

Implications of the Canadian menthol ban for the United States



Applying Canada's menthol ban effect (increased quitting of 9.4% of daily menthol smokers and 7.5% of all menthol smokers) to the United States, with number of U.S. menthol smokers from 2019 National Survey on Drug Use and Health (NSDUH))

How many ADDITIONAL daily smokers would QUIT after a national U.S. menthol ban? (p<0.05)

All daily smokers: Daily menthol smokers in U.S. x 9.4% = 9,827,554 x 9.4% = **923,790**

African American daily smokers: Daily AA menthol smokers in U.S. x 9.4% = 2,464,126 x 9.4% = **231,628**

How many additional total smokers (daily & non-daily) would quit after a U.S. menthol ban? (p=0.06)

All smokers: Total menthol smokers in U.S. x 7.5% = 18,589,341 x 7.5% = **1,394,201**

All African American smokers: Total AA menthol smokers in U.S. x 7.5% = 5,234,160 x 7.5% = **392,562**

- **Substantial increases in smoking cessation**
- **Greater proportional benefits for African American smokers**