

**NO MENTHOL
SUNDAY
CALIFORNIA
TOOL KIT**

AMPLIFY! California

AFRICAN AMERICAN COORDINATING CENTER

WELCOME



Rev. Kelvin Sauls

No Menthol Sunday provides a portal of entry for congregations to organize and mobilize our faith to challenge and counter the deception and manipulation emanating from commercial tobacco manufacturers and their allies. Truth be told, tobacco, including menthol and other flavors, is still the number one killer of African Americans. Killing more people than all other preventable causes combined. This is the muddy window into the epidemic before the pandemic! The disproportionate negative impact to the respiratory status of our sisters and brothers in Black, immigrant, and people of color communities has been further exacerbated by the virulent COVID-19. Our faithfulness to walk in the truth will enable us to deepen our commitment to accompaniment through support to break every chain of addiction. Accompaniment will advance the improvement of our communal health outcomes.

Walking in truth also demands a commitment to ensure equitable enforcement of commercial tobacco control laws. There has been much discussion about the possible 'unintended consequences' that restricting the sale of mentholated tobacco products might have on the Black community. Due to decades of pernicious racialized tobacco industry targeting of our community with these products, African American smokers overwhelmingly smoke menthol products, with some making the claim that menthol is somehow a part of our culture.

Continued

WELCOME

But the so-called African American ‘cultural affinity’ or preference for menthol is the direct result of decades of predatory marketing. Furthermore, the intended consequences of proven destruction caused by smoking far outweighs the unintended consequences based on speculation. Therefore, it is imperative to adhere to best practices in the enforcement of tobacco regulations. At the heart of our faith is the undying hope for improvement of lives along with the upliftment of communities with racial and health equity as our endgame.

Beloved, as we march, sing and dance through this portal of No Menthol Sunday, I pray that this truth will set us free with restoration of vitality to achieve good success and ultimately be in the best of health. God has no greater joy than for God’s children to walk and live in truth.

Onward,

Rev. Kelvin Sauls
Director, Interfaith Communities
Community Health Councils



INSPIRATION

3 John 1:2-4

2 Beloved, I pray that in every way you may succeed and prosper and be in good health [physically], just as [I know] your soul prospers [spiritually]. 3 For I was greatly pleased when [some of the] brothers came [from time to time] and testified to your [faithfulness to the] truth [of the gospel message], that is, how you are walking in truth. 4 I have no greater joy than this, to hear that my [spiritual] children are living [their lives] in the truth. (Amplified Bible)

ABOUT US

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



www.amplify.love



Our "No Menthol Sunday California" event is an exciting time for our community to make changes in their lifestyle by refraining from consuming tobacco and mentholated products.

On Sundays, we encourage our Regional Partners and other African American organizations to discuss the importance of being smoke-free and making sure they know the history of the tobacco industry's historical, and detrimental marketing efforts on our people.

This tool kit focuses on providing resources that promote smoking cessation and smoke-free model policy adoption for faith-based organizations.



Menthol cigarettes are priced differently in Black communities.

Advertisements for mentholated products are strategically placed in Black communities.

Majority of menthol smokers are women.

When adolescents start smoking they often start with menthols first.

Due to inhalation and properties, menthol cigarettes are harder to quit.

On April 29th, 2021 the United States Food and Drug Administration announced they are working toward issuing proposed product standards within the next year to ban menthol as a characterizing flavor in cigarettes and ban all characterizing flavors from tobacco products.

The FDA's proposed ban on menthol will save lives.



African Americans die disproportionately from tobacco related diseases compared to other racial and ethnic groups. A key factor promoting this disparity is African Americans use of menthol tobacco products.

Menthol masks the harsh taste of smoking cigarettes and other tobacco products, thereby making it easier for kids to start smoking.

Menthol allows the poison of nicotine and tobacco toxins to go down easier.

Menthol reduces irritation, thus increasing the amount of smoke that is inhaled and allowing the smoker to inhale deeper and longer.

Inhaling more smoke means greater nicotine intake, making menthol and other flavored tobacco products more addictive and harder to quit.

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TOBACCO ABSTINENCE PLEDGE

On No Menthol Sunday, I Pledge to Protect my own health, as well as the health of my community, neighborhood, family, and friends. By pledging to abstain from tobacco products for:

..... 7 days

..... 1 month

..... 6 months

..... 1 year

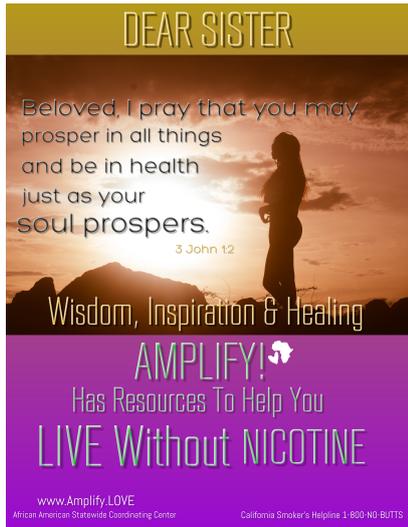
By signing this pledge, I identify as a model to my family and community.

