

AMPLIFY!

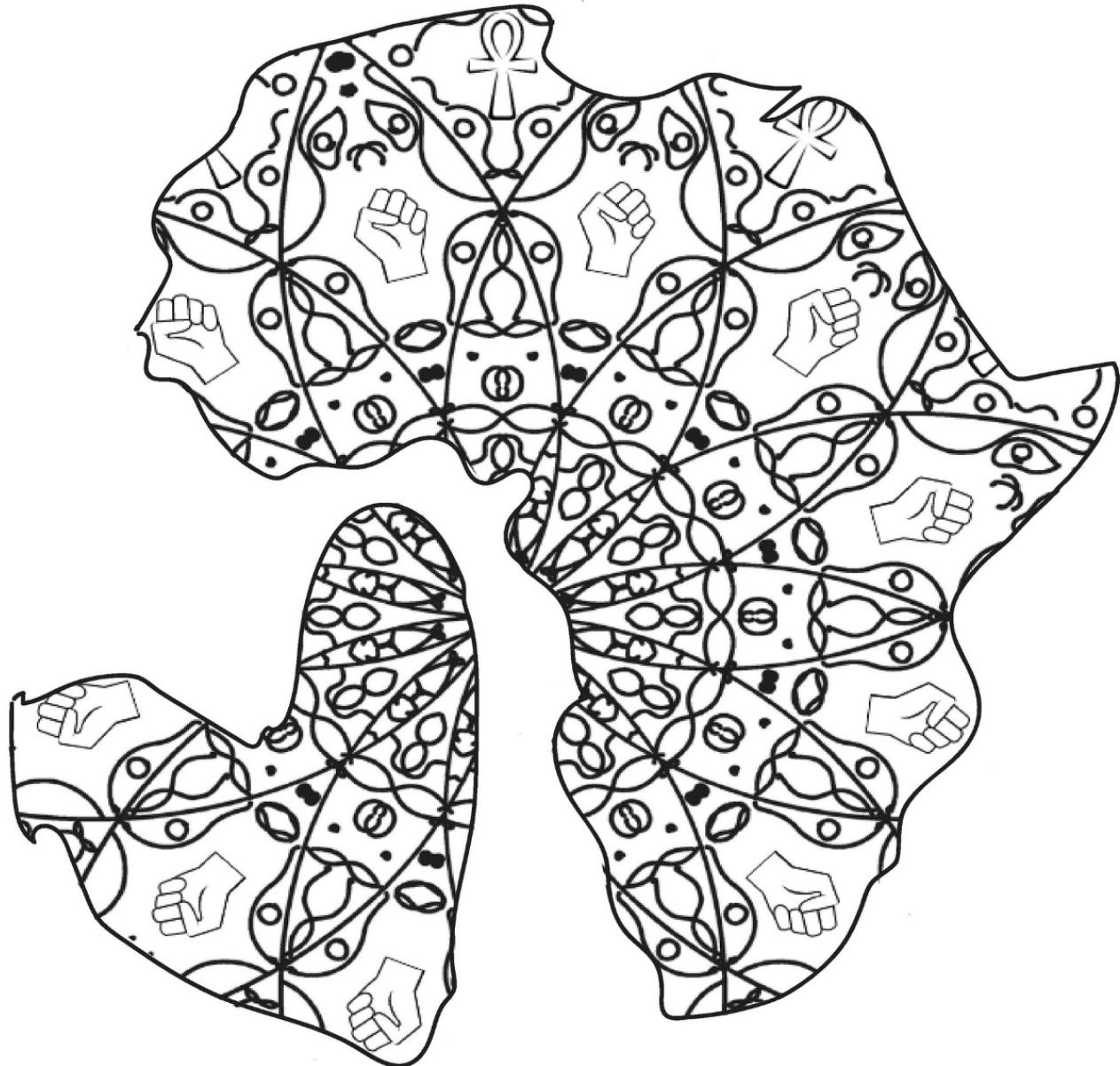


ZERO TOBACCO
COLORING BOOK



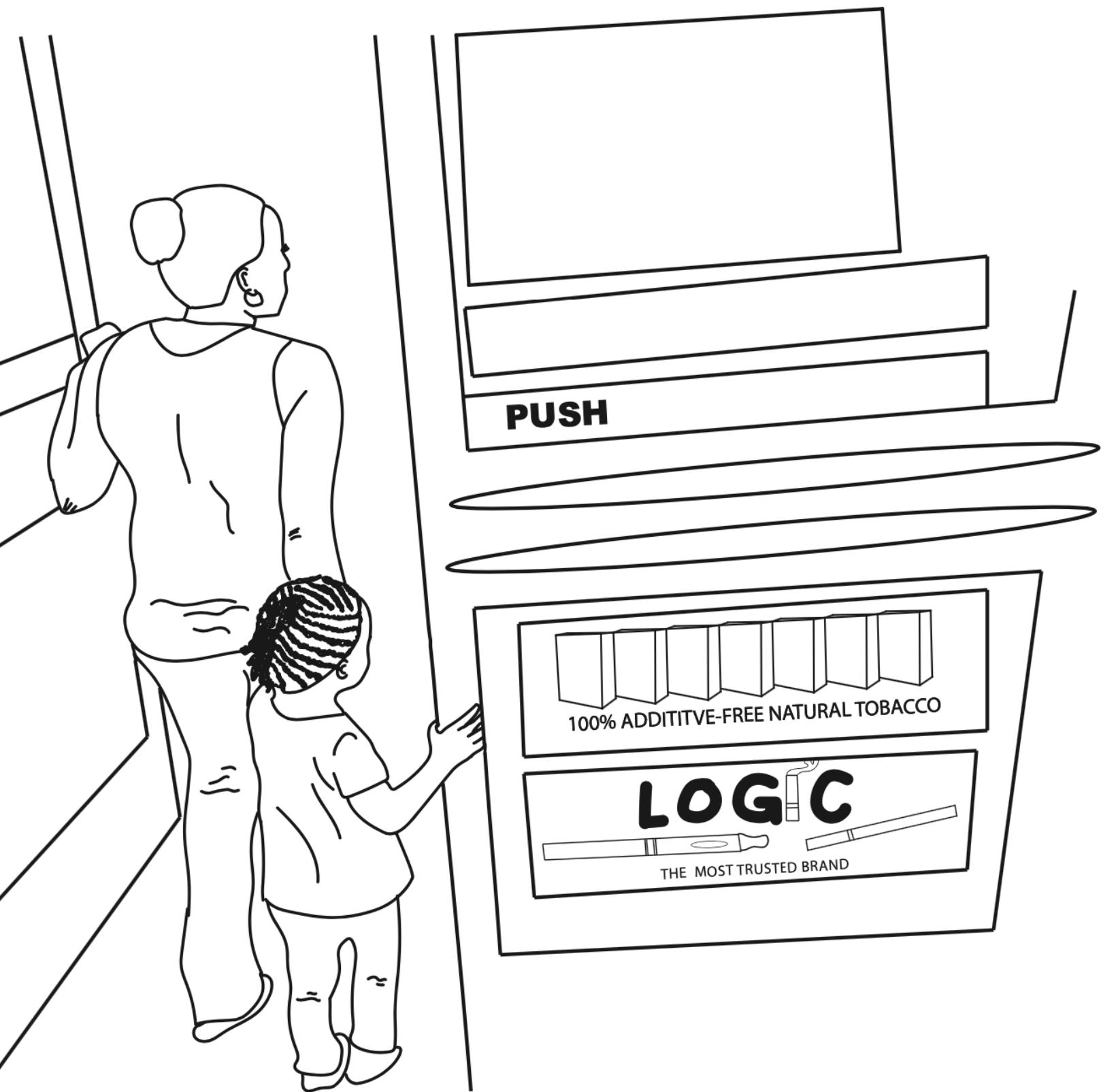
AMPLIFY! Zero Tobacco Coloring Book was developed to educate, entertain and support positive alternatives to nicotine use. Taking up coloring can help reduce stress and improve creativity in adults. 20 minutes of coloring supports contentment, increased energy, calmness, mindfulness and flow (being in the zone').

