

2023
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AFRICAN AMERICAN TOBACCO POLICY PLATFORM

CREATED BY: AATCLC & AMPLIFY




AATCLC 
SAVING BLACK LIVES!

AMPLIFY! 
FOSTERING A LEGACY OF
PHYSICAL • MENTAL • SPIRITUAL WELLNESS

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AFRICAN AMERICAN TOBACCO POLICY PLATFORM



"**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



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.



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



POLICY PLATFORM

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.

7) Demand adequate funding for comprehensive tobacco prevention programs and culturally appropriate services to help people stop smoking.



POLICY PLATFORM

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.

11) Honor the use of sacred tobacco within communities that historically practice.





POLICY PLATFORM

11) Respect, honor, and differentiate between the sacred use of tobacco by our Native American brothers and sisters contrasted against the communal harm, death, and profits over health of commercial tobacco.

12) Work to dismantle the unceasing deadly tobacco industry complex and end nicotine addiction once and for all!

13) Recognize health as a foundational human right.



THE FLAVOR GAP AMONG AFRICAN AMERICANS IN CALIFORNIA

“Black populations in California may have been left behind by tobacco control progress, especially regarding flavored products.”

DESPITE CALIFORNIA’S FLAVORED TOBACCO BAN, THERE IS A MINIMAL DECLINE IN FLAVORED TOBACCO USE AMONG BLACK ADULTS. RESEARCHERS HIGHLIGHT “PERSISTENT DISPARITIES” AND LIMITED POLICY IMPACT LANGUAGE.

1. HIGH QUIT ATTEMPTS, LOW SUCCESS RATES



Slower progress in reducing smoking among Black Californians. **Smoking among Black adults dropped from 19.9% (2003) → 9.0% (2023).**



White adults dropped from 17.2% → 5.2% over the same period. **That’s a smaller decline for Black Californians (54.8%) vs whites (69.8%).**

Why this matters:

*Even with strong tobacco policies, Black communities are not benefiting equally, **showing a persistent public health inequity.***





2. FLAVORED TOBACCO USE REMAINS DISPROPORTIONATELY HIGH AMONG BLACK ADULTS

Black adults: 11.9% → 10.8% flavored tobacco use (2003–2023)

White adults: 8.0% → 4.7%

That's only a ~9% decline for Black users vs ~41% decline for white users.

Translation:

Flavored tobacco use has barely changed for Black Californians—even after policy efforts.

3. FLAVORED PRODUCTS ARE A MAJOR DRIVER OF TOBACCO USE OVERALL

53.3% of Californians report recent exposure to secondhand smoke or vape

Why this matters:

Even people who don't smoke, especially in dense or urban communities, are still impacted.



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AFRICAN AMERICAN SMOKER'S NEED TAILORED SUPPORT PROGRAMS



**Dear
Sister**

**Nicotine doesn't
define you.
Your strength does!**

We're here to help you quit!

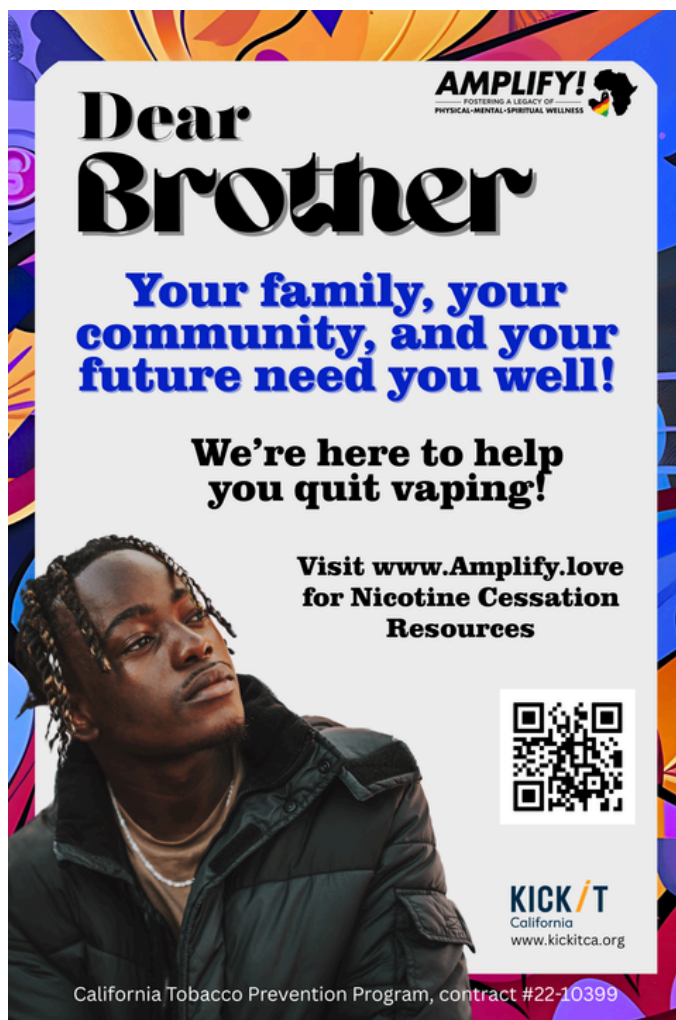
Visit
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Resources



KICK / T
California
www.kickitca.org

California Tobacco Prevention Program, contract #22-10399

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**Dear
Brother**

**Your family, your
community, and your
future need you well!**

**We're here to help
you quit vaping!**

Visit www.Amplify.love
for Nicotine Cessation
Resources



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CALIFORNIA TOBACCO PREVENTION PROGRAM,
CONTRACT #22-10399