.....
Name

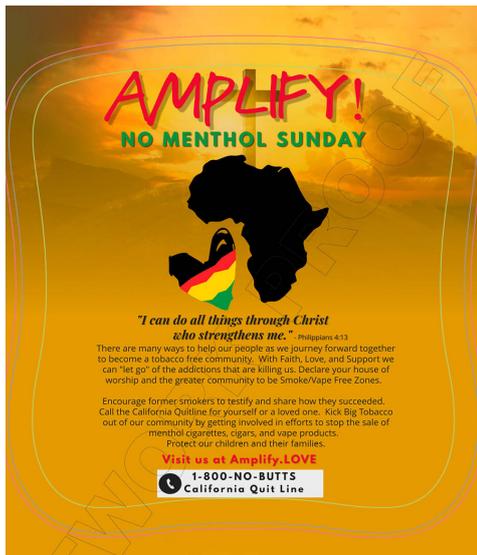
.....
Date

RESOURCES

Love Cards



Church Fan



Contact a Regional Partner in Your Area



Gold Country

Sacramento, Elk Grove, Stanislaus, Modesto, San Joaquin, Tracy, Sutter, Yuba City, Yolo, West Sacramento, Turlock/Patterson, Stockton

www.thesolproject.com



South Coast

Lake Forest, Anaheim, El Cajon, Oceanside, National City, Lemon Grove, Santa Ana

www.nilesisters.org



Central Valley

Fresno, Kerman, Selma, Unincorporated Tulare County

www.yli.org



Los Angeles County

Hawthorne, Lancaster, Palmdale, Carson, Inglewood, Gardena

www.africancoalition.org



Tri-County South

Victorville, Perris, Beaumont
www.riversidecountybcc.org



Statewide

www.savingblacklives.org

To download templates, please visit www.amplify.love.

ADVOCACY TIPS

Familiarize yourself with your local ordinances around smoking.

Brainstorm a list of policies that are needed to keep your community safe.

Strategize which laws are most likely to pick up steam and are most feasible to be passed.

Become acquainted with legislative jargon so you can follow developments.

Outline your campaign strategy.

Identify other local groups that you can partner with to spread the message further.

Monitor your progress.

Keep up with engagement and traction.



LOCAL PARTNER ORGANIZATIONS

Below is a list of California Tobacco Control Program funded community-based organizations that can help your faith community adopt a smoke-free campus policy:

Riverside County Black Chamber of Commerce (Southern California)
www.iesmokeout.org

Nile Sisters Development Initiative
(San Diego)
<https://nilesisters.org/fulstop>

Youth Leadership Institute
(Central California)
<https://yli.org/region/fresno>

African Communities Public Health Coalition (Los Angeles)
<https://africancoalition.org/kols>

LETTER TO A LOVED ONE

Dear Loved One,

You are precious and I want you to have the best quality of life. You are a pillar of our family and community.

I am writing you because your continued use of mentholated tobacco products, Day after day, you make the choice to choose menthol of yourself. It is killing you slowly.

I will remind you about how the Tobacco Industry targeted our community and how they continue to. They do not care about our legacies and we must protect what we have now.

There is no shame in quitting. It is always the right time to quit. I will help you seek professional help. With COVID, there are number of virtual discussions that you can engage in.

Lastly, signing the Tobacco Abstinence Pledge is the first step in actualizing a healthier life.

With love and care,

AMPLIFY! & AATCLC POLICY PLATFORM

1) Prohibit the sale of all flavored tobacco products, including menthol cigarettes.

2) Protect our Children by making tobacco use and the predatory marketing of flavored tobacco products one of the top five priorities facing our 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.

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 our community.

AMPLIFY! & AATCLC POLICY PLATFORM

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

7) Demand adequate funding for 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. Increase legal age to purchase tobacco to 21.

9) Support and demand smoke free multi-unit housing and other protections against secondhand smoke exposure.

10) Advocate for policies that explicitly exclude civil or criminal penalties for use or possession of tobacco products.

TOBACCO CESSATION SUPPORT AND VAPING RESOURCES

As **AMPLIFY!** we **KNOW** that Black people absolutely can quit smoking and we are proud to offer resources to help our community. We want to ensure that you have the support tools to help yourself, a client, or a family member stop smoking.

