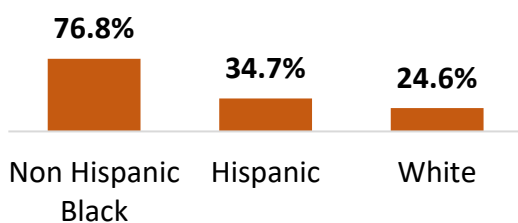


TOBACCO AND MENTHOL FACT SHEET

Adult Tobacco and Menthol Use

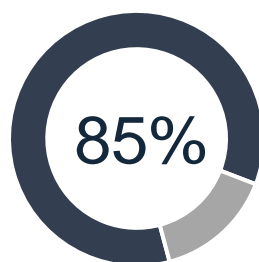
Historically, the **marketing** of menthol cigarettes have been **targeted heavily toward African American communities**. Menthol products are given more shelf space in retail outlets within African American and other minority neighborhoods (CDC,2021b)

Adult Menthol Use by Ethnicity
2014-2015



Source : CDC,2021a

Approximately



of Black smokers use menthol cigarettes (FDA,2021)



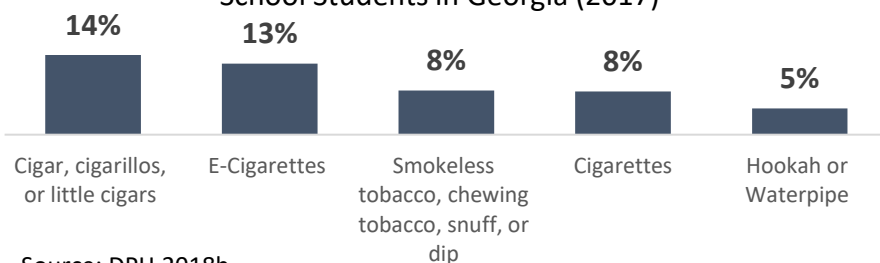
In March 2020 menthol flavored e-cigarettes rose to an all time high of **57.7% of the market share** (Truth Initiative,2021)

- **Menthol smokers** show greater signs of nicotine dependence and are **less likely to successfully quit** smoking.
- **Minority groups** were more likely to smoke menthol cigarettes than White smokers
- **Younger smokers** (18-24 years old) were more likely to smoke menthol cigarettes

(Source: FDA,2011)

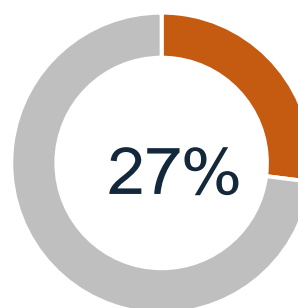
Tobacco Initiation and Menthol Use by Youth

Type Of Tobacco Products Currently *Used By High School Students in Georgia (2017)



Source: DPH,2018b

*Product used at least 1 day in last 30 days



of high school e-cigarette users use menthol flavored cartridges

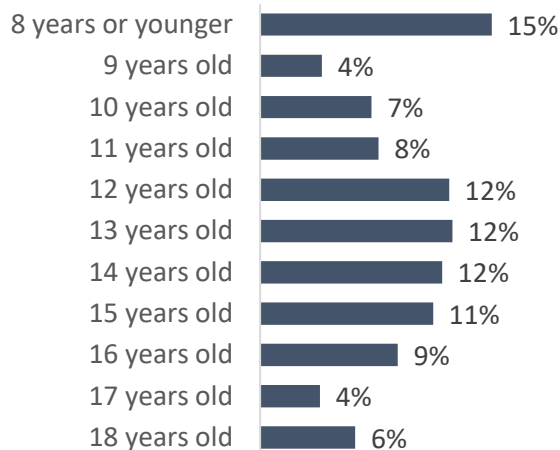
Source: Truth Initiative,2021

- **Flavor (like menthol, fruit and mint) is the second top reason** youth begin using e-cigarettes, second to use by family member or friend (Truth Initiative,2021)
- **54%** of youth ages 12-17 years who smoke **use menthol cigarettes** (CDC,2021a)
- Menthol cigarettes are **more visible and affordable for youth** due to more store advertising and greater availability of price promotions (DPH,2018b)

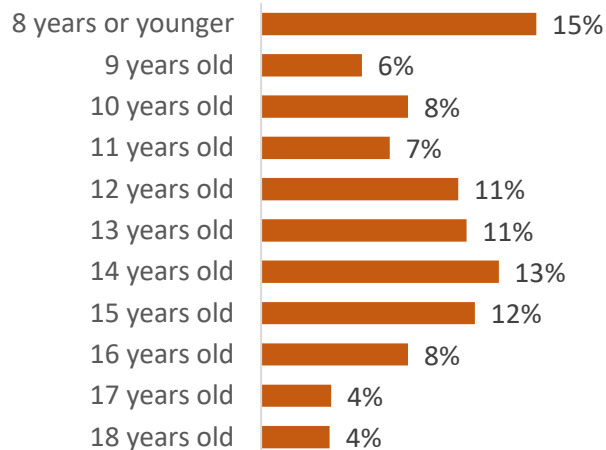
Youth Tobacco and Menthol Use

- **25%** of Georgia high school students have **tried smoking** and **25%** have **tried e-cigarettes** (DPH,2018b,2018a)
- **31.7%** of Georgia high school students **believed e-cigarettes were less harmful than cigarettes** and **26.6%** believed **e-cigarettes are less addictive** than cigarettes (DPH,2018a)
- **37%** of Atlanta Public Schools students **believe there is no risk** of harm when a person uses one or more packs of cigarettes a day (GADOE, 2020)

Atlanta Public Schools Age of Cigarette Initiation



Atlanta Public Schools Age Of Other Tobacco Products Initiation



Source:GADOE,2020

- **54%** of youth ages 12-17 years who smoke **use menthol cigarettes** (CDC,2021a)
- Menthol cigarettes are **more visible and affordable for youth** due to more store advertising and greater availability of price promotions (DPH,2018b)

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