Multiple linear regression models were assessed using Short Form 36 (n = 1687, 33% response proportion, 52% female). Physical and mental dimensions of HRQOL were assessed using Short Form 36 (n = 1687, 33% response proportion, 52% female). Physical and mental sections from German adults aged 65 and older.

Methods:

German adults.

vioural factors and both physical and mental HRQOL in older adults has not yet been conducted. In this study, we aimed to examine the relationships between sociodemographic, socioeconomic, psychosocial, and behavioural factors and health-related quality of life (HRQOL) in older German adults.

Background:

Older German adults' health-related quality of life (HRQOL) and health care professions would be indicated.

Key messages:

To take specific social conditions into account. The results may be helpful in group-specific targeting of health interventions. Demand-oriented interventions should be considered when targeting underlying social factors to reduce socially determined health-related quality of life in older German adults.

Health locus of control, physical activity, and income were positively associated with both physical and mental HRQOL.

Social conditions should be considered when targeting underlying social factors to reduce socially determined health-related quality of life in older German adults.

Abstract citation ID: ckac130.034

Tobacco product menthol and flavour bans: their utility for LMIC and lessons from the EU ban

Rosemary Hiscock

R Hiscock1,2, K Silver3,2

1Tobacco Control Research Group, University of Bath, Bath, UK
2STOP Project, University of Bath, Bath, UK
3Tobacco Tactics, University of Bath, Bath, UK

Contact: r.hiscock@bath.ac.uk

Background:

Flavoured tobacco products increase smoking uptake and create dependence. By June 2020 all cigarettes with a characterising flavour, including menthol were banned across the EU, UK and Moldova but many low and middle income countries (LMIC) are yet to develop and implement bans despite high smoking prevalence. This paper has two objectives: to establish whether (1) flavoured tobacco products are present and marketed in LMIC and (2) the experience of bans in Europe can guide development of legislation elsewhere.

Methods:

Research involved analysis of menthol/flavour market data, review of academic and commercial literature and online media.

Results:

The median menthol/capsule market share of the cigarette market grew significantly in middle income countries (p < 0.05) between 2005 and 2019, both in lower and upper middle-income countries [lower: 2.5% (IQR: 0.5-4.0) to 6.5% (IQR: 3.6-15.9); and upper: 4.0% (IQR: 0.8-9.8) to 12.3% (IQR: 3.5-24.3)]. No market data were available on low-income countries, but the academic literature suggested high prevalence of menthol use in Zambia. Tobacco industry strategies underpinning growth of menthol/flavoured tobacco use in LMICs included in-store marketing and display, colourful packs and non-conventional flavour names. Tobacco industry attempts to circumvent the EU ban included introducing new flavoured tobacco products and accessories not included in the ban and exploiting the ban on characterising flavour (as opposed to an ingredient ban) by introducing cigarettes with lower levels of menthol.

Conclusions:

Banning flavoured and menthol cigarettes in LMIC would impact a growing proportion of smokers in these countries.
From the European experience, menthol and flavour bans that include all tobacco products and accessories and ban flavour as an ingredient rather than a characterising flavour is recommended. Currently, lack of marketing bans and standardised packaging in LMICs exacerbate the impact of flavours.

**Key messages:**
- Flavoured and menthol tobacco products are a growing problem in LMICs.
- Bans should include all tobacco products and accessories and ban flavour as an ingredient.