

# AFRICAN AMERICAN TOBACCO POLICY PLATFORM FACTSHEET

## POLICY PRIORITIES

- Prohibit the sale of menthol and all flavored tobacco products.
- 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.
- 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.
- Understand that predatory marketing and tobacco use perpetuate poverty in our communities.
- 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>
- 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.
- Demand adequate funding for comprehensive tobacco prevention programs and culturally appropriate services to help people stop smoking.
- 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.
- Support and demand smoke free multi-unit housing and other protections against secondhand smoke exposure.
- Advocate for equitable enforcement policies and policies that explicitly exclude civil or criminal penalties for use or possession of tobacco products.

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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*

## THE ORGANIZATIONS

### AMPLIFY!

WE WORK COLLECTIVELY IN LOVE, UNITY, AND CULTURAL HUMILITY TO EDUCATE, EMPOWER AND ENGAGE OUR COMMUNITIES TO END COMMERCIAL TOBACCO USE.

[WWW.AMPLIFY.LOVE](http://WWW.AMPLIFY.LOVE)

### 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

[WWW.SAVINGBLACKLIVES.ORG](http://WWW.SAVINGBLACKLIVES.ORG)

