

Targeting lung cancer control efforts among African-American menthol smokers in Los Angeles County

Loraine A. Escobedo*

Zul Surani

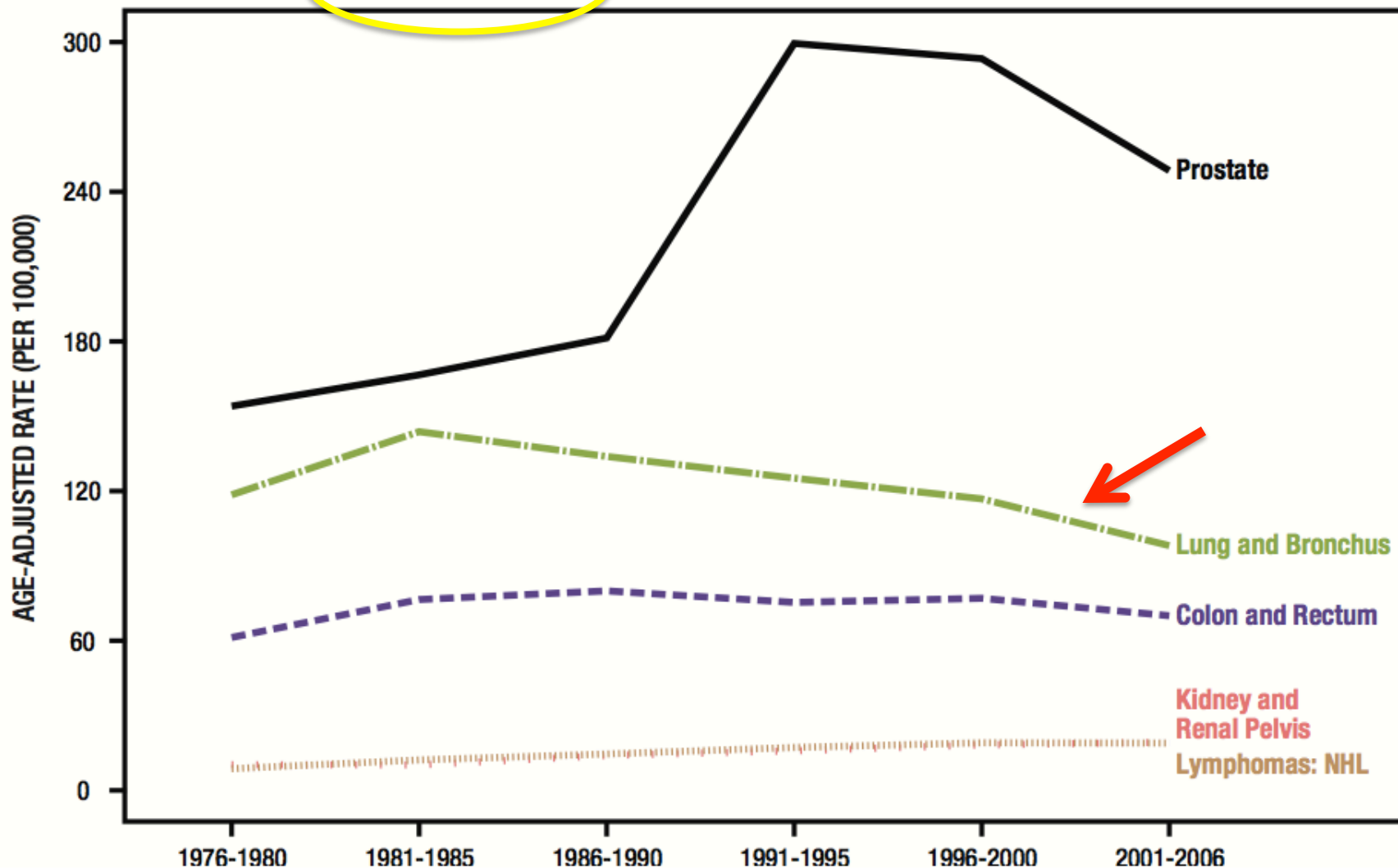
Lourdes Baezconde-Garbanati, PhD

Myles Cockburn, PhD

University of Southern California

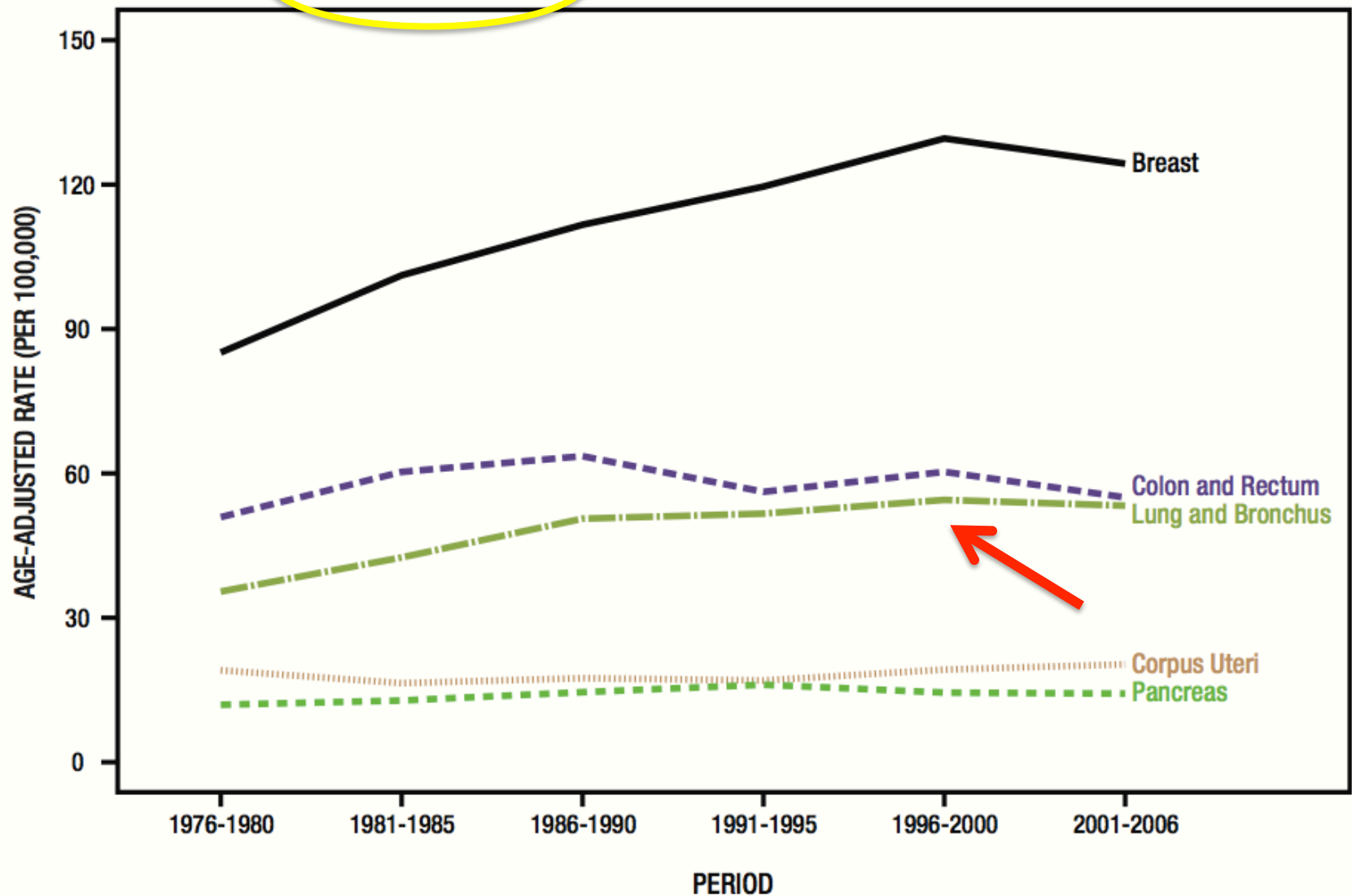
**aagustin@usc.edu*

**TRENDS IN THE TOP 5 AGE-ADJUSTED INCIDENCE RATES AMONG
BLACK MALES IN LOS ANGELES COUNTY (1976-2006)**