AMPLIFY!



**ZERO TOBACCO
COLORING BOOK**

Tobacco Retail Licensing





Tobacco Retail Licensing

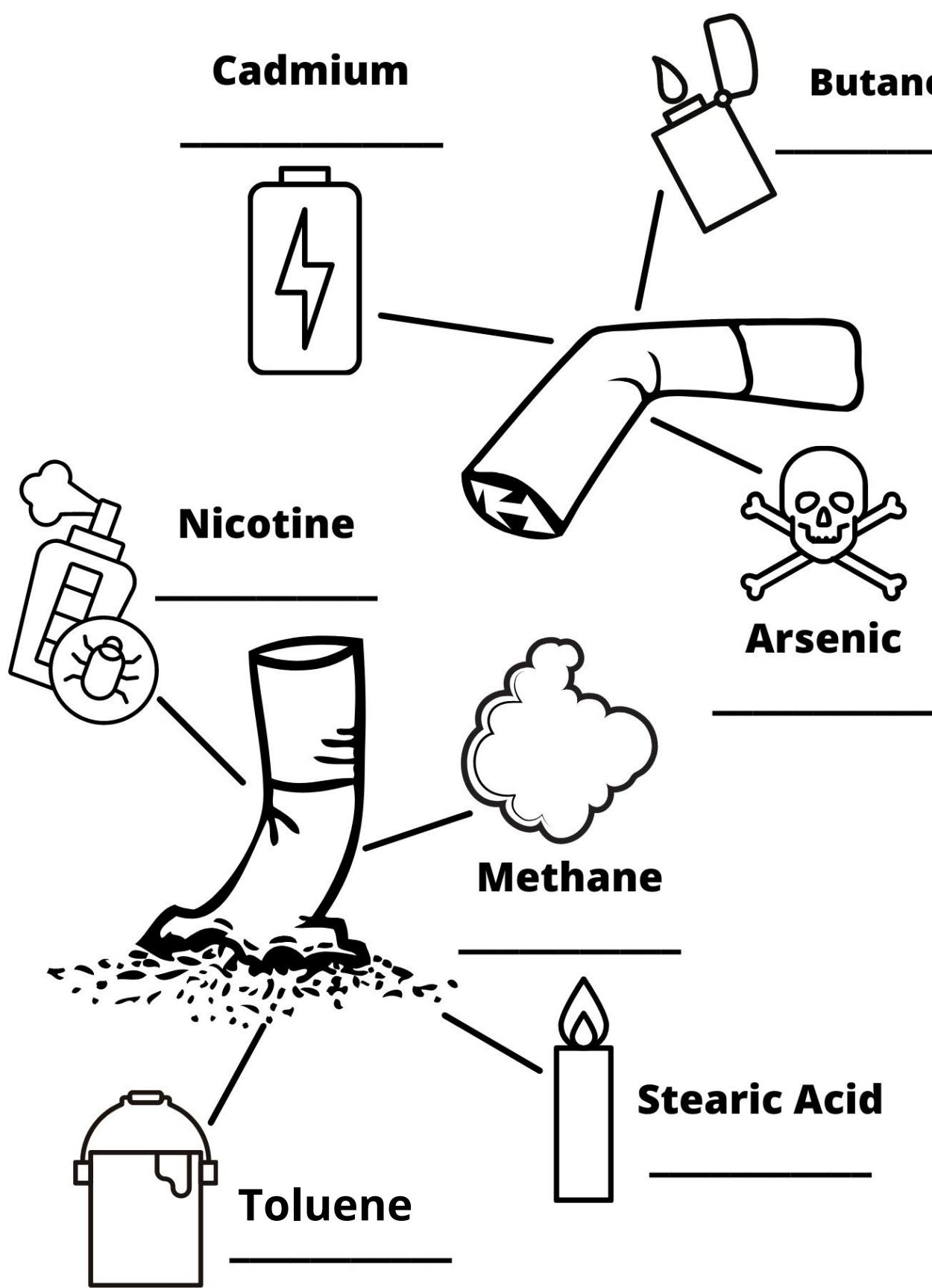
The Cigarette and Tobacco Products Licensing Act (Assembly Bill 71) was enacted on in 2003. The bill mandates licensing requirements for retailers, distributors, manufacturers, wholesalers, and importers of tobacco-related products.

