

Menthol Smoking in Kent 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."**



Targeting of the African American Community

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



Nearly half (42.3%) of African American smokers in Kent county have seen or heard tobacco advertisements

67.3% received coupons or ads for tobacco products

Menthol Bans Save Lives

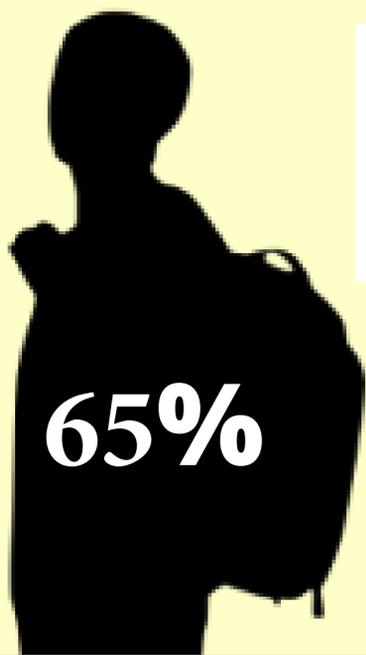
Menthol is the only flavor additive allowed in cigarettes. The FDA is now moving toward banning menthol cigarettes and flavored cigars nationwide.

In Kent County, **71.2% of current African American smokers say they want to quit now**; banning menthol may help such smokers quit.

In the US, more than 7 out of 10 African American youth ages 12-17 who smoke use menthol cigarettes.

In the US, almost 90% 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.



In Kent County, **over 65% 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)

**Learn more and take action today!
Visit EndMenthol.org**

M[END]THOL

**Tobacco Section
Division of Chronic Disease and Injury Control
Michigan Department of Health and Human Services**

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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).