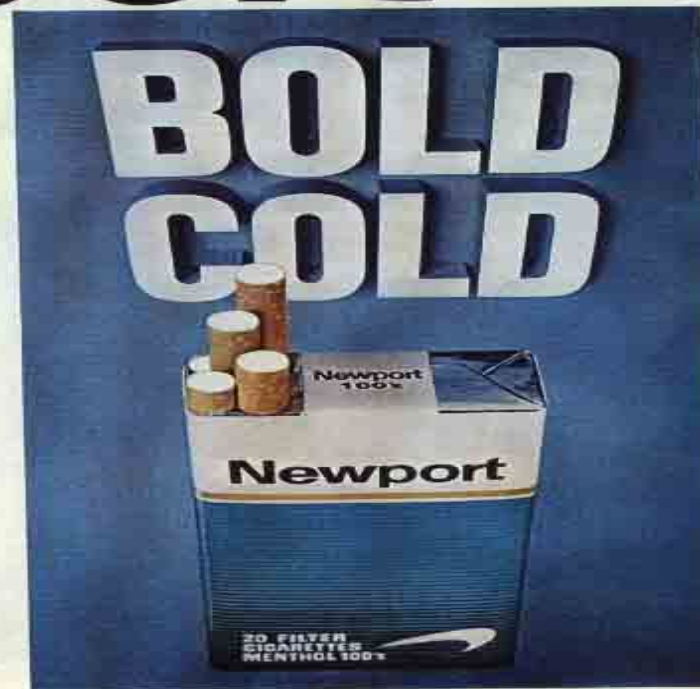


Cool ain't Cold. Newport is.



A whole
new bag of
menthol
smoking
filter kings & 100's

©1970 Philip Morris Inc.



1970 *Ebony* magazine advertisement

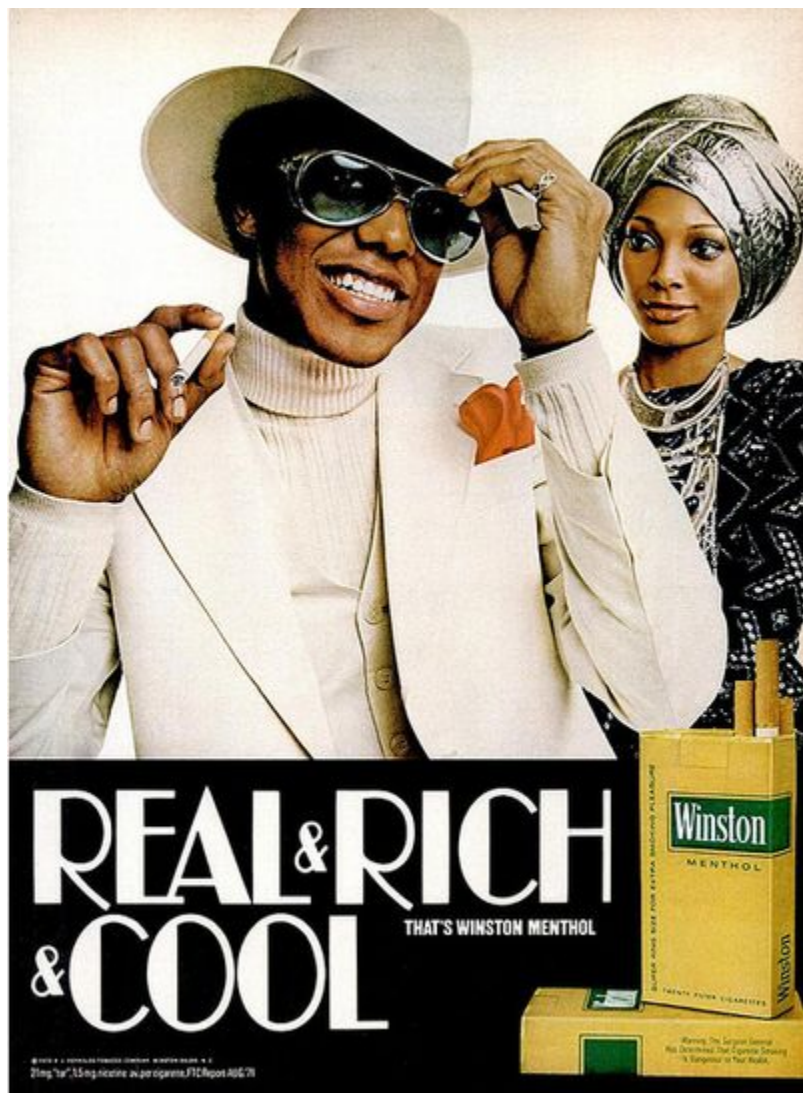
Box: 17 mg. "tar", 1.1 mg. nicotine; 100's: 19 mg. "tar", 1.3 mg. nicotine av. per cigarette. FTC Report Nov. 1975.

