Agenda

- Campaign background and intervention activities
- Current policies
- Data sources
- Evaluation activities
  - Ongoing Surveillance
  - Planned Campaign Evaluation
- Challenges
- Other CTCP activities relating to the Flavors Campaign
Background

Goals

➢ Decrease the availability of flavored tobacco products and menthol cigarettes
➢ Prevent initiation of tobacco product use among vulnerable populations

Strategies

1) **Educate and inform** stakeholders and decision makers about evidence-based policies and programs to prevent initiation of tobacco use (Years 1-2)

2) **Support, track, and evaluate** flavored tobacco product bans and other product sales restrictions (Years 3-4)
## Interventions and Activities

<table>
<thead>
<tr>
<th>Education</th>
<th>Policy</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factsheets</td>
<td>Regional Trainings</td>
<td>Policy Strength Evaluation Rubric</td>
</tr>
<tr>
<td>Infographics</td>
<td>Monthly Workgroup</td>
<td>Statewide Surveillance Surveys</td>
</tr>
<tr>
<td>Media Campaigns</td>
<td>Best Practices Guide to Policy Adoption</td>
<td>Multi-Component Impact Evaluation Study</td>
</tr>
<tr>
<td>Spokesperson Campaigns</td>
<td>Model Ordinance and Resolution</td>
<td></td>
</tr>
<tr>
<td>Menthol Summit</td>
<td>Policy Tracking System</td>
<td></td>
</tr>
</tbody>
</table>
California Flavored Tobacco Policies

New Proposed Policies

- The City of Beverly Hills
- The City of Richmond
- The City of Alameda
- The City of Santa Cruz
- The City of Sacramento
- The City of Pasadena
- The City of San Pablo
- The City of Hollister
Ongoing Surveillance
CA Statewide Surveillance and In-Store Survey Data Sources

Short-term Outcomes

- Indicators
  - ↑ public knowledge about flavored tobacco products
  - ↑ public awareness about tobacco industry’s marketing tactics
- Data Sources
  - California Behavioral Risk Factor Surveillance Survey (BRFSS)
  - Online California Adult Tobacco Survey (CATS)

Intermediate Outcomes

- Indicators
  - ↑ local policies that regulate and restrict the sale of flavored tobacco products
  - ↑ jurisdictions with policies restricting the sale of flavored tobacco products
  - ↓ sale of flavored and menthol tobacco products
- Data Sources
  - Policy Evaluation Tracking System (PETS)
  - Healthy Stores for Healthy Community (HSHC)

Long-term Outcomes

- Indicators
  - ↓ prevalence and consumption of flavored tobacco products
- Data Sources
  - California Behavioral Risk Factor Surveillance Survey (BRFSS)
  - Online California Adult Tobacco Survey (CATS)
  - California Student Tobacco Survey (CSTS)
30 Day Menthol Cigarette Use among CA Cigarette Smokers

*Data are from the California Behavioral Risk Factor Surveillance Study
Flavored Tobacco Use among CA Tobacco Users, 2013-15 BRFSS*

*Data are from the California Behavioral Risk Factor Surveillance Study

**Other Tobacco Product category includes: electronic smoking devices, cigars, little cigars, cigarillos, snus, and hookah)
Flavored Tobacco Opinions

“Flavored tobacco products appeal to youth”

“People my age use [tobacco product] because they come in lots of flavors”

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 BRFSS*</td>
<td>56.3%</td>
<td>2015-16 CSTS E-Cigarettes</td>
<td>77.2%</td>
</tr>
<tr>
<td>2014 BRFSS*</td>
<td>54.8%</td>
<td>2015-16 CSTS Little Cigars/Cigarillos</td>
<td>65.6%</td>
</tr>
<tr>
<td>2015 BRFSS*</td>
<td>58.1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Data are from the California Behavioral Risk Factor Surveillance Study
“The sale of menthol cigarettes should not be allowed”

