

UC Irvine

Joe C. Wen School of
Population & Public Health

UCI 趙Chao Family
Comprehensive Cancer Center

Advancing Tobacco Policy Research to Reduce Disparities



Denise D. Payán, PhD, MPP

Associate Professor | UC Irvine Dept. of Health, Society & Behavior

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Background

- Globally, tobacco use continues to be a leading modifiable risk factor for cancer-related deaths
- In California, cigarette smoking was associated with ~21.6% of cancer deaths among adults (25-79 yrs) and \$1.6B in lost earnings in 2019 (Islami, Marlow, Zhao, et al., 2022)
- **Health Disparities Exist**
 - While some ethnic/racial groups have lower tobacco use prevalence rates (e.g., Latinos), they are less likely to be screened for smoking &/or cancer **and** are at higher risk of receiving a late-stage diagnosis for tobacco-related cancers compared to white smokers (Unger & Falcon, 2022)

Flavored Tobacco Products & Policy

- **Regulating flavored tobacco/e-cigarette products is critical for tobacco prevention efforts**
 - Products are easier to initiate, more appealing, particularly among youth, and seen as less harmful (Meernik et al., 2019; Leventhal et al., 2019)
 - Menthol cigarette use rates are higher among Black and Latino young adults and adolescents (Cullen et al., 2019; Watkins et al., 2022)
- **Flavored Tobacco Sales Restrictions (FTSRs) can ↓ access and use**
 - CA residents with a comprehensive FTSR vs. no ban had 30% lower odds of using any flavored tobacco (Timberlake, Aviles, & Payán, 2023)
- By 06/2024, 8 states, 395 local jurisdictions, and 3 Native American tribes had enacted FTSRs (some partial)

2009 Tobacco Control Act (Federal)

- Restricted flavored tobacco product sales
- Exemption: menthol

2020 Senate Bill or SB 793 (California)

- Prohibits retailers from selling or possessing flavored tobacco products, including menthol cigarettes & flavored e-cigarettes
 - Exemptions: hookah, pipe tobacco, premium cigars
- No preemption, which allows for more comprehensive local FTSRs
- Effective Dec 2022 post-referendum vote

Limited research exists on state and local FTSR implementation



OPEN ACCESS

Public support for policies to regulate flavoured tobacco and e-cigarette products in rural California

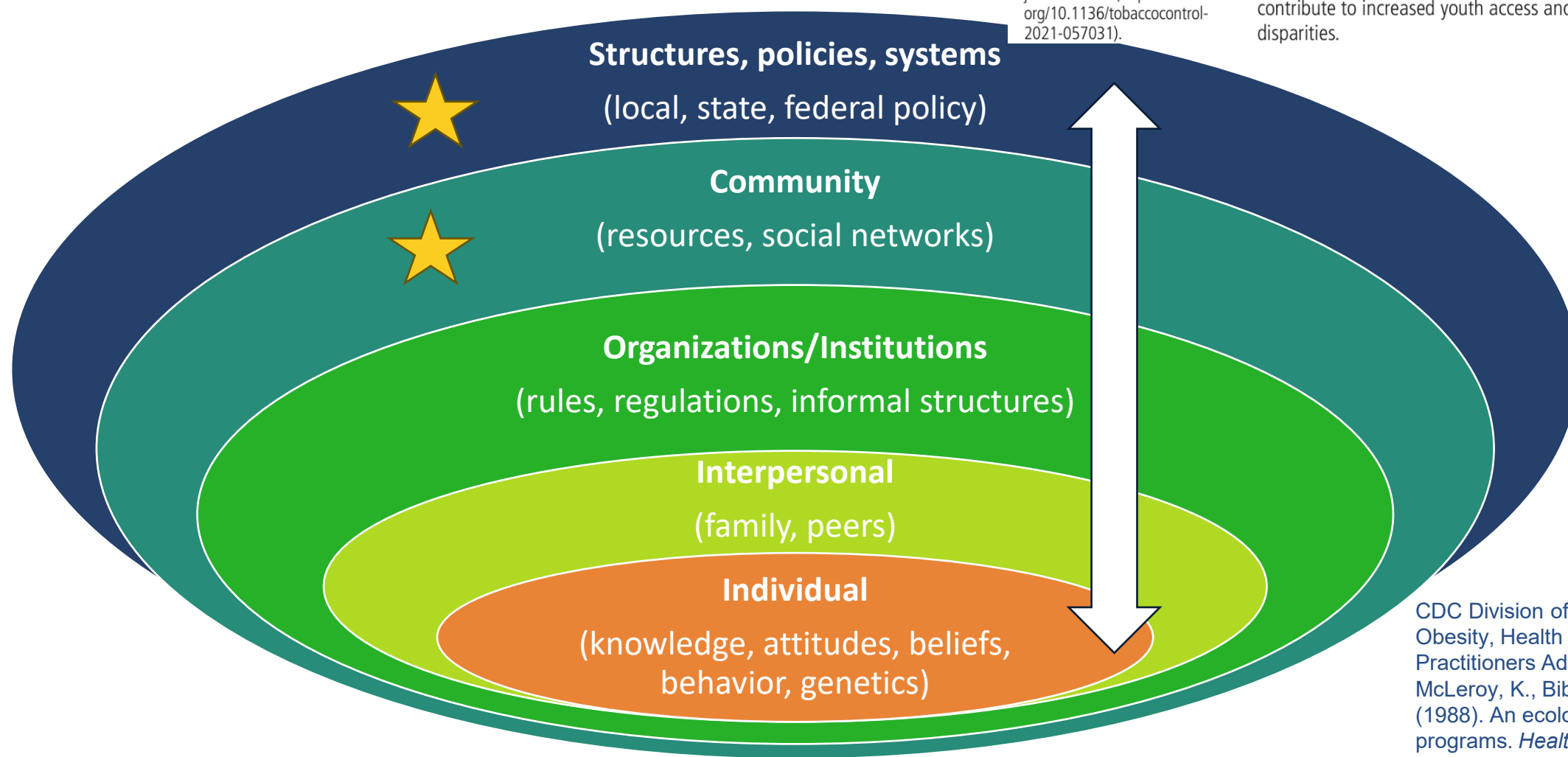
Denise Diaz Payán ^{1,2}, Nancy J Burke,^{1,2} Jamie Persinger,³ Juliette Martinez,³ Lisa Jones Barker,³ Anna V Song ^{4,2}