Alive with pleasure!
Newport

*After all, if
smoking isn't
a pleasure,
why bother?*



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



Menthol Wars: The 1980s and the Fight for Market Share

- **Cigarette Sampling *Vans***

- Kool, Newport, Salem, Benson & Hedges
- Free Cigarette Samples
- High Traffic Areas: Parks, Known Street Corners, Daily Routes
 - (Yerger, Przewoznik and Malone, 2007)

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

**Fire
it UP!**

**Newport
pleasure!**



© Lorillard 2002

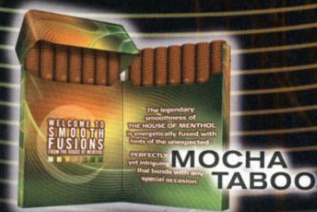
Lights Box: 9 mg. "tar," 0.8 mg. nicotine; Medium Box: 12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

ENTICING

Inviting and surprising, MOCHA TABOO will
entice you with its sweet indulgence

KOOL

SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL



Available for a limited time only

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Mintrigue, Caribbean Chill, Mocha Taboo, Midnight
Berry KS Box, 10 mg. "tar", 0.9 mg. nicotine; Box Kings,
17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC
method. The amount of tar and nicotine you get from
this product varies depending on how you smoke it.
There is no such thing as a safe cigarette. For more
information visit www.bwtarnic.com ©2004 B&W T Co.

Menthol: What it is

What it Does

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; easier to inhale; deeper inhalation; more nicotine taken in.
- Mentholated cigarette smoking inhibits nicotine metabolism
- Independent Sensory Activation Neurotransmitters
- Increases Salivary Flow; Transbuccal Drug absorption
- Greater Cell Permeability (Ferris, 2004; Benowitz, 2004)

Melanin and Nicotine

- Melanin is the substance that gives color to our skin
- Nicotine is stored in tissues that contain melanin
- The darker your skin means that more nicotine is stored in your body
(King et al., 2009)

Predation:

“the action of attacking or plundering, where a *predator* (the tobacco industry) feeds on its prey (the African American Community and other marginalized groups)”