Source: Cockburn M, Liu L, & Deapen, D. (eds.). (2009). Cancer in Los Angeles County: trends by race/ethnicity, 1976-2006. Los Angeles Cancer Surveillance, University of Southern California.

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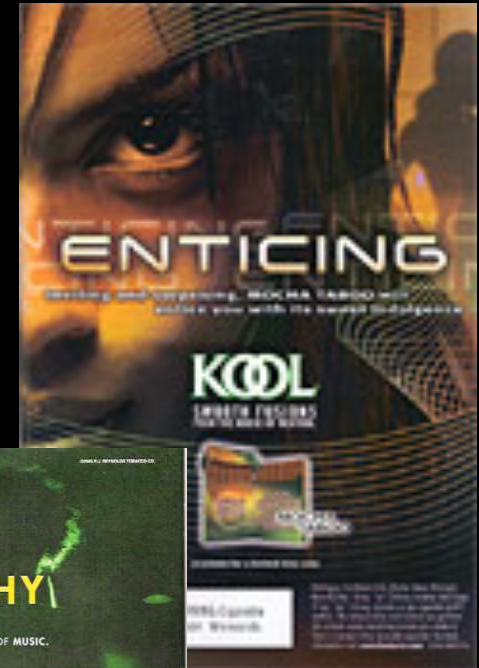
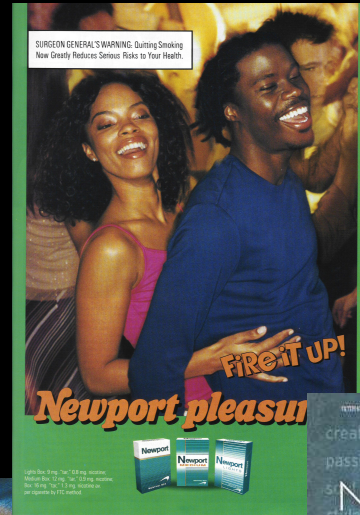
What's the fuss over menthol cigarettes?

