

2022-2023

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# AFRICAN AMERICAN TOBACCO POLICY PLATFORM

CREATED BY: AATCLC & AMPLIFY

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## AFRICAN AMERICAN TOBACCO POLICY PLATFORM

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"**45,000** African Americans continue to die each and every year from tobacco-induced illnesses. Yet our community has yet to mount a sustained and concerted effort to once and for all address the disease vector of our ills...predatory Big Tobacco.

Our community faces many daunting challenges, but we cannot afford to watch another generation of our children become the replacement smokers for those who have already died.

"Stand UP!"

Carol McGruder, Co-Chair AATCLC

# POLICY PLATFORM

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## THE ORGANIZATIONS

### **AMPLIFY!**

To work collectively in love, unity, and cultural humility to educate, empower and engage our communities to end commercial tobacco use.

### **AATCLC**

Formed in 2008. We educate the African American community about tobacco use and cessation, we partner with community stakeholders and public health agencies to inform and affect the direction of commercial tobacco control policy, practices, and priorities, as it impacts the lives of Black American and African immigrant populations. We work at the intersection of health equity and social justice.



# POLICY PLATFORM

- 1) Prohibit the sale of menthol and all flavored tobacco products.
- 2) Protect our children by making tobacco use and the predatory marketing of menthol and flavored tobacco products one of the top five priorities facing the Black community.
- 3) Work within our own organizations and religious institutions to mount a sustained and comprehensive campaign against the tobacco industry. Advocate for adoption of non-acceptance of tobacco industry sponsorship/ contributions policies.



# POLICY PLATFORM

4) Understand that predatory marketing and tobacco use perpetuate poverty in our communities.

5) Hold the tobacco industry responsible for the irreparable harm that has been done to the Black community. The tobacco industry's decades of pernicious and racialized targeting are United Nations violations of the International Convention on the Elimination of All Forms of Racial Discrimination.

<https://www.ohchr.org/en/professionalinterest/pages/cerd.aspx>

6) Work with elected officials to develop a comprehensive tobacco control platform that will reduce tobacco related illness, eliminate health disparities and increase health equity in the African American community.



# POLICY PLATFORM

- 7) Demand adequate funding for comprehensive tobacco prevention programs and culturally appropriate services to help people stop smoking.
- 8) Support raising the price of ALL tobacco products, especially cheap unregulated tobacco products that inundate African American and Latino communities. These products include little cigars, blunt wrappers, and cigarillos such as Black N Milds, and Swisher Sweets.
- 9) Support and demand smoke free multi-unit housing and other protections against secondhand smoke exposure.
- 10) Advocate for equitable enforcement policies and policies that explicitly exclude civil or criminal penalties for use or possession of tobacco products.



# MENTHOL BY THE NUMBERS



Nearly 9 in 10 African American smokers use menthol cigarettes.

Only 23.8% of white smokers use menthol cigarettes.

“Menthol helps the poison go down!”

Dr. Phillip Gardiner, AATCLC



# PURCHASE, USE & POSSESSION (PUP) LAWS

## What is a PUP Law?

Youth purchase, use, or possession laws are designed to prohibit minors from accessing tobacco products, and also to reduce both the supply of tobacco and the availability of tobacco products to minors.





# PURCHASE, USE & POSSESSION (PUP) LAWS

What do they do?

PUP Laws inappropriately shift the blame away from the tobacco industry and retailers to kids, teens, and adolescents.

Youth access laws should not penalize young people but focus on and work towards restricting sales to minors.



# AFRICAN AMERICAN SMOKER'S NEED TAILORED PROGRAMS

## Dear Sister Support is Here!



## AMPLIFY!

### Can Help You During Your Journey

Our Cessation Support Resource is a space allows you to overcome social, emotional, physical challenges of living without nicotine.

With the right resources, stoping smoking is possible!

### Sign Up for A Free Consultation

<https://www.amplify.love/cessation-support>

**Contact:** Dr. Karen Beard

Certified Tobacco Cessation Specialist

Drbeard@amplify.love 888-881-6619 Ext. 107



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