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**

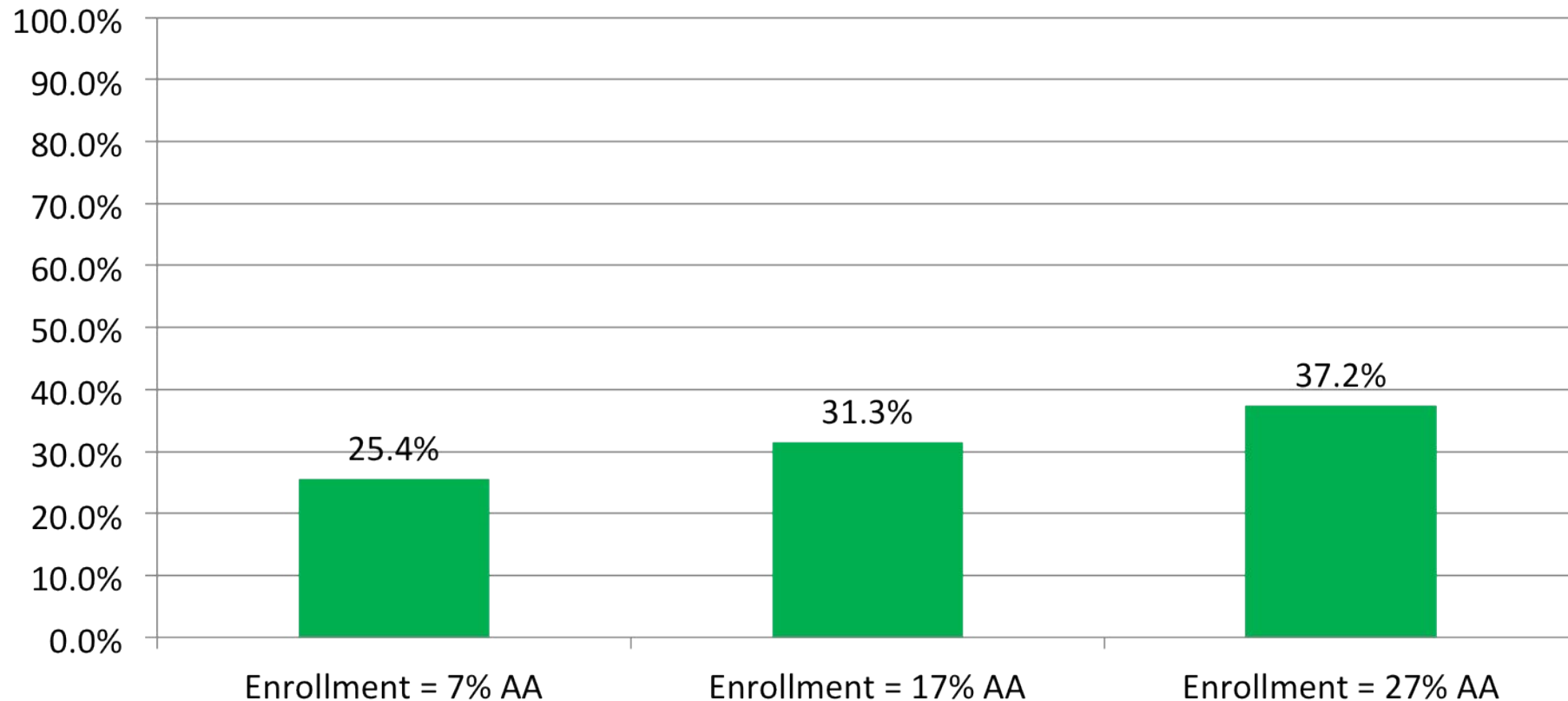
- More expensive, less desirable promotions
 - Buy 2, Get X Free
 - Buy 3, Get X Free

□ **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)

Predatory Marketing Patterns (Henriksen, 2011)

As the % African American students increased, proportion menthol ads increased:



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	Dorchester	<i>p-value</i>
	n= 42	56	
	%	%	
• 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)