- Cigarette smoking: leading cause of lung cancer
- Among Black smokers, 70% prefer menthol cigarettes (vs

Among Black smokers, menthol-only smokers are younger, believed more strongly in the medicinal effects of menthol, and were more socially connected with other menthol smokers (compared with regular-only smokers)

- Smokers smoke sooner after waking, stronger cravings, less successful in quitting
- Perceived as a “healthier alternative”

Targeted tobacco marketing



Sources: West-Peters R (AA Tobacco Educ Partners.). Project Nia: Fundraising the tobacco-free way, presentation. Surani Z, Nguyen D, Ponce J. Menthol smoking among African-Americans in Los Angeles County, CSUF presentation

Targeted menthol tobacco cessation among African-Americans in LA County

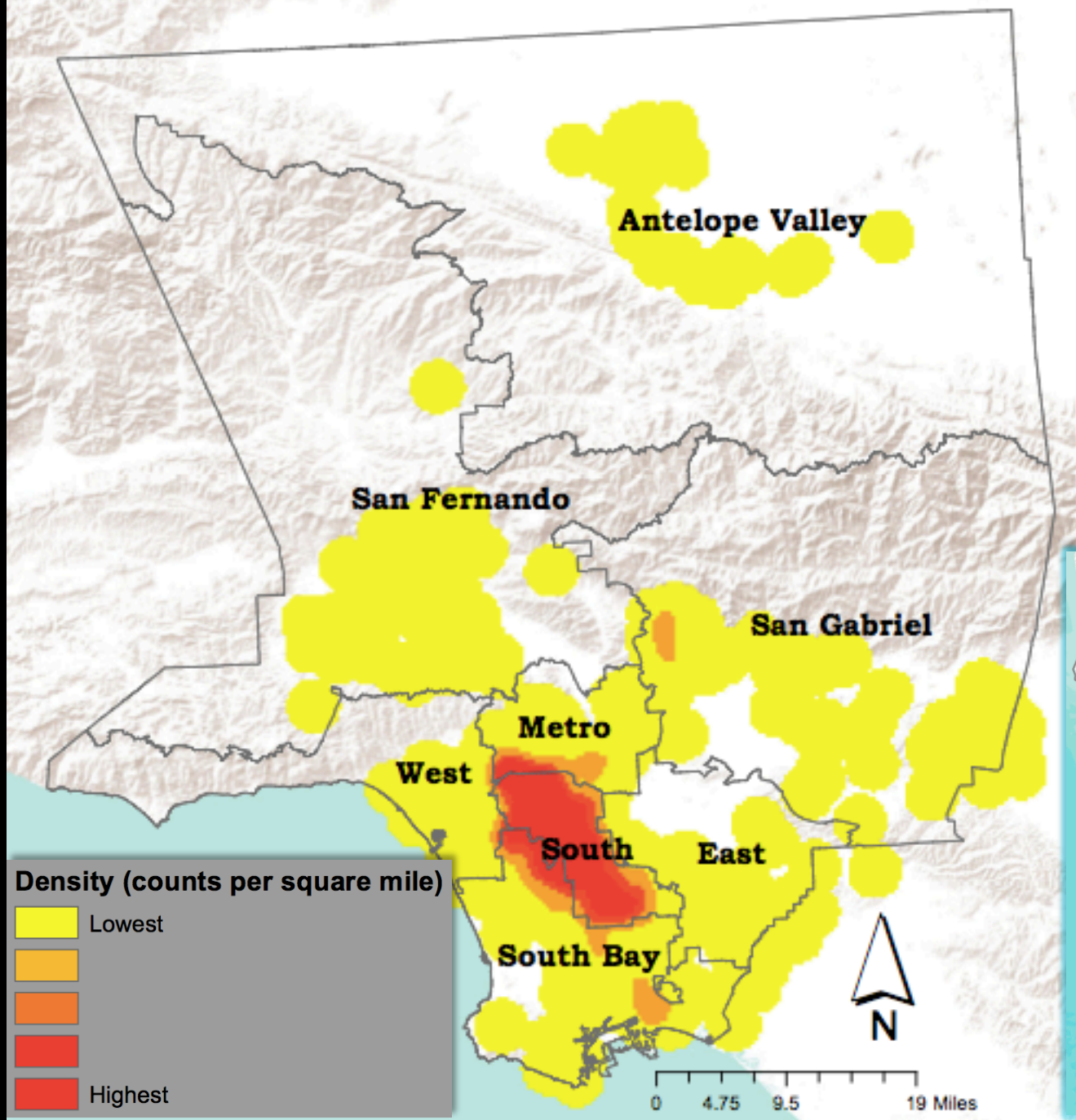
GOAL: To disseminate tailored cessation messages to African-American menthol smokers living in high-risk neighborhoods