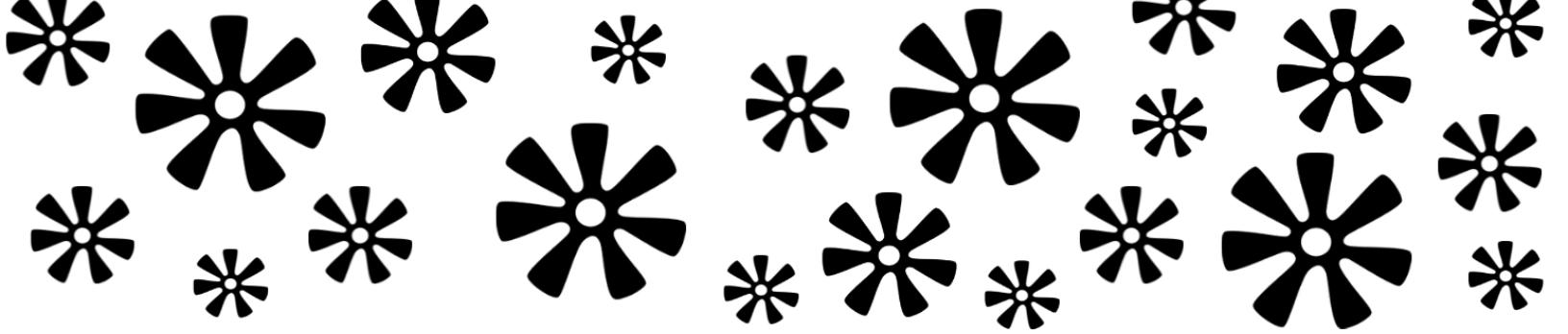
This measure intends to decrease tax evasion on the sales of tobacco related products across the state of California.

There are civil and criminal penalties for business entities that violate, or evade the rules.

Source: The California Department of Tax and Fee Administration

Did you know that cigarettes contain over 7,000 chemicals?



