The ITC Project evaluated the Canadian menthol ban

In 7 provinces in Canada
Covering 83% of the Canadian population

Provinces included in analysis

<table>
<thead>
<tr>
<th>Province</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Prince Edward Island</td>
<td>May 1, 2017</td>
</tr>
<tr>
<td>Quebec</td>
<td>Aug 28, 2016</td>
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<tr>
<td>Ontario</td>
<td>Jan 1, 2017</td>
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<tr>
<td>Newfoundland &amp; Labrador</td>
<td>Jul 5, 2017</td>
</tr>
<tr>
<td>British Columbia</td>
<td>Oct 2, 2017</td>
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<tr>
<td>Saskatchewan</td>
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<td>Manitoba</td>
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2016 2017 2018

Menthol cigarette ban

Findings

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

58.7% Menthol smokers
49.0% Non-menthol smokers

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

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

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

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

Menthol cigarette ban did NOT increase illicit purchases

Policy implications

If the US banned menthol cigarettes*...
923,790 daily menthol smokers would QUIT, including 231,628 African Americans
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

https://doi.org/10.1136/tobaccocontrol-2020-056259

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

Designed by: Eunice O. Indome, ITC Project, Department of Psychology, University of Waterloo, Waterloo Ontario, Canada.

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)

* 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)

Greater proportional benefits for African American smokers

Policy implications