- **Spatial targeting**
 - Identify “high-risk” areas to focus resources on
- **Spatial tailoring**
 - Place-specific customization
 - Tailored messages
- **Spatial generating**
 - Community input

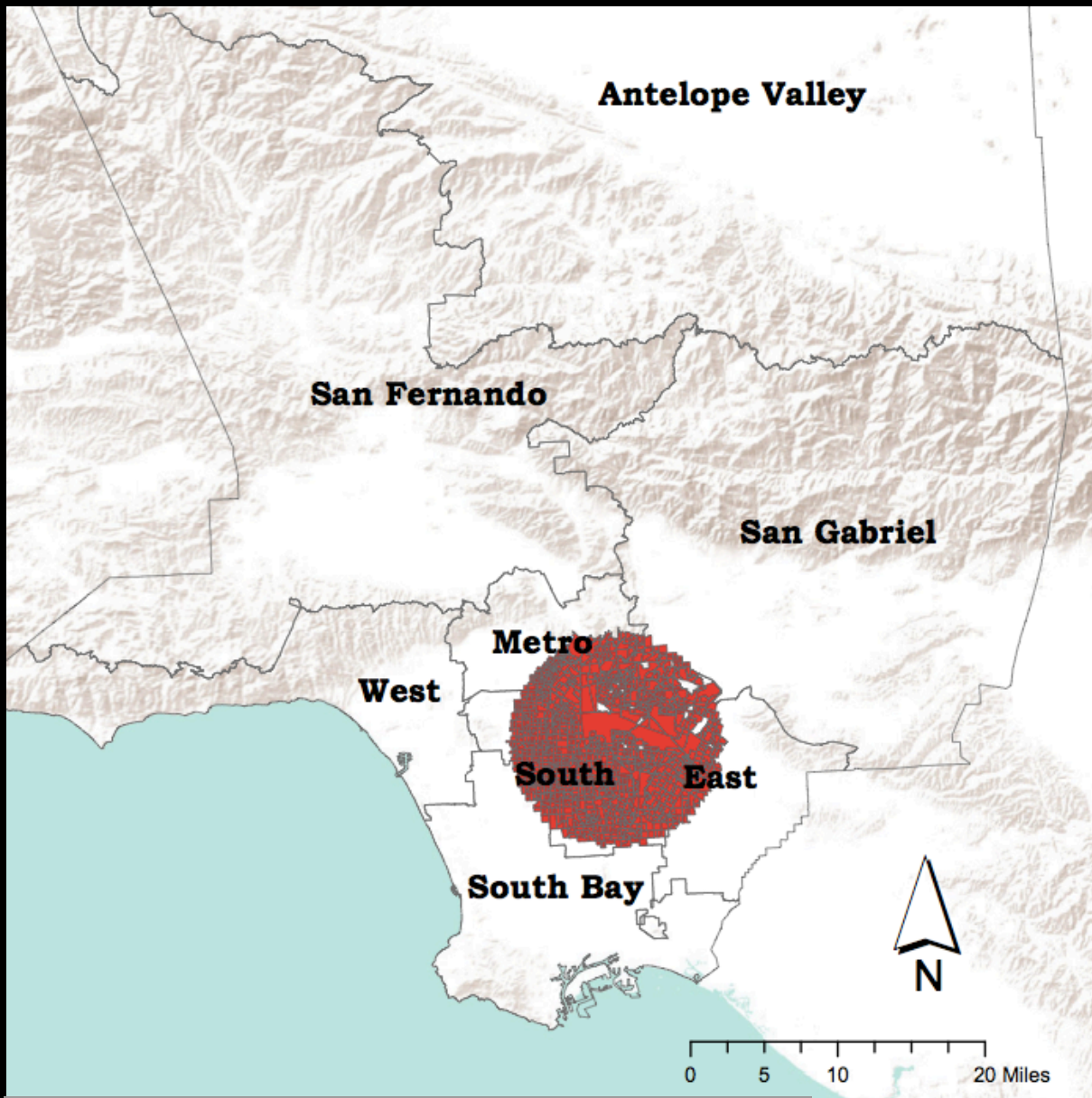
Source: McLafferty, S. (2013). Beyond spatial targeting: geographic foundations of public health policy, presentation at the American Association of Geographers annual conference.

