



Young Adult Substitution of Flavored Cigarillos with Menthol Cigarettes

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Introduction

- Young adults who smoke cigarillos predominantly use flavored cigarillos.
- Young adult cigarillo users often use other tobacco products.

Specific Aim: To understand whether young adult cigarillo smokers who have smoked menthol cigarettes would be more likely to substitute menthol cigarettes if flavored cigarillos were not available.



Study Design

- A convenience sample of young adults (21-28 years) who had used at least 2 cigarillos in the prior week recruited via from a previous cohort and social media to complete an online survey.
- Social media ads targeted at regional markets with the highest prevalence of youth cigarillo current use according to Youth Risk Behavior Survey data.
- Overall, 586 individuals participated; 59% identified as female, 43% as Black or African American, 38% as White.



Methods

- Survey participants reported demographics and current tobacco use behaviors, including ever and past 30-day use of menthol cigarettes (MC).
- Participants were asked if they would substitute flavored cigarillos with MC.
- Conducted bivariate analysis of assess whether substitution with menthol cigarettes varied based on ever or current use of MC.

Menthol Cigarette Use by Demographics

		Ever MC Use	Current MC Use
Overall		77.9%	49.6%
Race	Black	72.4%	52.1%
	White	82.3%*	47.3%
Ethnicity	Not Hispanic	74.5%	44.9%
	Hispanic	91.1%*	68.2%*
Gender	Male	84.4%*	51.2%
	Female	75.9%	50.1%
Sexual Orientation	Heterosexual	83.0%*	55.8%*
	Not Heterosexual	72.5%	43.0%

* Significantly higher rates of usage than other demographic category, $p < 0.02$

Menthol Cigarette Use by Demographics

	Ever MC Use	Current MC Use
Overall	77.9%	49.6%
Race	Black	52.1%
	White	47.3%
Ethnicity	Not Hispanic	44.9%
	Hispanic	68.2%*
Gender	Male	51.2%
	Female	50.1%
Sexual Orientation	Heterosexual	55.8%*
	Not Heterosexual	43.0%

* Significantly higher rates of usage than other demographic category, $p < 0.02$

Would Switch to MC if Flavored Cigarillos were not Available

MC User Group	Would Switch to MC
Ever MC User	10.9%*
Never MC User	0.0%
Current MC User	14.3%*
Not Current MC User	3.3%

* Significantly higher rates of switching to MC than other MC use category, $p < 0.001$

Would Switch to MC if Flavored Cigarillos were not Available

MC User Group	Would Switch to MC
Ever MC User	10.9%*
Never MC User	0.0%
Current MC User	14.3%*
Not Current MC User	3.3%

* Significantly higher rates of switching to MC than other MC use category, $p < 0.001$

Would Switch to MC if Flavored Cigarillos were not Available

		Would Switch to MC (Ever MC)	Would Switch to MC (Current MC)
Race	Black	6.9%	9.3%
	White	15.2%*	21.8%*
Ethnicity	Not Hispanic	11.5%	15.1%
	Hispanic	10.1%	14.1%
Gender	Male	11.3%	17.0%
	Female	10.4%	12.6%
Sexual Orientation	Heterosexual	7.7%	10.3%
	Not Heterosexual	15.2%*	20.0%*

* Significantly higher rates of switching to MC than other demographic category, $p < 0.05$

Would Switch to MC if Flavored Cigarillos were not Available

		Would Switch to MC (Ever MC)	Would Switch to MC (Current MC)
Race	Black	6.9%	9.3%
	White	15.2%*	21.8%*
Ethnicity	Not Hispanic	11.5%	15.1%
	Hispanic	10.1%	14.1%
Gender	Male	11.3%	17.0%
	Female	10.4%	12.6%
Sexual Orientation	Heterosexual	7.7%	10.3%
	Not Heterosexual	15.2%*	20.0%*

* Significantly higher rates of switching to MC than other demographic category, $p < 0.05$



Conclusions

- Most cigarillo smokers would not choose MC when flavored cigarillos are unavailable.
- Current and ever MC users are significantly more likely to substitute flavored cigarillos with MC.
- Substituting MC for flavored cigarillos was more common among White and non-Heterosexual participants who had ever or currently used MC.



Implications for FDA

- Exclusion of MC from flavor restrictions could potentially contribute to unintended, inequitable impact of flavor restrictions.
- Such impacts could exacerbate tobacco use disparities.



Thank you!

I'd love to hear from you!

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