“Tobacco, Menthol and the Tobacco Products Scientific Advisory Committee”

2010 CBC Spring Health Braintrust/NMQF
7th Annual Leadership Meeting
The Ritz Carlton Hotel
Washington, DC
April 20, 2009
NAATPN’s Founding Mission

“To serve as a national organization dedicated to facilitating the development and implementation of comprehensive and community competent tobacco control programs to benefit communities and people of African descent”
THE TRUTH ABOUT BIG TOBACCO!

- THE TOBACCO INDUSTRY UNDERSTANDS OUR:
  - HISTORY
  - CULTURE
  - ECONOMICS
  - GEOGRAPHY
Whitehall Street, Atlanta, 1864. This photo of a black Union soldier posted at a slave auction house in Atlanta is one of hundreds taken by George N. Barnard during Gen. Sherman's occupation of the city in the fall of 1864. Many were destroyed in the conflagration that erupted upon Sherman's firing of Confederate munitions stores when he departed on Nov. 15.
Niggerhair Tobacco
B. Leidersderf Company circa 1878
(Became “Bigger Hair” Tobacco in 1940's)
CIGARETTES IN EARLY BLACK FILMS

• “Spirit of Youth” (1938): Joe Louis, Edna Harris, Mae Turner

• “The Duke is Tops” (1938): Lena Horne, Ralph Cooper

• “The Devil’s Daughter” (1939): Nina May McKinney

• “Beware” (1946): Louis Jordan

• “HI–DE–HO!” (1947): Cab Calloway, Ida James, Jeni LeGon
were depicted as sexy, were depicted as sexy, fun, attractive and cool.
Beyoncé

Rod Laver Arena
Wednesday April 25

Tickets on sale this Friday
Special brands of menthol cigarettes were created in order to appeal to blacks.

- **Uptown** - test marketed in Philadelphia
- Advertised specifically as a product for African Americans
SPECIAL BRANDS OF MENTHOL CIGARETTES WERE CREATED IN ORDER TO APPEAL TO BLACKS

- X- brand cigarettes
- Came out right after Spike Lee’s movie “Malcolm X”
- Product colors- red, black and green
The tobacco industry attempts to maintain a positive image and gain public support by:

- Sponsoring African-American cultural events
- Funding minority higher education institutions
- Supporting African-American elected officials
- Donating to civic, social, community organizations and scholarship programs
The Result?
Adults Who Are Current Menthol Smokers (CDC, 2009)

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>AA</th>
<th>AIAN</th>
<th>AAPI</th>
<th>Hispanic</th>
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<tr>
<td>Column2</td>
<td>10.1</td>
<td>5.3</td>
<td>0.4</td>
<td>1.0</td>
<td>4.3</td>
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Age of Current Menthol Smokers (Legacy Foundation, 2009)

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Age: 12-17</td>
<td>44.0</td>
</tr>
<tr>
<td>Age: 18-24</td>
<td>35.0</td>
</tr>
<tr>
<td>Age: 35 and Up</td>
<td>30.0</td>
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Adults Who Are Current Menthol Smokers
(CDC, 2009)

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<tbody>
<tr>
<td><strong>Percentage</strong></td>
<td>23.0</td>
<td>77.3</td>
<td>25.0</td>
<td>32.0</td>
<td>29.8</td>
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Estimated Smoking-related Mortality

(CTFK 2005)

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>Men</th>
<th>Women</th>
<th>African American</th>
</tr>
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<tbody>
<tr>
<td>Series 1</td>
<td>430,000</td>
<td>260,000</td>
<td>178,000</td>
<td>47,000</td>
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</table>
"The National African American Tobacco Prevention Network is withdrawing its support for H.R. 1108 in its present form. NAATPN is committed to assisting with the development of legislation that ultimately results in FDA regulation of tobacco products, but is not willing to do so at the expense of African Americans who currently suffer disproportionately from their use”.


• **Added Menthol Provision (Section 907):**

  • (e) Menthol Cigarettes.—

  • “(1) REFERRAL; CONSIDERATIONS.— Immediately upon the establishment of the Tobacco Products Scientific Advisory Committee under Section 917(a), the Secretary shall refer to the Committee for report and recommendation, under section 917(c)(4), the issue of the impact of the use of menthol in cigarettes on the public health, including such use among African Americans, Hispanics and other racial and ethnic minorities. In its review, the Tobacco Products Scientific Advisory Committee shall address the considerations listed in subsections (a)(3)(B)(i) and (b).