Where are the high-risk areas?

Geographic
distribution of lung
cancer in
Los Angeles County,
African-Americans,
2001-2010
(kernel density)



Geographic areas with
significantly high rates
of lung cancer in
Los Angeles County,
African-Americans,
2001-2010
(SaTScan)



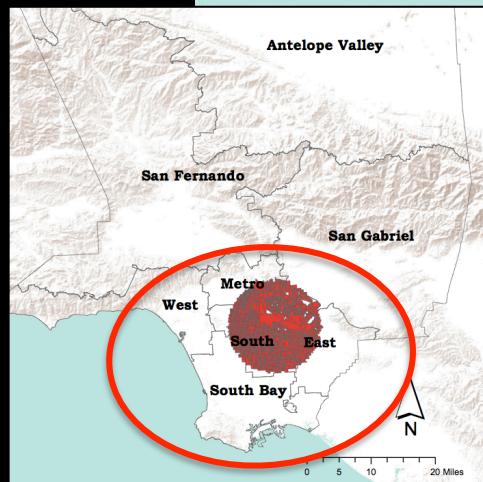
Primary high-risk block groups



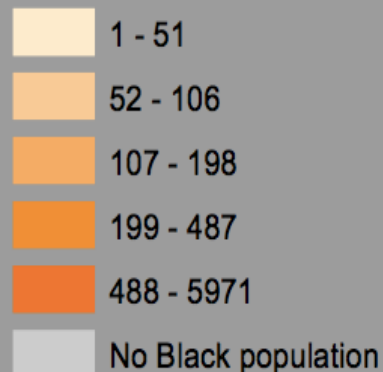
LLR=63.9 , RR=1.89, $p=0.001$

How should we tailor our menthol smoking cessation program to these high-risk areas?

Who lives in these high-risk areas?



Persons reporting one race, Black alone (quintile)