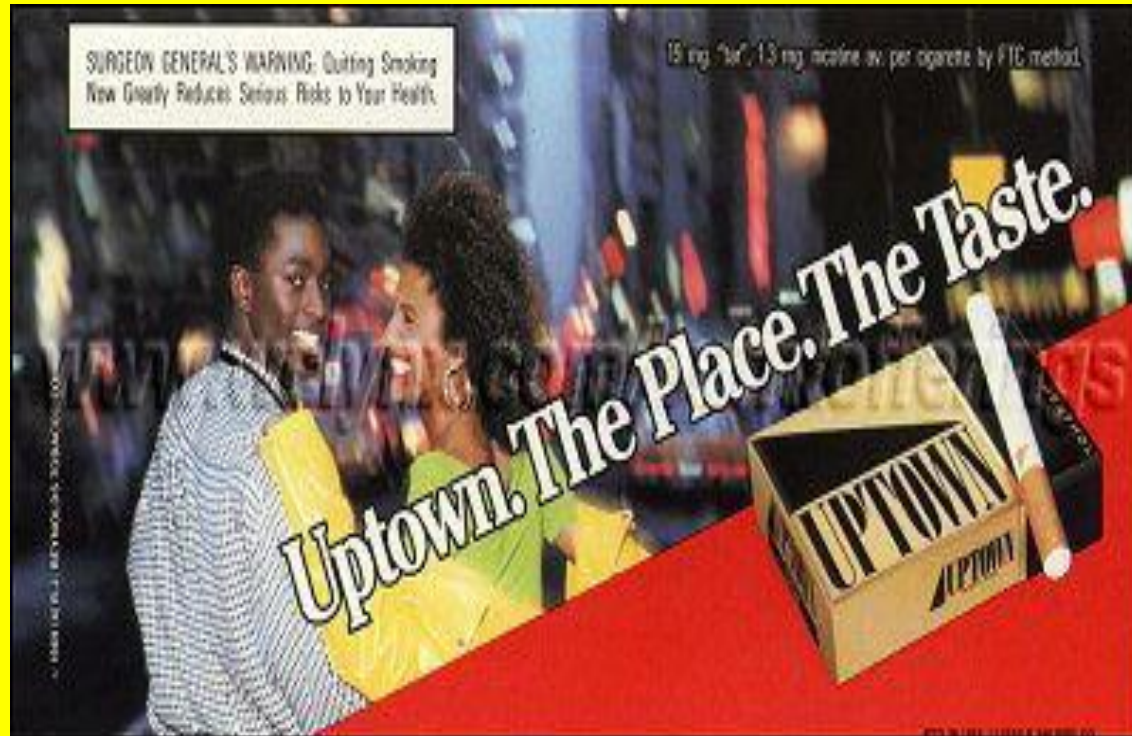
The Fight To Ban Menthol

Still A Burning Issue

Uptown Cigarettes: For Black Folks 1989-1990

- Reynolds Targeted Philadelphia Black Community in 1989 for 1990 February Launch of Uptown Cigarettes
- Local Coalition Led by African Americans and Other Health Groups Exposed this Predatory Marketing
- Louis Sullivan, Secretary of HHS calls out R.J. Reynolds; Reynolds Withdraws Uptown

Show Ya Right



Brand X Menthol Cigarettes 1995

- Red, Black and Green Packaging
- Capitalize on **X** Identification with **Malcolm X**
- Launched in Boston by Stowebridge Brook Distributors of Charlestown, Mass. 1995
- Community Based Opposition Forced the Suspension of sales