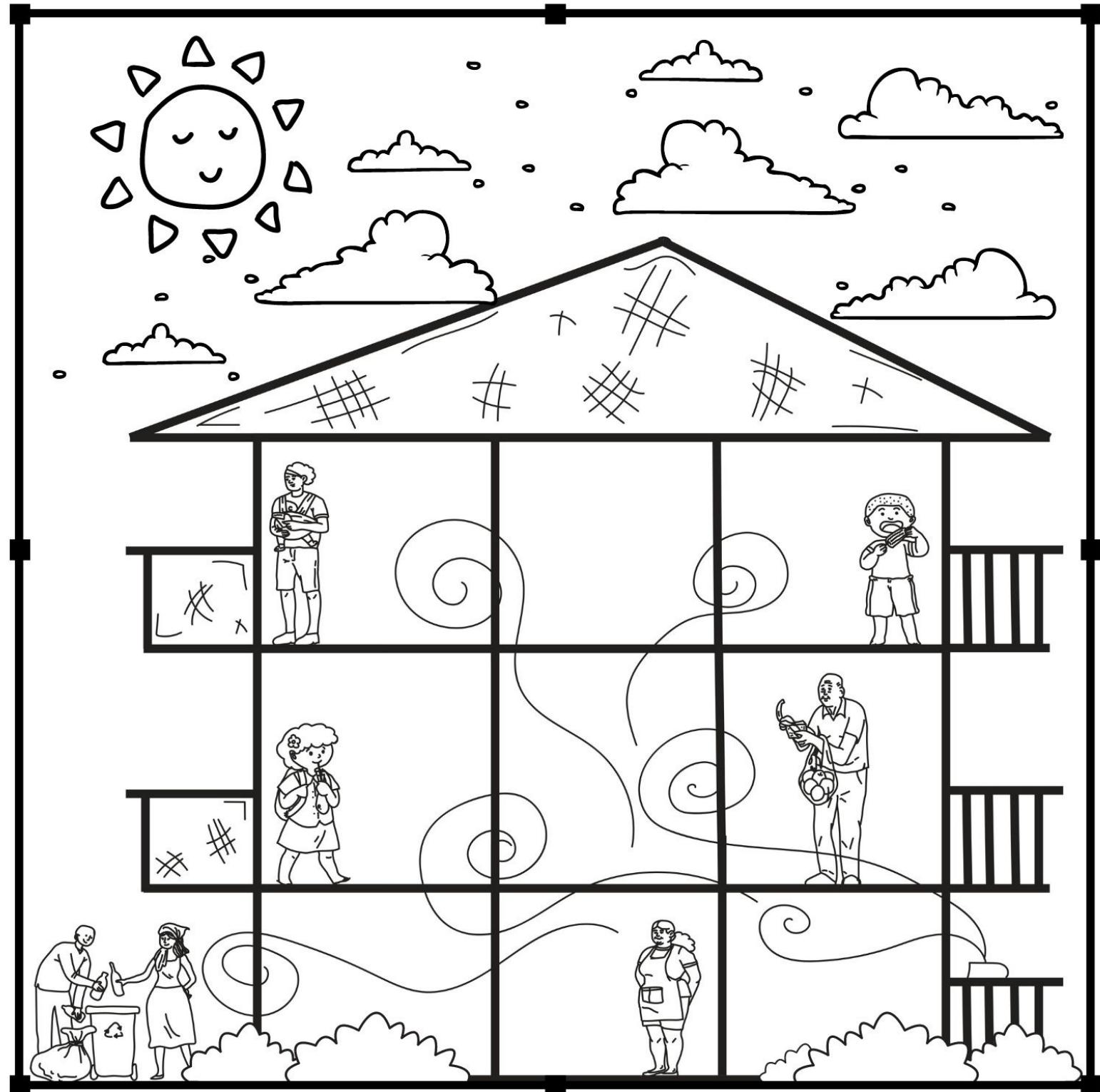


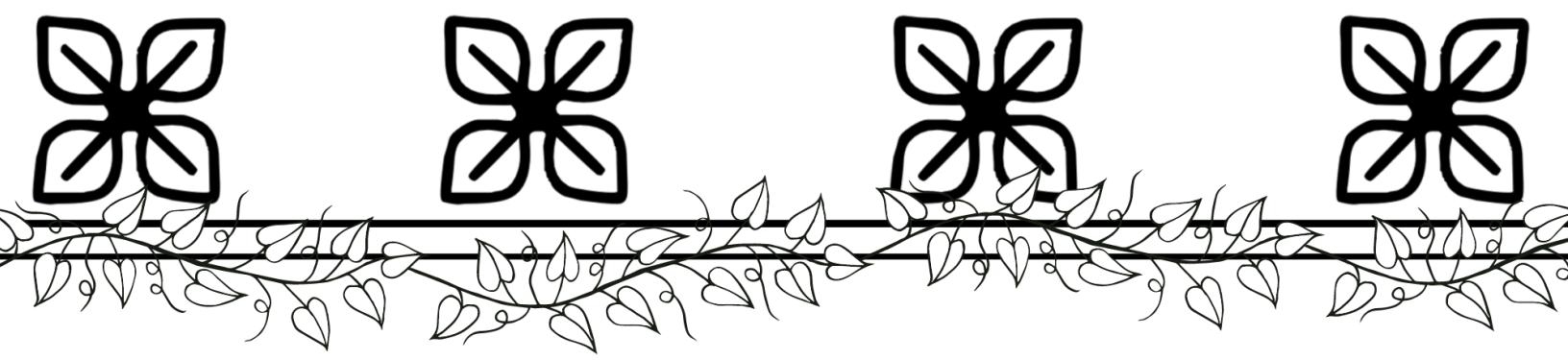
The Anatomy of a Cigarette

- 1) Its outer porous layer is rolled into a cylindrical shape in which chopped tobacco leaves are placed in the center. This design allows for the tobacco to be inhaled at one end.
- 2) Inhalation occurs by lighting the cigarette with a flame and breathing in the smoke that is produced from the other end.
- 3) There is a filter on the end that inhalation occurs. This is the orange band that you see. The tipping paper allows for clean air to infiltrate into the shaft upon inhalation. One might ask the purpose of the clean air. The clean air helps to ease the harshness of the smoke that is being produced by the flame and burning tobacco leaves. The filter assists with controlling the amount of smoke that is emitted from the cigarette. These additives, a mixture of chemicals and flavors, help preserve the shelf life of cigarettes and help to decrease the rate that the cigarette burns.

Source: The American Lung Association, The American Cancer Society

Second & Third Hand Smoke





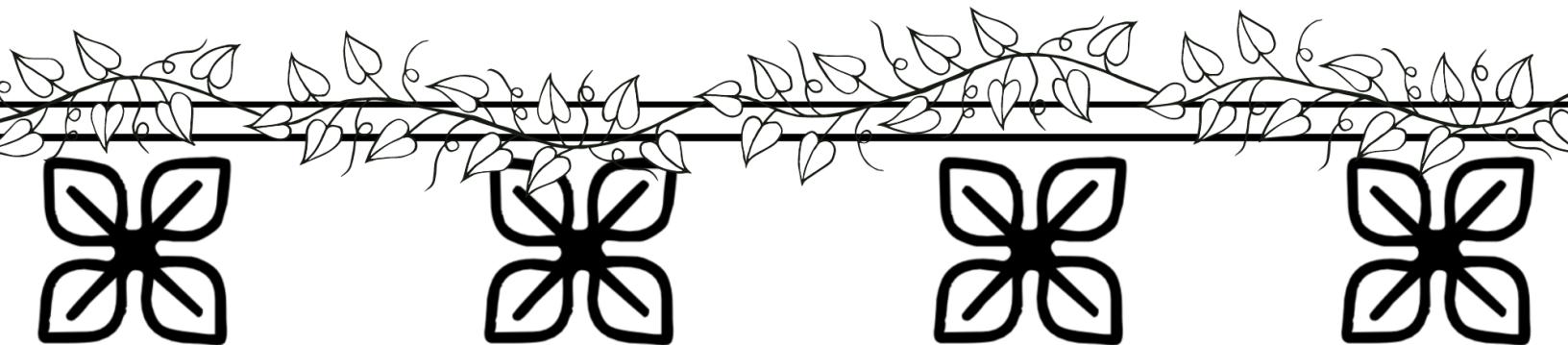
What is second and third hand smoke?