  • “(2) REPORT AND RECOMMENDATIONS.— Not later than 1 year after its establishment, the Tobacco Products Scientific Advisory Committee shall submit to the Secretary the report and recommendations required pursuant to paragraph (1).

  • “(3) RULE OF CONSTRUCTION.— Nothing in this subsection shall be construed to limit the Secretary’s authority to take action under this section or other sections of this Act applicable to menthol.
Family Smoking Prevention and Tobacco Control Act

- 111th Congress:
  - H.R. 1256 – passed in House in April by veto-proof margin
  - S. 982 – passed in Senate in June by veto-proof margin
  - Signed by President Obama on June 22, 2009

New Restrictions on:
  - Forging and Counterfeiting
  - Illegal smuggling
  - Labeling
  - Advertising
  - Flavorings (except tobacco and menthol)
Family Smoking Prevention and Tobacco Control Act

• Labeling for Cigarettes:

WARNING: Cigarettes are addictive
WARNING: Tobacco smoke can harm your children
WARNING: Cigarettes cause fatal lung disease
WARNING: Cigarettes cause strokes and heart disease
WARNING: Smoking during pregnancy can harm your baby
WARNING: Smoking can kill you
WARNING: Tobacco smoke causes fatal lung disease in non-smokers
WARNING: Quitting smoking now greatly reduces serious risks to your health

MUST OCCUPY 50% OF FRONT AND REAR PANELS OF THE PACKAGE
Family Smoking Prevention and Tobacco Control Act

- **Labeling for Smokeless Tobacco:**

  **WARNING:** This product can cause mouth cancer

  **WARNING:** This product can cause gum disease and tooth loss

  **WARNING:** This product is not a safe alternative to cigarettes

  **WARNING:** Smokeless tobacco is addictive

  **MUST OCCUPY 30% OF 2 PRINCIPLE DISPLAY PANELS OF THE PACKAGE**
Family Smoking Prevention and Tobacco Control Act

- **Advertising:**
  - Randomly displayed every 12 months in equal quantities
  - Rotated quarterly in alternating sequence
  - Equal geographic distribution in U.S.
  - States can impose specific bans or restrictions on the *TIME, PLACE and MANNER*, but not the content of the advertising or promotion of cigarettes or smokeless tobacco
What We *Do Know* About Menthol Cigarettes?

(2nd Conference on Menthol in Cigarettes – October 2009)

- They are starter products for youth
- They account for 25% of the cigarette market = ~ $19 billion
- For a longtime were, and now will be the only “flavored” cigarette marketed by the tobacco industry
- Was first promoted to have medicinal effects
- Disproportionately targeted at ethnic/racial minorities and in communities with less education and income
- Makes it easier to begin smoking, causes deeper addiction, and makes it harder to quit

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What We **Need To Do** About Menthol Cigarettes?

*(2nd Conference on Menthol in Cigarettes – October 2009)*

- **Advocate to FDA to ban menthol in all tobacco products**
- **Have cessation programs ready for those that want to quit**
- **Be ready to respond to attempts to recapture former smokers**
- **Seek ways to control other menthol-related compounds that might replace menthol**
What We **Need To Do** About Menthol Cigarettes?

(2nd Conference on Menthol in Cigarettes – October 2009)

- **Focus on efforts to hook children and other unlawful activities**
- **Restrict advertising in your local communities** (*manner, time, placement*)
- **Keep FDA and NAATPN informed of happenings in your local community**
- **Ensure new disparities aren’t created as we get rid of the current ones**

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Why We Need to Remain Diligent!

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Products at a Glance
Camel Sticks, Strips and Orbs

- Three new dissolvable tobacco products made of finely milled tobacco.
- Dissolve in the mouth; do not require spitting.
- Convenient alternative to cigarettes, moist snuff for adult tobacco consumers.
- Lead markets: Columbus, Ohio, Portland, Ore., and Indianapolis.
- Expect pricing to be comparable to a tin of Camel Snus.
- Child-resistant packaging.
- Age-restricted sale; carries same health warning and tax rates as other oral tobaccos.

Product information:

Camel Orbs
- Two styles: Fresh and Mellow
- 15 Orbs per package
- Last about 10 – 15 minutes
- 1 milligram nicotine per Orb

Camel Sticks
- One style: Mellow
- 10 Sticks per package
- Last about 20 – 30 minutes
- 3.1 milligrams of nicotine per Stick

Camel Strips
- One style: Fresh
- 20 Strips per package
- Last about 2 – 3 minutes
- .6 milligram of nicotine per strip

R.J. Reynolds Tobacco Co.
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www.rjrt.com
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