West

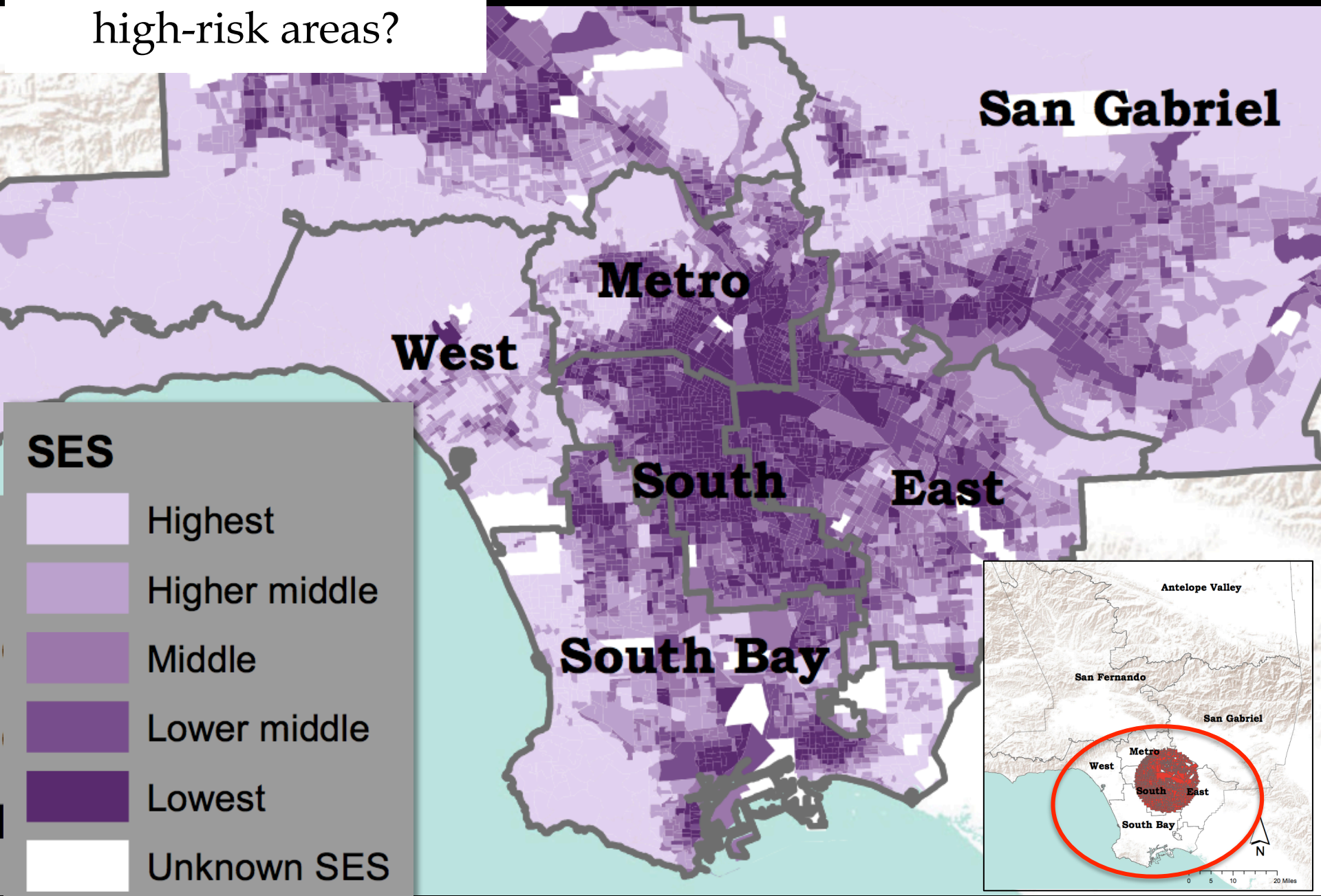
Metro

South

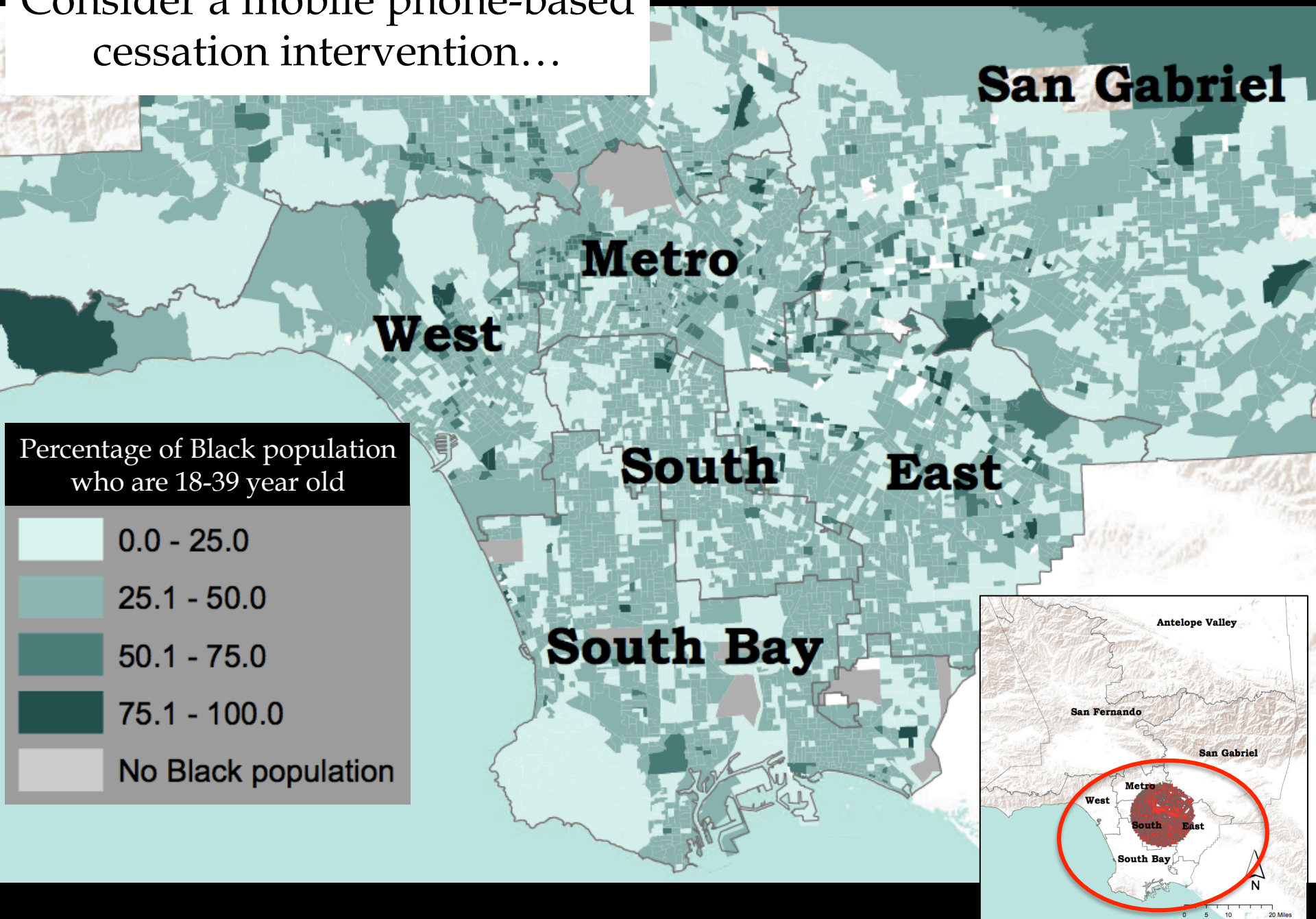
East

South Bay

Who lives in these
high-risk areas?