Our Resources:

Online Support

social media support

Self-Help for Smokers

Self-Help for Family Members

Resources for Professionals

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

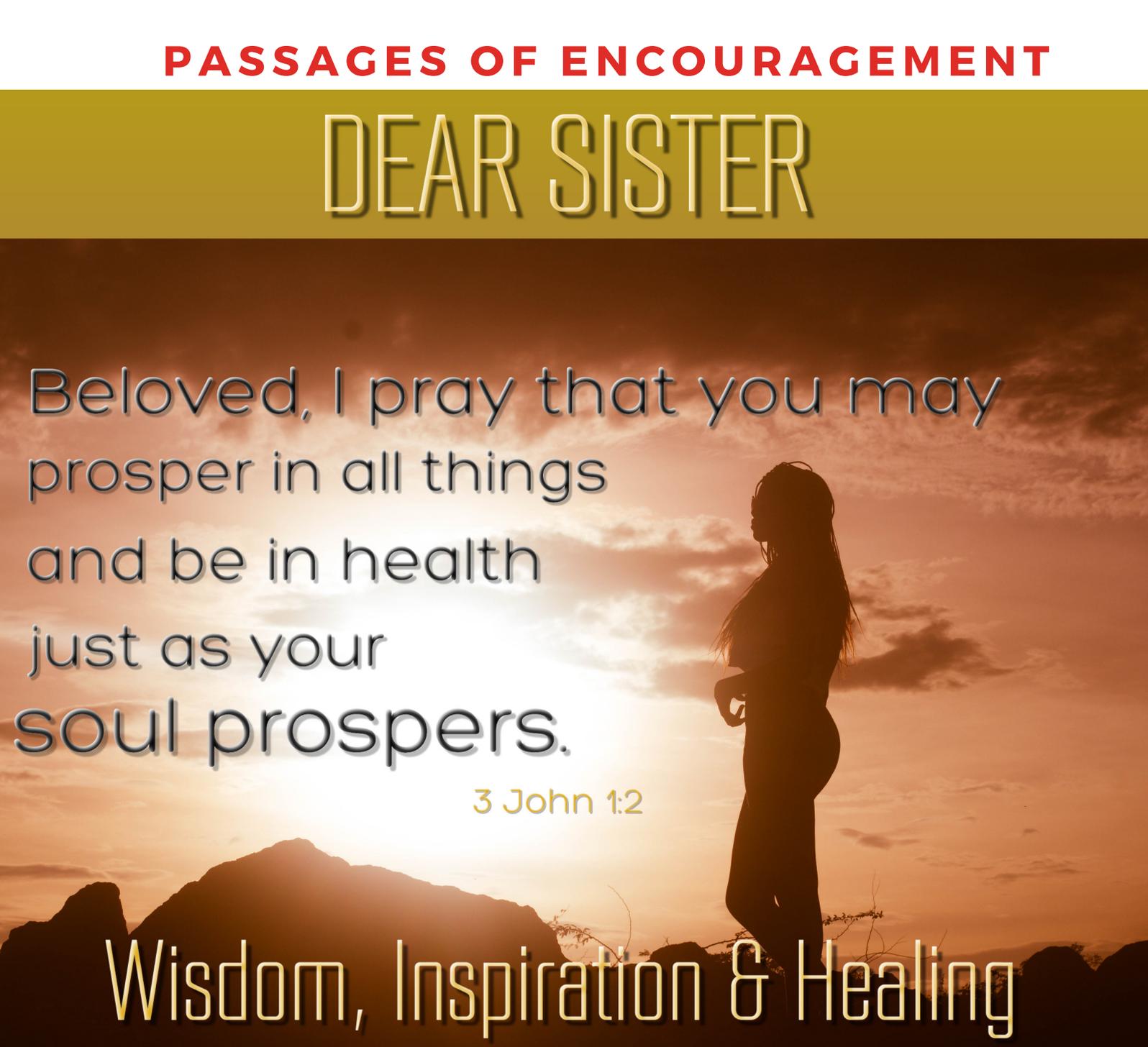
PASSAGES OF ENCOURAGEMENT

DEAR SISTER

Beloved, I pray that you may prosper in all things and be in health just as your soul prospers.

3 John 1:2

Wisdom, Inspiration & Healing

AMPLIFY!  

Has Resources To Help You

LIVE Without NICOTINE

www.Amplify.LOVE

African American Statewide Coordinating Center

California Smoker's Helpline 1-800-NO-BUTTS

WORDS OF ENCOURAGEMENT

DEAR BROTHER



We Need YOU ALIVE & HEALTHY

we can help you stop smoking

Never Give Up

Keep Trying

WE ARE WITH YOU

www.amplify.love



CONTACT US

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