

Effects of and challenges to enforcement of tobacco flavour bans: policy and research recommendations

Krzysztof Przewoźniak

National Research Institute of Oncology, Warsaw, Poland

Christina Kyriakos

Imperial College London, London, UK

Basic literature (1): Reviews, editorials and policy papers

- Cadham CJ, et al. The actual and anticipated effects of a menthol cigarette ban: a scoping review. *BMC Public Health* 2020 Jul 9;20(1):1055.
- Erinoso O, Clegg Smith K, Iacobelli M, et. al. Saraf S, Welding K, Cohen JE. Global review of tobacco product flavour policies. *Tob Control* 2020;15;30(4):373-379.
- ENSP. Ban on menthol cigarettes: European Union member states shall prohibit the placing on the market of tobacco products with a characterising flavour. *Tob. Prev. Cessation* 2020;6(July):40
- Kyriakos CN. Regulating flavours in cigarettes: A call to action. *Tob. Prev. Cessation* 2020;6(June):33
- Przewoźniak K, Kyriakos CN, Hiscock R, Radu-Loghin C, Fong GT. Effects of and challenges to bans on menthol and other flavours in tobacco products. *Tob Prev Cessation* 2021;7(November)(in print).

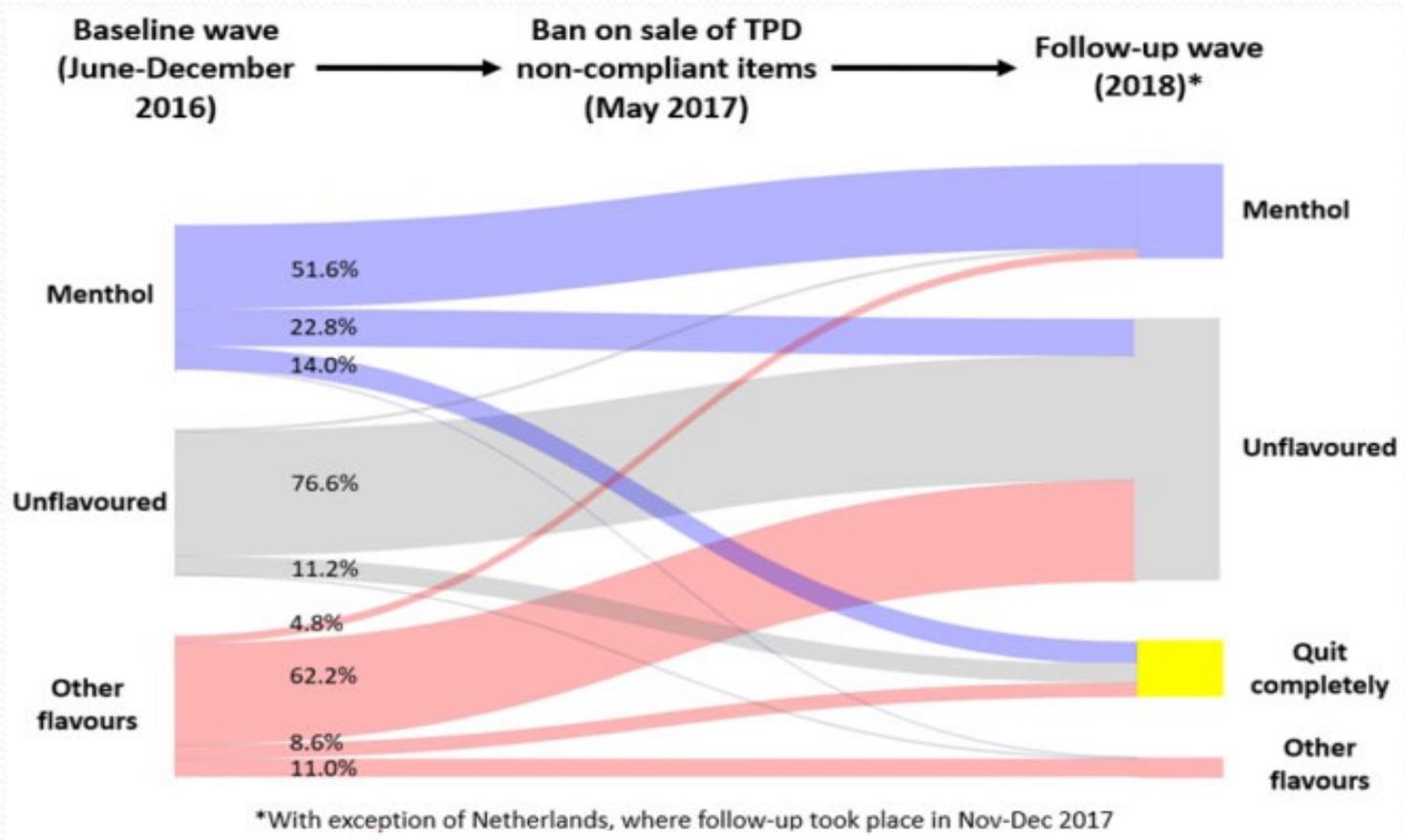
Basic literature (2): Research papers and reports