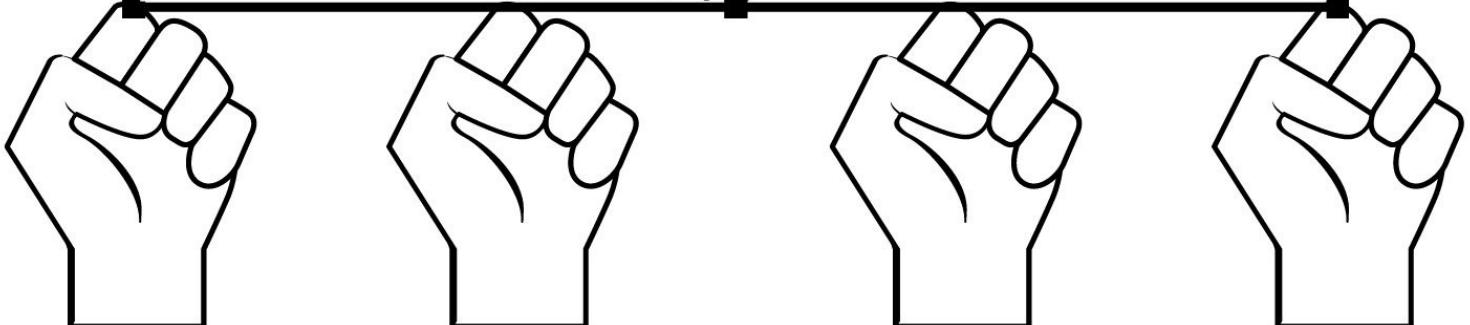
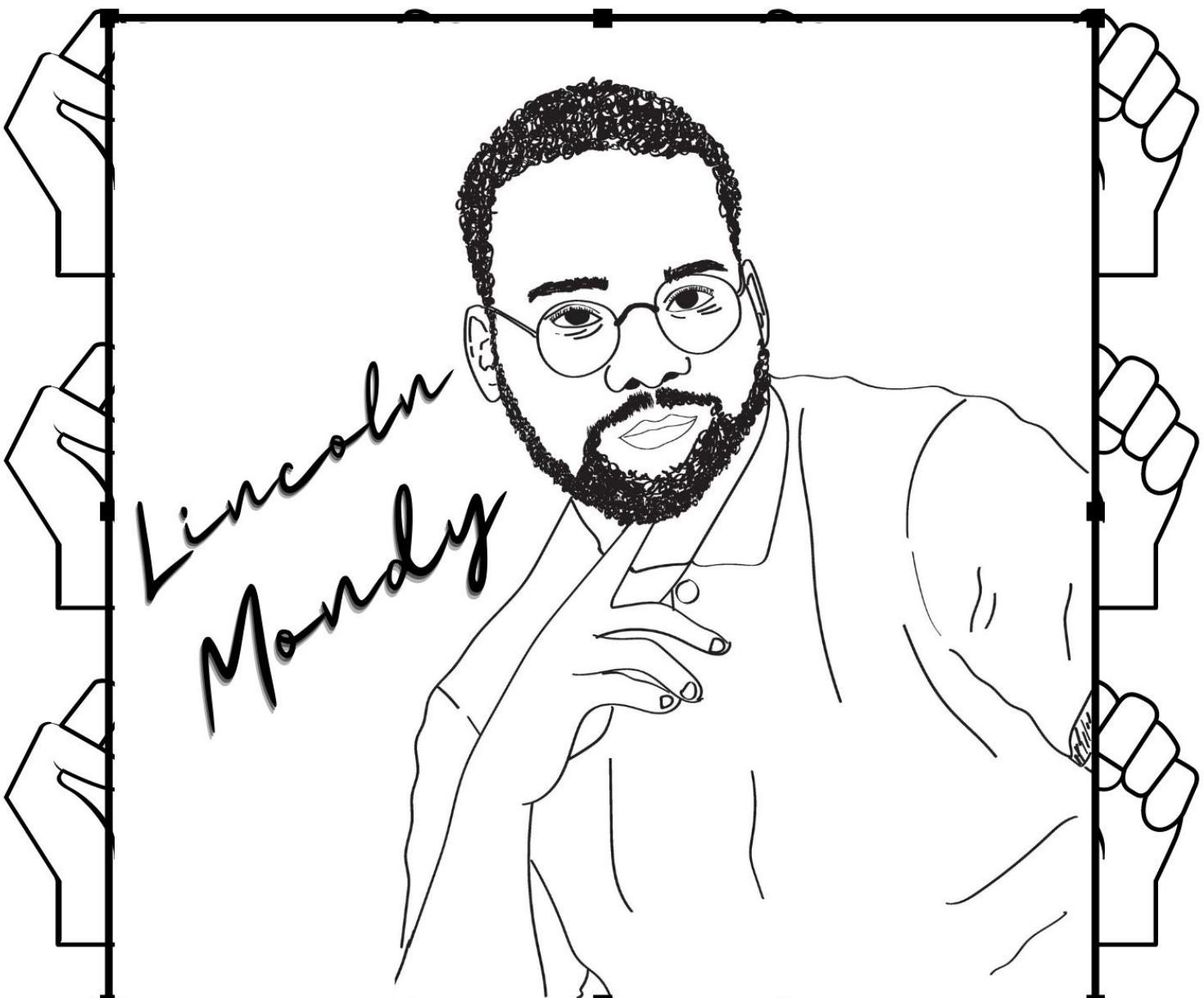
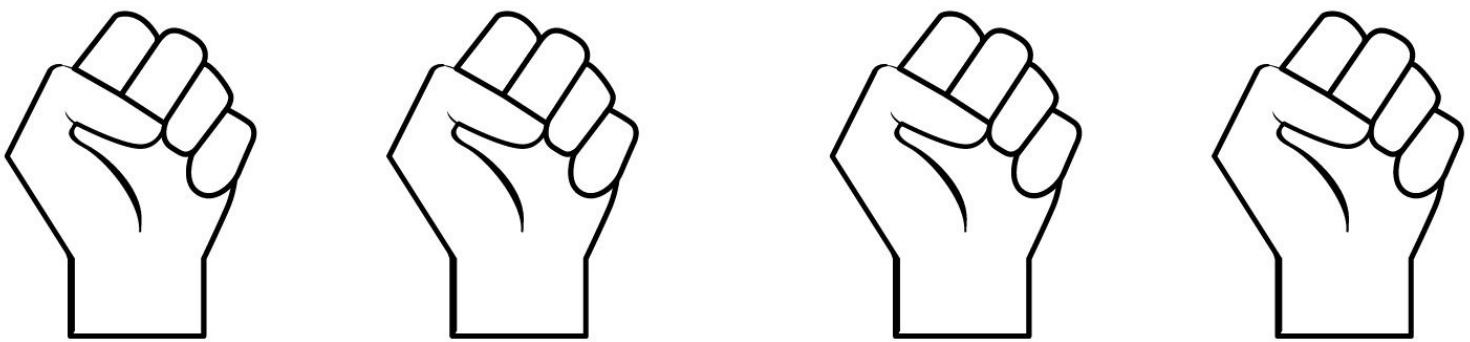
Drifting smoke is a common problem in multi-unit housing. This happens when an occupant that dwells in one unit smokes, and the air drifts to a neighboring apartment. This can be referred to second hand smoke. The definition of second hand smoke is when air particles inhaled by an individual who does not smoke uptakes when they are in the presence of somebody that is smoking. Drifting smoke can be a cause of concern for residents that have health issues, are elderly or are children.

The update of smoking is not safe for anyone. This issue impacts Black and Brown communities the most because of the increased probability of living in a space that is shared or multi-unit. Third hand smoke is when smoke particulate settles on inanimate objects. Think of a couch, walls in a hallway, or even carpet. Smoke particulate is heavy, and because of that it does not dissipate easily.

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Source: The American Lung Association