► Additional supplemental material is published online only. To view, please visit the journal online (<http://dx.doi.org/10.1136/tobaccocontrol-2021-057031>).

ABSTRACT

Introduction Flavoured tobacco control policy exemptions and electronic cigarette products may contribute to increased youth access and tobacco use disparities.

e-cigarette use was a notable public health concern,⁷ with popular flavours like fruit, mint, menthol and candy/desserts.⁸ While pandemic shelter-in-place orders disrupted youth access and reduced utilisation,⁹ 11% of high school students reported current



CDC Division of Nutrition, Physical Activity, and Obesity, Health Equity Resource Toolkit for State Practitioners Addressing Obesity Disparities. McLeroy, K., Bibeau, D., Steckler, A., & Glanz, K. (1988). An ecologic perspective on health promotion programs. *Health Education Quarterly*, 15:351-377.

Policy surveillance & local implementation of flavored tobacco product sales ban

- 1. To conduct a systematic literature review to assess the policy implementation of state and local FTSRs in the U.S.**
- 2. To compare implementation of the state's law (SB 793) vs. local comprehensive FTSR in California**
 - Mixed methods study design
 - Two case study sites
 - City of Santa Ana (policy conditions: comprehensive local FTSR)
 - 1 County in the San Joaquin Valley (policy conditions: SB 793)

Study Site 1: Santa Ana, CA

Santa Ana chooses to ban sale of flavored tobacco products



A researcher holds vape pens in a laboratory. (Associated Press)