*Data are from the California Behavioral Risk Factor Surveillance Study
“Flavored tobacco products should not be allowed”

Data are from the California Behavioral Risk Factor Surveillance Study

*Data are from the California Behavioral Risk Factor Surveillance Study
Retail Availability of Menthol Cigarettes - HSHC

Percent of tobacco retailers selling menthol cigarettes in California, 2013
- Statewide: 94.5%

Percent of tobacco retailers selling menthol cigarettes in California, 2016
- Statewide: 92.2%
Retail Availability of Flavored Tobacco - HSHC

Percent of tobacco retailers selling flavored tobacco in California, 2013

- Statewide: 79.4%

Percent of tobacco retailers selling flavored tobacco in California, 2016

- Statewide: 81.8%
Surveillance Summary

- Between 30-40% of CA adult and youth cigarette smokers are using menthol cigarettes
- 70% of CA tobacco users of non-cigarette tobacco products are using flavored products
- Over half of CA adults and 2/3 of CA high school students agree that flavored tobacco products are appealing to youth
- Over half of CA adults agree that menthol cigarettes and flavored tobacco products should not be sold
- Retail availability has remained high for both menthol cigarettes (> 90% of retailers) and flavored tobacco products (> 80% of retailers) in CA
Planned Campaign Evaluation
Objective: Assess the effectiveness and impacts of policies on restriction of menthol cigarettes and flavored tobacco products.
Evaluation Study – Component 1

Online Youth and Young Adult Survey (age 15-29)

N=3000

Intervention n=1500
- 15-17 n=500
- 18-29 n=1000

Control n=1500
- 15-17 n=500
- 18-29 n=1000
Evaluation Study – Component 1

Data collection:
◦ Online survey instrument will measure:

Current Use
• Cigarettes
• Other tobacco products
• Menthol cigarettes
• Flavored tobacco products

Attitudes
• Towards products
• Towards policies

Availability
• Products in stores
• Promotion of products in stores

Data analysis:
◦ Compare outcomes between intervention group and control group
◦ Assess impacts of flavored restriction policies and the quality of policies on outcomes
Evaluation Study – Component 2

Retail Store Observational Survey

300 tobacco retailers
- Intervention: 150 retailers
- Control: 150 retailers
Challenges

➢ Retail sampling decisions

➢ Rating different policy types

➢ San Francisco Referendum

➢ Geographic distribution of policy locations

➢ Lack of flavors use data for youth
Other CTCP Flavors Work
Summary

- Estimated use, opinions, and availability of menthol/flavored products remains similar to previous years in surveillance data, but may change as additional policies are adopted.
- Over half of Californian adults support the regulation of flavored tobacco and menthol cigarettes.
- Despite opposition, municipalities continue to pass local ordinances regulating the sale of flavored tobacco products.
- Planned evaluation study will target key locations and better assess the impact of menthol and flavor policies.
- CTCP’s evaluation of the Flavored Tobacco and Menthol Cigarette campaign is strengthened by ongoing surveillance, media, and education activities.
We would like to thank the members of our team here at CTCP who have supported the work of the Flavored Tobacco and Menthol Cigarettes Campaign, especially members of the Surveillance and Evaluation Section, Community and Statewide Intervention Section, and Media and Communications Section. Additionally, we would like thank our partners across the state working on this initiative, including the staff of the Stanford Prevention Research Center, RTI, and all the local tobacco control projects in California working on the problem of flavored tobacco. Finally, we would like to thank our funders at CDC.
Questions?

LIZ HENDRIX, MPP
PROGRAM CONSULTANT
CALIFORNIA TOBACCO CONTROL PROGRAM
LIZ.HENDRIX@CDPH.CA.GOV

ALLISON HARGREAVES, MPH
CAL-EIS FELLOW
CALIFORNIA TOBACCO CONTROL PROGRAM
ALLISON.HARGREAVES@CDPH.CA.GOV