Red, Black & Green

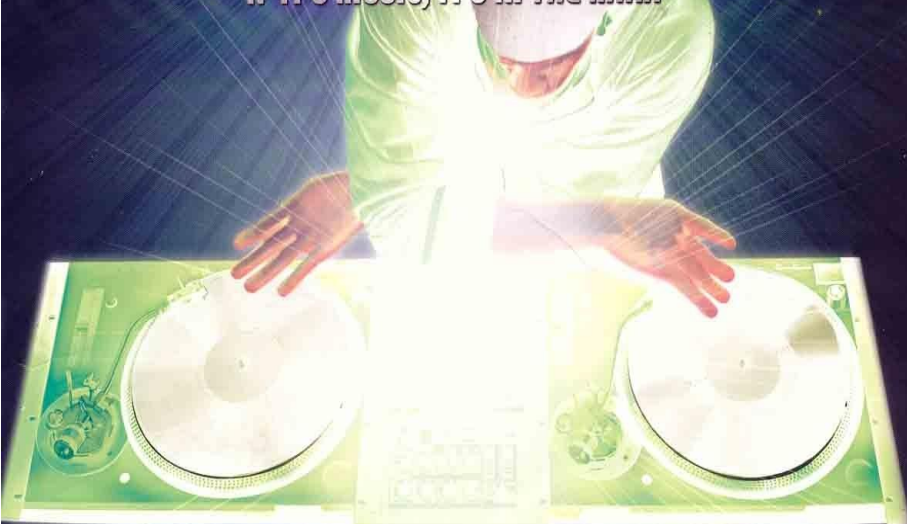


Kool Mixx Campaign 2004

- Attempt to Capitalize on Hip-Hop in the Black Community
- Nation-wide Contests on Mixing, Scratching and DJing to Culminate in a National Contest in Chicago
- Local Opposition by African American Groups
- Lawsuit Brought by Attorneys General of NY, Mass and Illinois Blocked the National Meeting in Chicago

KOOL MIXX

IF IT'S MUSIC, IT'S IN THE MIXX

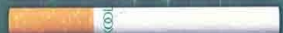


COAST TO COAST : HEAD TO HEAD

KOOL MIXX IS ALL ABOUT CONNECTING YOU WITH MUSIC, AND RIGHT NOW IT'S BEARING UP FOR ITS FIFTH BIG YEAR. ALL ACROSS THE NATION, DJs WILL BE BATTLING FIERCELY TO BECOME THE NEXT KOOL MIXX NATIONAL CHAMPION AND WINNING ALL THAT GOES WITH IT. TO LEARN MORE, CALL 877-604-5665.

IN ASSOCIATION
WITH
VIBE

THE HOUSE OF MENTHOL®



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

©2003 B&W T Co.

Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bw.com

KOOL MIXX

KOOL recognizes DJs as the center of Hip Hop. Inspired by the real feel and energy of the streets.

The 2004 DJ Battle Is On. Be There.

In its sixth year, this fierce coast-to-coast battle of the hottest rising DJs is the ultimate way for you to...



EXPERIENCE THE SOUNDTRACK TO THE STREETS

Also experience it at www.houseofmenthol.com or call 877-604-434 (5665) for more info.

You must be 21 years of age or older and a smoker to log on to this website.