- Bold KW, et al. Evaluating the effect of switching to non-menthol cigarettes among current menthol smokers: an empirical study of a potential ban of characterising menthol flavour in cigarettes. *Tob Control* 2020 Nov;29(6):624-630.
- Chaiton M, et al. Product Substitution After A Real-World Menthol Ban: A Cohort Study. *Tob Regul Sci.* 2020 May;6(3):205-212.
- Courtemanche CJ, Palmer MK, Pesko MF. Influence of the Flavored Cigarette Ban on Adolescent Tobacco Use. *Am J Prev Med.* 2017 May;52(5):e139-e146.
- Chung-Hall J, et al. Evaluating the impact of menthol cigarette bans on cessation and smoking behaviours in Canada: longitudinal findings from the Canadian arm of the 2016-2018 ITC Four Country Smoking and Vaping Surveys. *Tob Control.* April 2021.
- Guydish JR, et al. Menthol cigarette use in substance use disorder treatment before and after implementation of a county-wide flavoured tobacco ban. *Tob Control* 2021 Nov;30(6):616-622.
- Hiscock R, et al. Tobacco industry tactics to circumvent and undermine the menthol cigarette ban in the UK. *Tob Control.* May 2020.
- Joint Action on Tobacco Control. *WP9: D9.3 Report on the Peer Review of the Enhanced Reporting Information on Priority Additives.*; 2020.
- Kasza KA, et al. E-Cigarette Flavors and Frequency of E-Cigarette Use among Adult Dual Users Who Attempt to Quit Cigarette Smoking in the United States: Longitudinal Findings from the PATH Study 2015/16-2016/17. *Int J Environ Res Public Health.* 2021;18(8).
- Levy DT, et al. Modeling the future effects of a menthol ban on smoking prevalence and smoking-attributable deaths in the United States. *Am J Public Health.* 2011.
- Li L, et al. How Does the Use of Flavored Nicotine Vaping Products Relate to Progression Toward Quitting Smoking? Findings From the 2016 and 2018 ITC 4CV Surveys. *Nicotine Tob Res Off J Soc Res Nicotine Tob.* 2021;23(9):1490-1497.
- Rossheim ME, et al. Cigarette Use Before and After the 2009 Flavored Cigarette Ban. *J Adolesc Health.* 2020 Sep;67(3):432-437.
- Smith PH, et al. Use of Mentholated Cigarettes and Likelihood of Smoking Cessation in the United States: A Meta-Analysis. *Nicotine Tob Res.* 2020 Mar 16;22(3):307-316.
- Zatoński M, et al. Cessation behaviours among smokers of menthol and flavoured cigarettes following the implementation of the EU Tobacco Products Directive: findings from the EUREST-PLUS ITC Europe Surveys. *Eur J Public Health.* 2020;30(Supplement_3):iii34-iii37.

Conclusions on effects

- Ban on sale of menthol cigarettes improves health knowledge and beliefs among menthol smokers.
- Tobacco flavour ban reduces smoking of menthol and other flavoured cigarettes.
- Banning menthol and other flavours increases quit rates, without significant unintended consequences such as illicit purchasing.
- However, after enforcement of menthol ban, the majority of menthol smokers tend to rather switch to non-menthol cigarettes than quit smoking and its substantial proportion declares to continue smoking of menthol cigarettes.
- In response to menthol bans, some governments, lobbied by tobacco industry, have made an attempt to sue the ban to relevant courts and retard its enforcement.
- After enforcement of the menthol ban, tobacco industry has introduced menthol products that remain legal post ban such as menthol cigarillos, menthol accessories sold separately (e.g. menthol-infused cards, filter capsules and RYO papers and filters), and new cigarette blends with low levels of menthol.
- In some studies, the question is raised whether a characterising flavour ban, compared to a total additive ban, allows a gap where the industry-desirable properties of additives, such as the cooling effects of menthol, could operate at a subliminal level.

Changes in smoking behaviours following the TPD implementation among smokers of menthol, other flavoured and unflavoured cigarettes



Source: Zatoński MZ et al. Eur J Public Health 2020;3(Suppl 3):iii34-iii37

Major policy recommendations

- Include all tobacco products and accessories in flavour bans.
- Accelerate implementation to stop sales of flavoured tobacco quickly.
- Support menthol smokers in cessation efforts, such as through smoking cessation programs and media campaigns.

Major areas of continued and future research

- Population-level impact of flavour bans, including smoking initiation, cessation, and tobacco-related morbidity and mortality, as well as possible unintended consequences, such as illicit trade.
- Possible positive and negative consequences of a flavour ban on alternative nicotine products.
- Comparative effectiveness of different regulatory approaches for banning flavours (e.g. ban on sensory perception of characterising flavours versus total ban on flavour additives).