

# Menthol Smoking in Oakland County

## What is menthol?

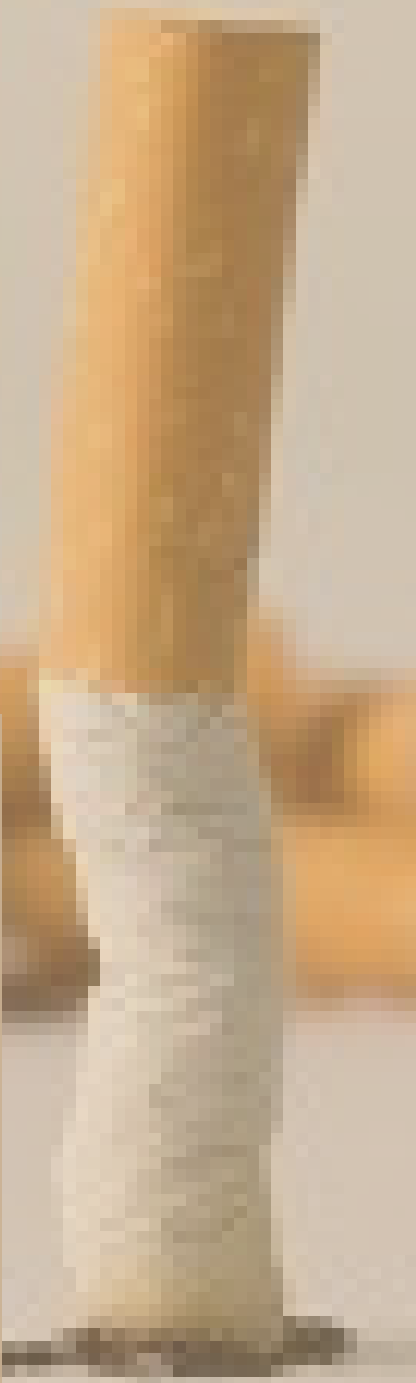
Menthol is a chemical added to cigarettes and other tobacco products. It creates a cooling effect which reduces the harshness of cigarette smoke and suppresses coughing. **Menthol makes cigarette smoking more addictive.**

According to the CDC, **"Tobacco use is a major contributor to the three leading causes of death among African Americans —heart disease, cancer, and stroke."**

## Menthol Bans Save Lives

Menthol is the only flavor additive allowed in cigarettes. The FDA is now moving toward banning menthol cigarettes and flavored cigars nationwide.

In Oakland County, **57.6% of current African American smokers say they want to quit now**; banning menthol may help such smokers quit .



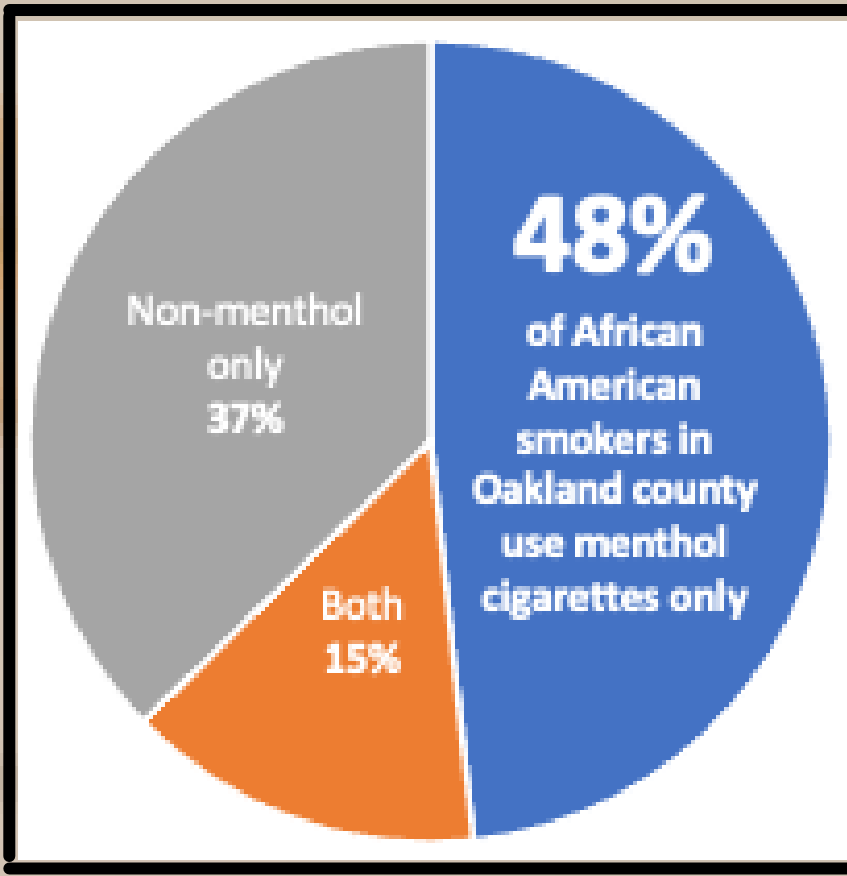
## Targeting of the African American Community

**Tobacco advertisements are more common in African American neighborhoods, leading to increased use by the community.**



Nearly half (47.5%) of African American smokers in Oakland county have seen or heard tobacco advertisements

Nearly half (46.6%) received coupons or ads for tobacco products



In the US, **over 80% of African American smokers use menthol cigarettes compared to 46% of Hispanic smokers, and 29% of White smokers.**

**If you want to quit using tobacco, call or text the Michigan Tobacco Quitline at 1-800-QUIT-NOW (1-800-784-8669) for free information and referrals.**

**51%**

In Oakland County, **over 60% of African American smokers started before age 18**; many used menthol cigarettes when starting

LGBTQ+ individuals are **30% more likely to use menthol** cigarettes (compared to heterosexual/straight individuals)

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**References:** Local data: "Smoking and Tobacco Use Behavior Assessment Study of the African American in Michigan-2020." This study sponsored by MDHHS Tobacco Control Program and conducted in partnership with Black Caucus Foundation of Michigan; Centers for Disease Control and Prevention. African Americans and Tobacco Use; Truth Initiative. (2018). Menthol: Facts, stats and regulations; Villanti et al.(2017); U.S. Food and Drug Administration. Preliminary scientific evaluation of the possible public health effects of menthol versus nonmenthol cigarettes; Menthol and Other Flavors in Tobacco Products; O'Reilly, K. (2020); Cadham et al.(2020); Levy et al.(2011); Chaiton et al.(2019).