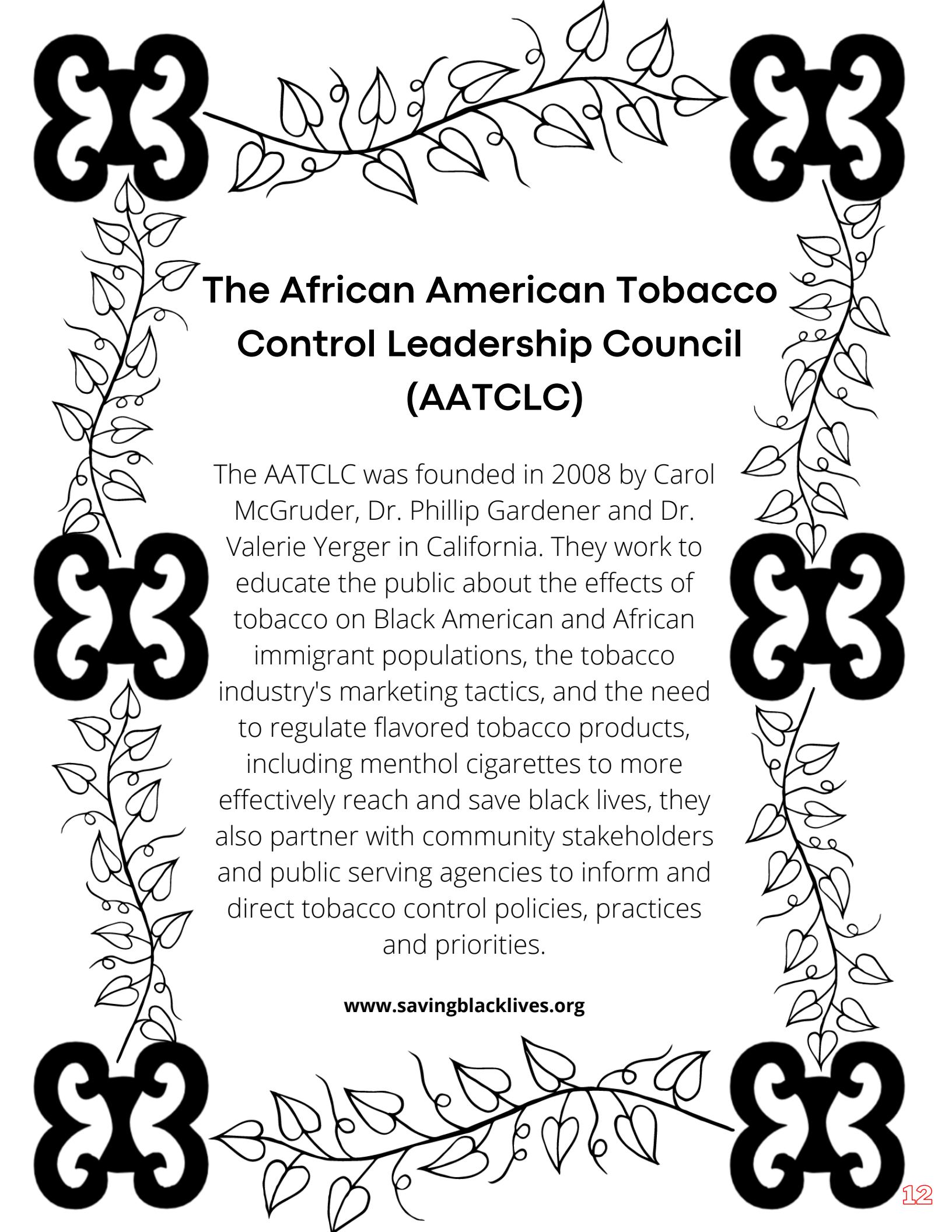
Lincoln Mundy

In 2017, youth advocate Lincoln Mundy created a documentary entitled "Black Lungs/Black Lives". This 15 minute film investigated the tobacco industry's pernicious and strategic infiltration into Black communities.



[Watch "Black Lives, Black Lungs" \(Documentary\)](#)





The African American Tobacco Control Leadership Council (AATCLC)

The AATCLC was founded in 2008 by Carol McGruder, Dr. Phillip Gardener and Dr. Valerie Yerger in California. They work to educate the public about the effects of tobacco on Black American and African immigrant populations, the tobacco industry's marketing tactics, and the need to regulate flavored tobacco products, including menthol cigarettes to more effectively reach and save black lives, they also partner with community stakeholders and public serving agencies to inform and direct tobacco control policies, practices and priorities.

www.savingblacklives.org

WORD SEARCH

D	G	R	T	L	P	T	R	Y	N	Q	S	S	S	N
Y	I	N	P	J	O	N	C	B	U	F	H	E	E	O
C	H	B	I	B	C	I	T	I	W	T	D	V	C	I
P	M	T	A	T	L	Z	T	F	U	U	Z	I	O	T
Z	Q	C	L	O	E	A	H	O	Z	T	M	L	N	A
M	C	A	P	A	T	K	Y	H	J	K	Q	K	D	L
O	P	O	W	T	E	T	R	G	Z	U	U	C	H	S
V	I	V	E	W	C	H	G	A	C	W	I	A	A	I
S	M	M	Q	E	V	H	N	A	M	Q	T	L	N	G
B	P	E	T	U	O	L	B	U	S	X	A	B	D	E
T	V	O	C	E	S	S	A	T	I	O	N	E	S	L
P	R	E	C	N	A	C	G	N	U	L	I	V	M	O
P	D	I	S	E	A	S	E	N	W	I	V	A	O	O
N	O	I	T	C	I	D	D	A	J	K	M	S	K	C
R	E	G	N	A	D	W	D	R	I	B	J	E	E	K

TOBACCO ABSTINENCE PLEDGE

I pledge to protect my own health, as well as the health of my community, neighborhood, family, and friends. By by pledging to abstain from tobacco products for:

- 7 days
- 1 month
- 6 months
- 1 year

By signing this pledge, I identify as a model to my family and community.

.....