By Ben Brazil
Staff Writer

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Date Range

5-Year: 2017-2021

Cancer Site/Type

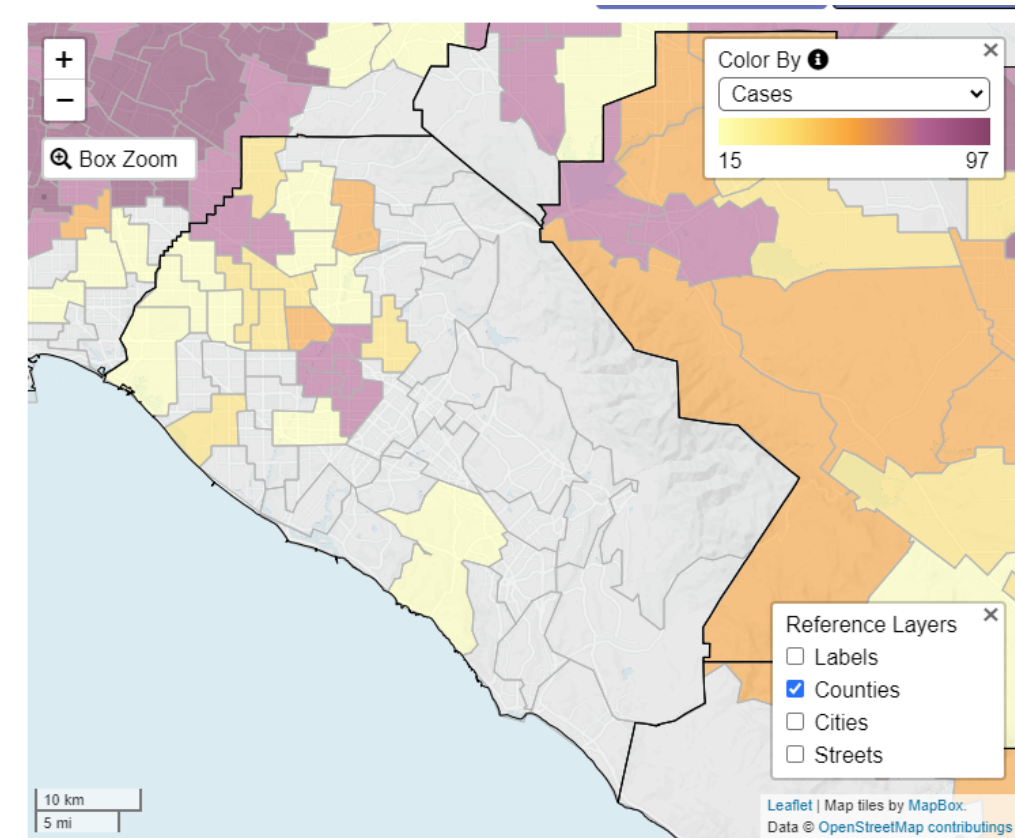
Lung Cancer

Sex

Male and Female

Race and Ethnicity

Hispanic



Source: <https://www.californiahealthmaps.org/>

Data source: Cancer incidence rates calculated from CA Cancer Registry data. Selected population sociodemographic data based on ACS 2015-2019 & 2018-2022, Census 2010 & 2020, and SEER census tract estimates by race/origin

Policy surveillance & local implementation of flavored tobacco product sales ban (2)

- Mixed methods study design
- Data Collection (*in progress*)

Policy Scan ✓

Tobacco retailer survey
(cross-sectional)

Key Informant Interviews

- Implementation Measures & Outcomes

| Outcome | Measure | Description |
|----------------|--------------------------|---|
| Implementation | Acceptability | How acceptable is the flavored tobacco product sales ban? |
| | Appropriateness | How appropriate and compatible is the policy with the scope of the problem? |
| | Feasibility | How feasible is implementation given the availability of resources and supports? |
| | Penetration or Reach | What is the tobacco retailer compliance rate post-implementation? |
| Service | Equity | How equitable is enforcement within local jurisdictions? |
| Recipient | Stakeholder satisfaction | Are key stakeholders (retailers, health departments, enforcement agents, advocates) satisfied with implementation processes and outcomes? |

Significance & Future Work

- Patchwork of state and local tobacco policy exists in the U.S.
- Results may reveal important gaps and opportunities from the perspective of various policy stakeholders to improve implementation and compliance
- Planned community-engaged dissemination efforts to prioritize local action
 - Tobacco and Vape Free OC Coalition
 - UC Merced Nicotine & Cannabis Policy Center



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David Timberlake, PhD

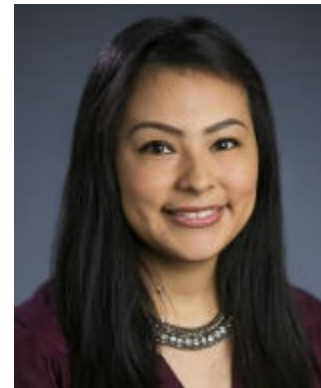


Alec Chan-Golston, PhD



Anna Song, PhD

**Community Health & Innovative
Policy (CHIP) Lab**



Postdoctoral Scholar
Ana Herrera, PhD, MPH



MPH Graduate Student
Adriana Orellana



MPH Graduate Student
Ethan Nguyen

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Comprehensive Cancer Center

Thank you

Q & A

Denise D. Payán, PhD, MPP

dpayan@hs.uci.edu

PI, Community Health & Innovative Policy (CHIP) Lab
Faculty Director, California Initiative for Health Equity & Action