Consider a mobile phone-based
cessation intervention...

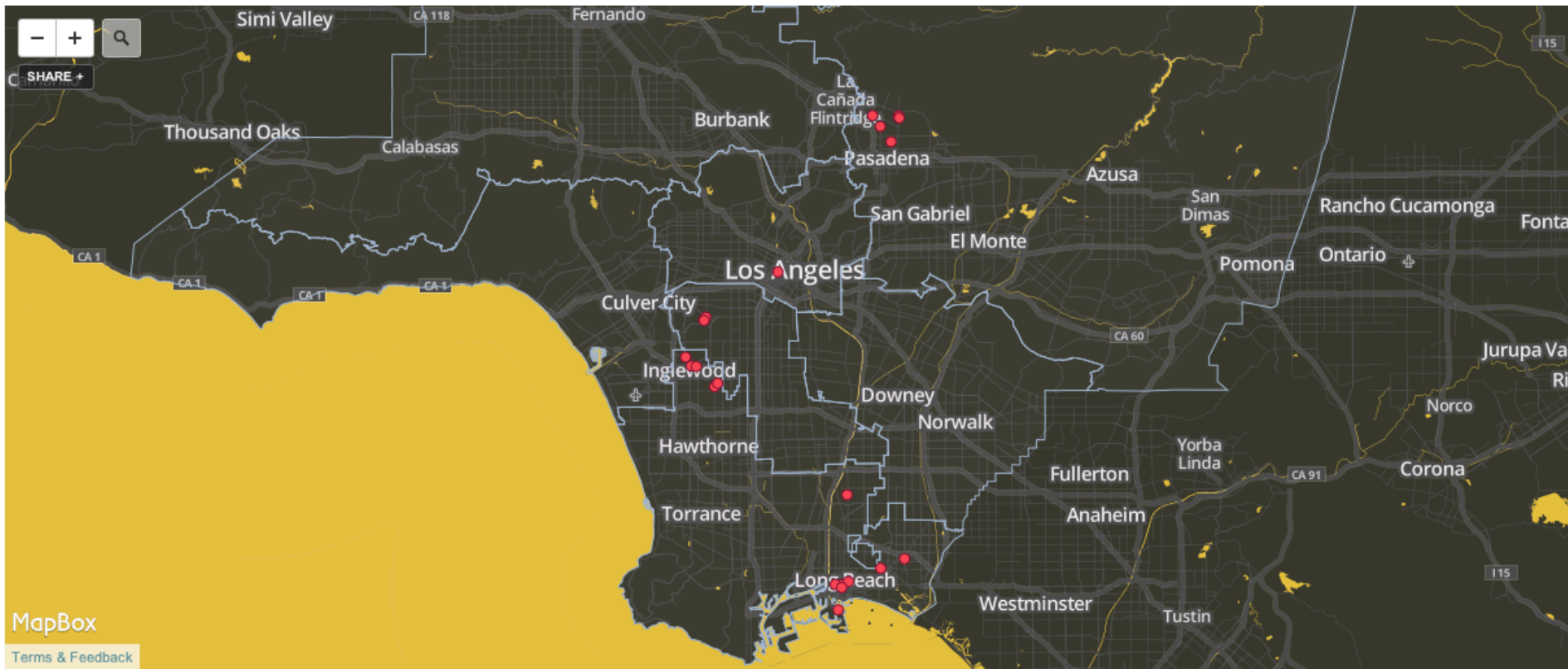


Targeting organizations that could reach African-American smokers

Targeted menthol tobacco cessation among African-Americans in Los Angeles County by alagustin

The County of Los Angeles is shown here divided by Service Planning Area. The red dots are the locations of identified organizations (mostly faith and community) that would be targeted to reach African-American...

Mapbox



<http://goo.gl/57290>

THE TRUTH ABOUT MENTHOL CIGARETTES

- Menthols are not safer than regular cigarettes.
- Tobacco companies target Black smokers to buy menthol cigarettes.
- 8 out of 10 Black smokers use menthol.
- Menthol helps teens start smoking by hiding the harsh taste of tobacco.
- Menthol numbs the throat so you take in smoke more deeply.
- Menthol smoking is harder to quit.

WHY QUIT?