Name

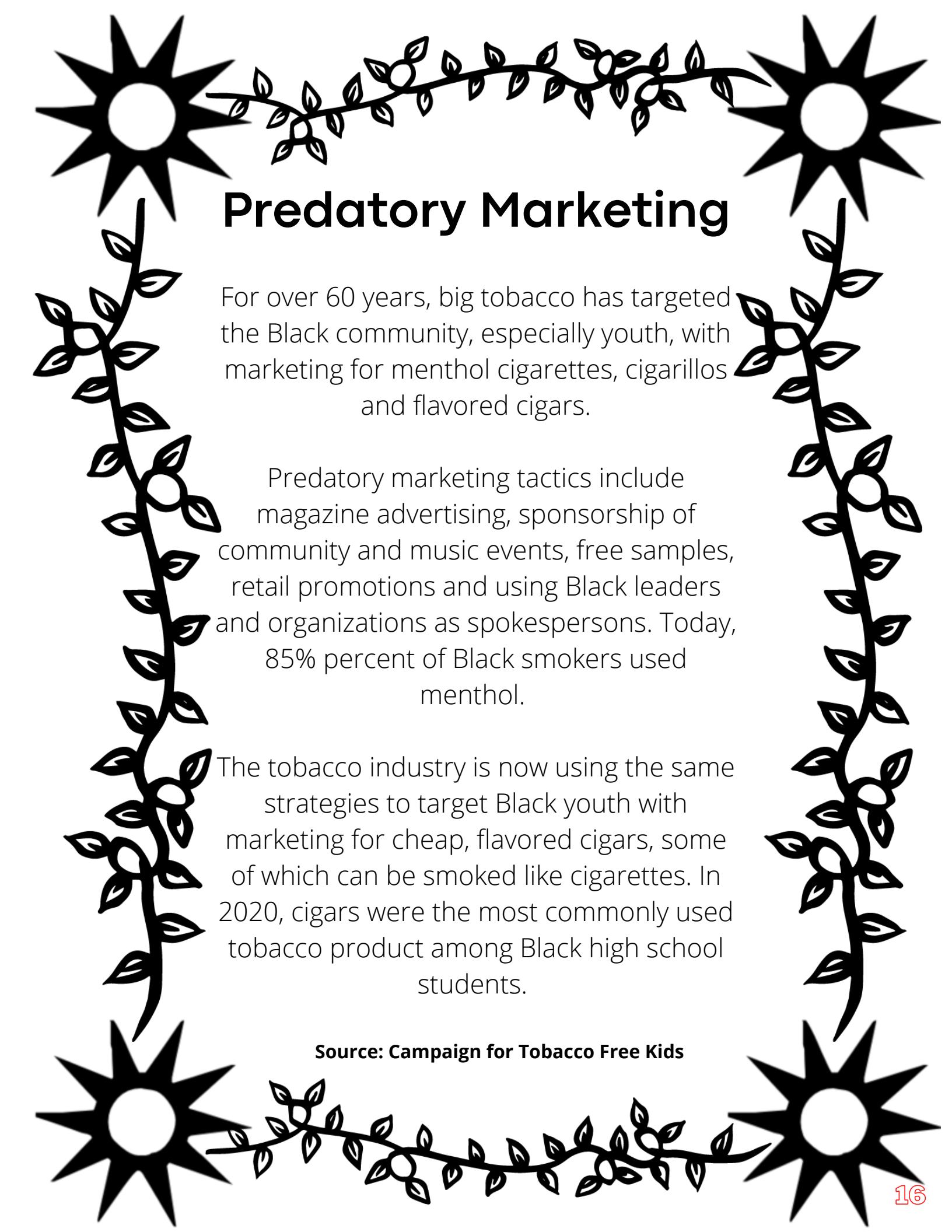
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Date

Predatory Marketing



KOOL
BE TRUE.



Predatory Marketing

For over 60 years, big tobacco has targeted the Black community, especially youth, with marketing for menthol cigarettes, cigarillos and flavored cigars.

Predatory marketing tactics include magazine advertising, sponsorship of community and music events, free samples, retail promotions and using Black leaders and organizations as spokespersons. Today, 85% percent of Black smokers used menthol.

The tobacco industry is now using the same strategies to target Black youth with marketing for cheap, flavored cigars, some of which can be smoked like cigarettes. In 2020, cigars were the most commonly used tobacco product among Black high school students.

Source: Campaign for Tobacco Free Kids

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Statewide Regional Grantee Partners

AMPLIFY! supports (5) statewide regional grantee partners funded under the Proposition 56 California Tobacco Control Program. These projects educate engage African American/Black communities and stakeholders about tobacco control initiatives. Please reach out to your nearest organization for more information.

