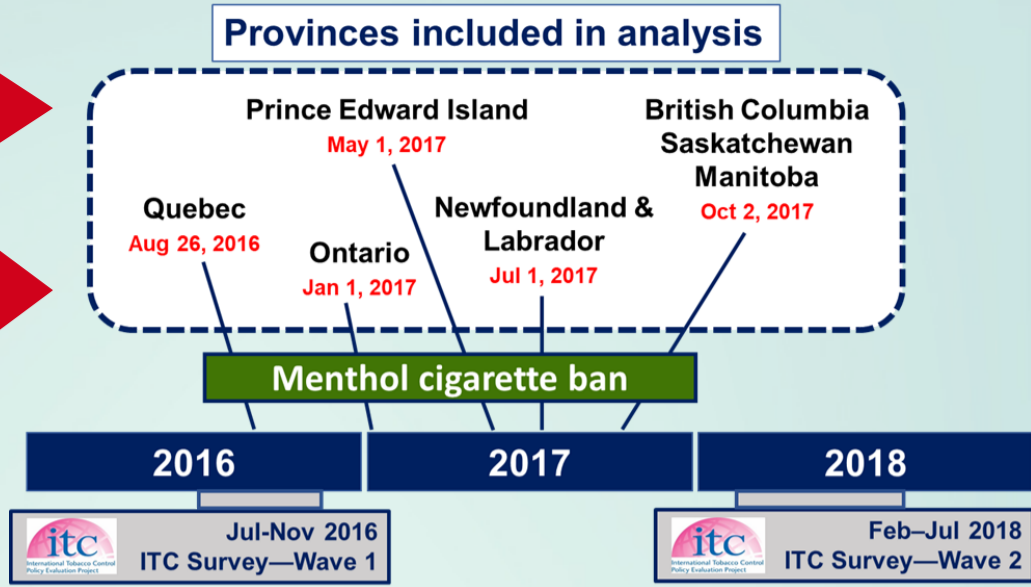


The ITC Project evaluated the Canadian menthol ban



In 7 provinces in Canada

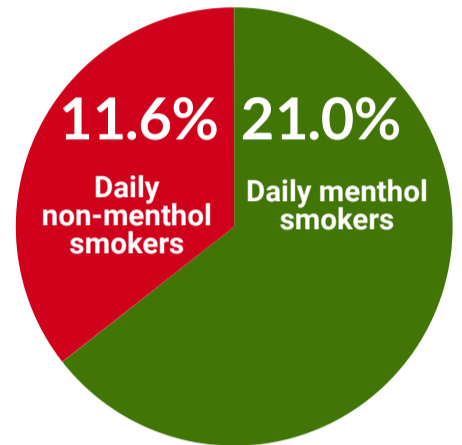
Covering 83% of the Canadian population



Findings



Nearly twice as many daily menthol smokers than daily non-menthol smokers **QUIT** after menthol cigarette ban



58.7%

Menthol smokers



Menthol smokers more likely than non-menthol smokers to make a **QUIT ATTEMPT** after menthol cigarette ban

49.0%

Non-menthol smokers



Menthol ban prevents smoking relapse among menthol smokers who quit before the ban

More than twice as many former menthol smokers were more likely to stay quit



<10% of menthol smokers were smoking illicit menthol cigarettes after menthol ban



Menthol cigarette ban did **NOT** increase illicit purchases



No difference between pre-ban menthol smokers (12.2%) vs non-menthol smokers (9.0%) who purchased cigarettes from illegal sources after menthol ban

Policy implications



If the US banned menthol cigarettes*...

923,790 daily menthol smokers would QUIT, including 231,628 African Americans

Substantial increases in smoking cessation

1,394,201 total menthol smokers would QUIT, including 392,562 total African Americans

If California banned menthol cigarettes†...

25,315 daily menthol smokers would QUIT, including 5,834 African Americans

49,232 total menthol smokers would QUIT, including 12,354 total African Americans

63,673 menthol smokers would make a QUIT ATTEMPT, including 15,977 African Americans

Greater proportional benefits for African American smokers

* Based on data from the 2019 US National Survey on Drug Use and Health (NSDUH)
† Based on data from the 2019 California Health Interview Survey (CHIS)

Reference: Chung-Hall J, Fong GT, Meng G, Cummings KM, Hyland A, O'Connor RJ, Quah ACK, Craig LV. Evaluating the impact of menthol cigarette smoking on cessation and smoking behaviors in Canada: Longitudinal findings from the Canadian arm of the 2016-18 ITC Four Country Smoking and Vaping Surveys. Tobacco Control. Epub ahead of print: 06 April 2021. <https://dx.doi.org/10.1136/tobaccocontrol-2020-056259>

For more information: <https://bit.ly/3mMIG1n>



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