THE HOUSE OF MENTHOL®



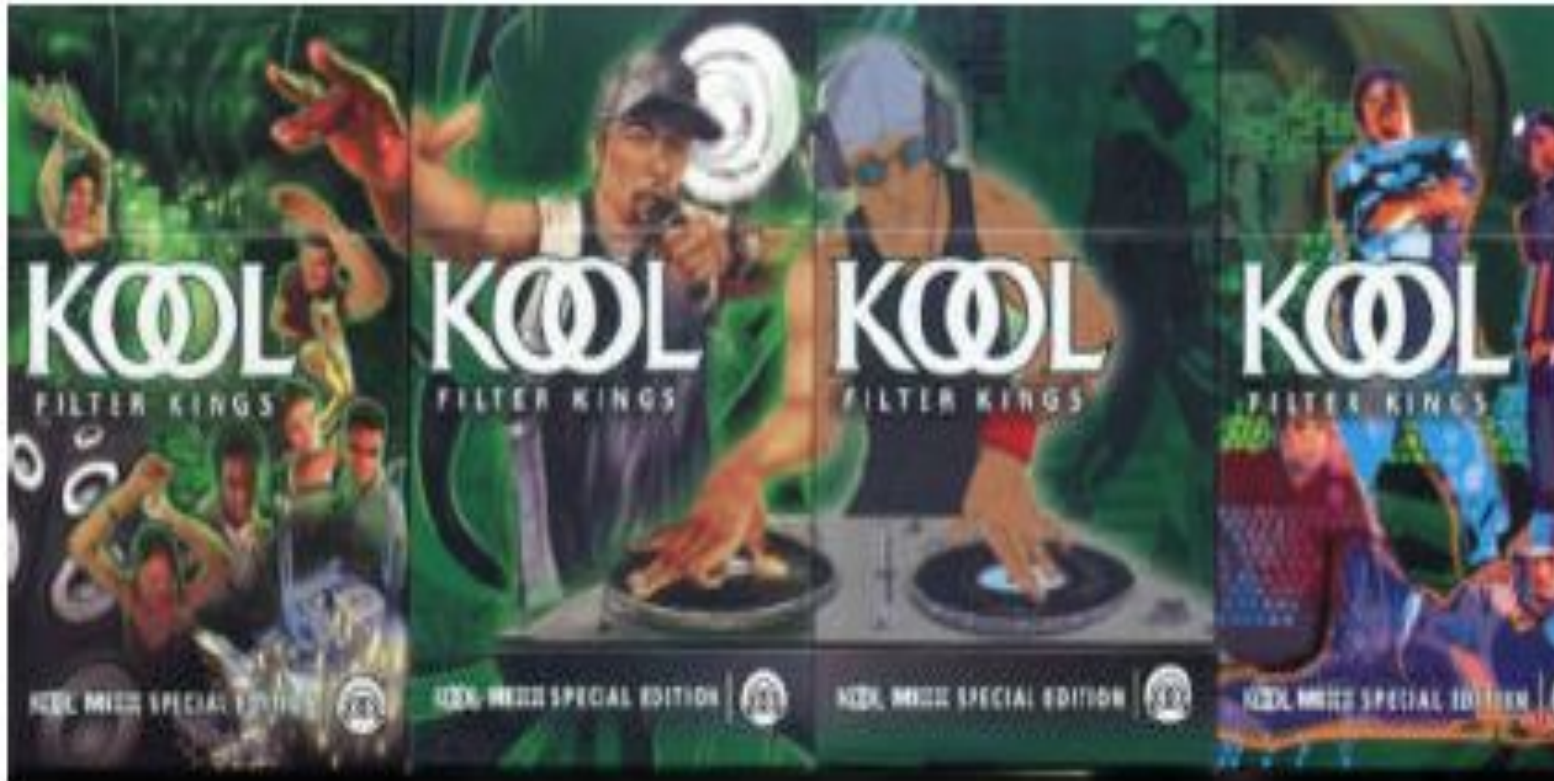
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KOOL Cigarette Packs

KOOL MIXX SPECIAL EDITION PACKS



Menthol A Sacrificial Lamb



1823060 www.fotoresearch.com

A Deal with the Devil?

- **Family Smoking Prevention and Tobacco Control Act**

- Proposed in 2008; Enacted in 2009
- Dealers: Philip Morris, Southern Senators and representatives of the tobacco control movement
- Eliminate 13 flavors in cigarettes
- **Excluded Menthol!!**
 - **African Americans, Women, Youth, Native Hawaiians, Filipinos, LGBTQ folks, Puerto Ricans, Behavioral Health issues**

Major Moments in the Fight Against Menthol

- **2009 Family Smoking Prevention and Tobacco Control Act**
 - 2013 Chicago
 - 2016 Deeming Regulations
 - 2018 San Francisco
- 2019 Pallone Bill Passes US House of Representatives
 - 2020 Massachusetts
 - 2020 FDA Sued
 - 2020 California SB-793

Menthol Restrictions 2020

- 207 Jurisdictions Flavor Restrictions
- 65 Jurisdictions Menthol Restrictions
- 2 States Flavor/ Menthol Restrictions
 - Massachusetts: Exempted Establishments that allows Smoking
 - California: Exempted Hookah, Premium Cigars, and Pipe Tobacco

<https://no-smoke.org/wp-content/uploads/pdf/flavored-tobacco-product-sales.pdf>

Take Home Message: Menthol is a Social Justice Issue!

- The disproportionate marketing and targeting of 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
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10%	323,107	91,744
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20%	478,154	164,465
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30%	633,252	237,317
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(Levy, et al., 2011)

What's at Stake?



Thank You!

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Leadership Council**

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AATCLC

Saving Black Lives

www.savingblacklives.org