- You and your family will feel better.
- You will save a lot of money.
- Smoking causes heart attacks, strokes and cancer. Half of smokers die from smoking.
- Black smokers get more sick from smoking than other people.
- Smoke can make your children sick with asthma and ear infections.

FIRST STEPS TO QUITTING

- Decide you want to quit.
- Write down your reasons.
- Set a quit date.
- Call a quit line or ask your doctor for help coming up with a quit plan.
- Throw out cigarettes and ashtrays.
- Learn to fight the triggers.
- Find a friend to help you.
- Find new ways to spend the money you will save.



FIGHT THE TRIGGERS

- Stay away from bars and alcohol in the first three months.
- Go to places and events where people can't smoke.
- Don't let people smoke in your house or car to avoid the smell and smoke.
- After eating, get up and go for a walk.
- Exercise, call a friend, listen to music, pray or meditate to help with stress.
- Keep your hands busy with other things. Try talking on the phone.
- Take out the ashtray, cigarettes, and lighters from the car.

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THE 5 D'S

CAN HELP YOU COPE WHILE QUITTING.

Drink lots of water

Wash the nicotine from smoking out of your body.

Deep Breaths

Take 10 deep breaths to relax.

Do Something Else

Find a hobby to keep your hands busy and keep your mind off smoking.

Discuss

Tell a friend, family member or pastor what you are doing.

Delay

When you feel the urge for a cigarette, put it off for a few minutes. Most cravings go away in 2 to 3 minutes.

To Learn More About The 5 D's see the free booklet "*Pathways to Freedom*" at www.cdc.gov.

THE FIRST STEP STARTS WITH YOU!

FOR FREE HELP TO QUIT, CALL...

**1-800-NO BUTTS
1-800-QUIT NOW**

QUIT SMOKING TODAY

smokefree.gov

FREEDOM FROM SMOKING

ffsonline.org

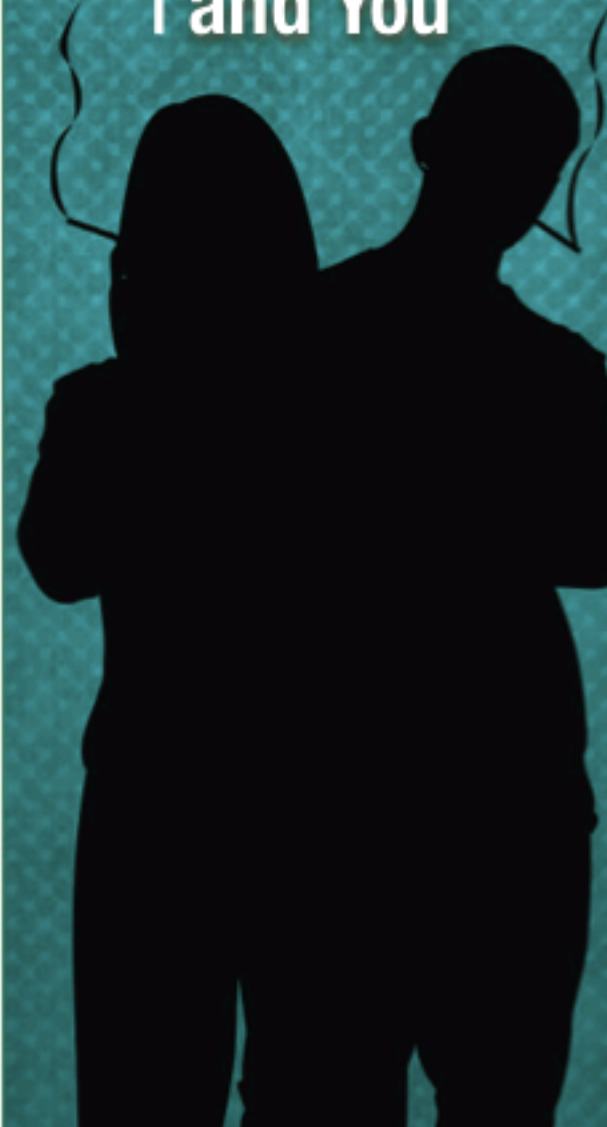
It takes practice to quit smoking. Keep trying.

Half of smokers have quit. You can too.

Do this for yourself *and* your family.

LOCAL INFORMATION HERE

Menthol Smoking and You



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Menthol Smoking and You



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GOAL: To disseminate tailored cessation messages to African-American menthol smokers living in high-risk neighborhoods

- **Spatial targeting**
 - Identified “high-risk” areas (densest concentration and significant high rates of lung cancer)
- **Spatial tailoring**
 - Assess demographics (population distribution, age, SES) in “high-risk” areas
 - Assess existing resources
 - Adopt messages specifically tailored for African-American menthol smokers
- **Spatial generating**
 - In progress: enlist the help of community organizations to recruit smokers who will receive tailored messages