Northern California



The SOL Project
www.solproject.org

Central California



A Program of
**YOUTH
LEADERSHIP
INSTITUTE**

Mobilizing Youth to Nix Tobacco
www.yli.org

Los Angeles County



KEEPING OUR LUNGS SAFE

Keeping Our Lungs Safe (KOLS)
www.africancoalition.org

Inland Empire



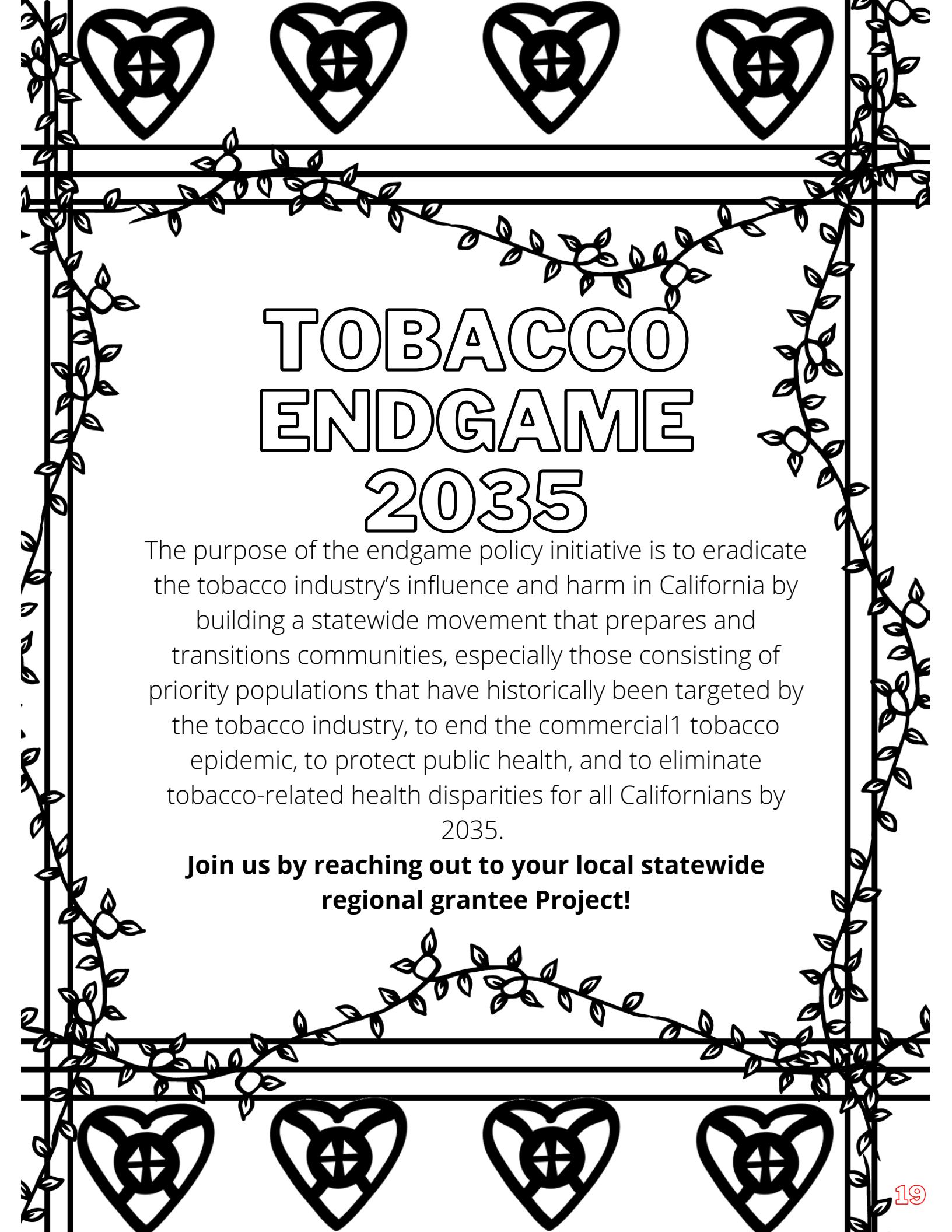
**INLAND EMPIRE
SMOKE OUT**

Inland Empire Smoke Out (I.E. Smoke Out)
www.iesmokeout.org

Orange County & San Diego County



Families Uniting Locally to Solve Tobacco
Proliferation (FULSToP)
www.nilesisters.org



TOBACCO ENDGAME 2035

The purpose of the endgame policy initiative is to eradicate the tobacco industry's influence and harm in California by building a statewide movement that prepares and transitions communities, especially those consisting of priority populations that have historically been targeted by the tobacco industry, to end the commercial1 tobacco epidemic, to protect public health, and to eliminate tobacco-related health disparities for all Californians by 2035.

**Join us by reaching out to your local statewide
regional grantee Project!**

About **AMPLIFY! California**

AMPLIFY! The African American Coordinating Center provides culturally relevant expert support and tailored assistance to tobacco control programs, non-traditional partners and the greater community. We are working to engage the African American/African Immigrant communities in our movement.

Illustration Topics

Tobacco Retail Licensing

The Anatomy of a Cigarette

Second and Third Hand Smoke

Lincoln Mundy

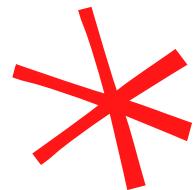
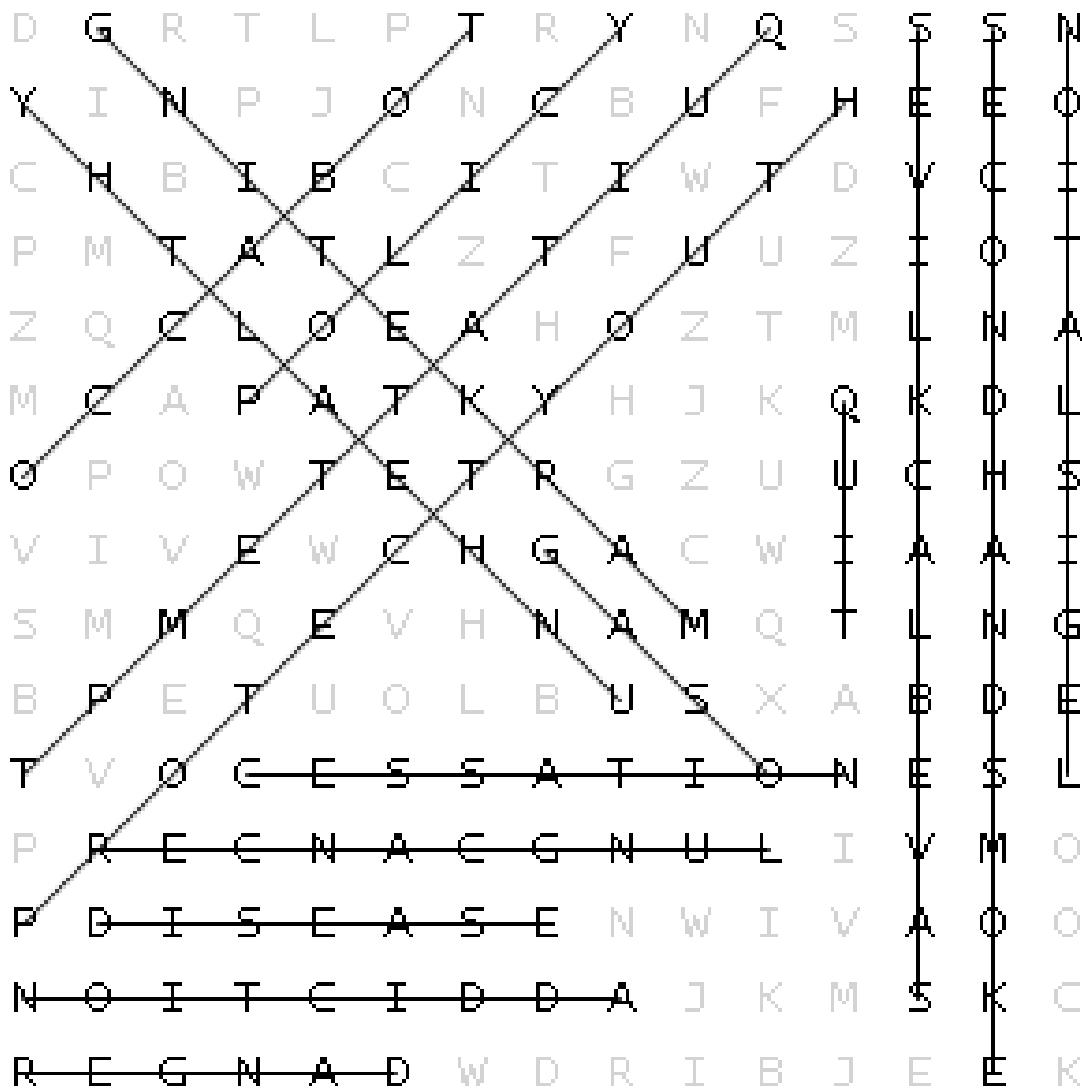
**The African American Tobacco Control
Leadership Council**

Predatory Marketing



WORD SEARCH

SEARCH *Solution*



TOBACCO ENDGAME

2035

visit our website | www.amplify.love

email us | admin@amplify.love

follow us | [@amplifyourlove](https://twitter.com/@amplifyourlove)

**AMPLIFY!
CALIFORNIA**

