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BLACK HEALTH & EQUITY

Let's **Listen** about Menthol

Michael Scott, Sterling Fulton & Dr. Karen Beard



Fact: Each year, approximately 45,000 African Americans die from a preventable smoking-related disease.

Black Children Still Suffer More

It's time to do something about it.





Addressing Economic,
Institutional and Social Justice
Inequalities

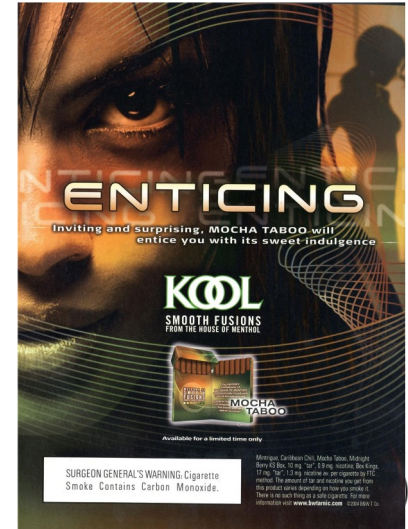
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Key Programs

- **Tobacco** (CDC-OSH, RWJF, CTFK)
- **Cancer** (CDC-DCPC)
- **HIV** (CDC HIV)
- **Food Insecurity** (CSPI)
- **Women's Health** (Myovant)
- **COVID-19** (CDCF Social Media Grant)
- **Equity-Centered Policies** (OMH Grant, WKKF)



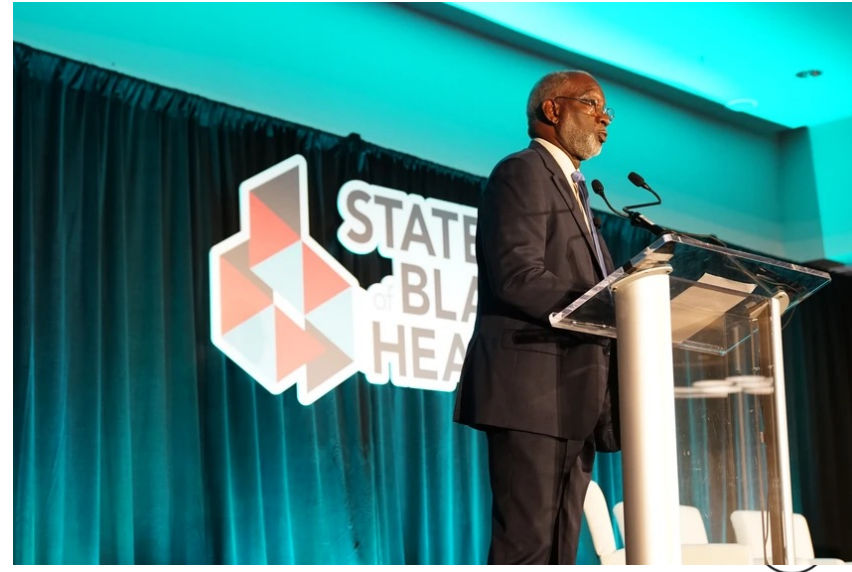
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CBHE Key Events & Products



- No Menthol Sunday
- The State of Black Health Biennial Conference
- Health Justice Guide
- eLearning Center
- The Truth Check



History of Menthol Tobacco Products/Use



Traditional American Indian use:

- Medicine
- Prayers and Blessings
- Gifts
- Maintains a cultural and spiritual importance



Photographic Images Courtesy of Images by Sterling (Sterling M. Fulton-Smith)



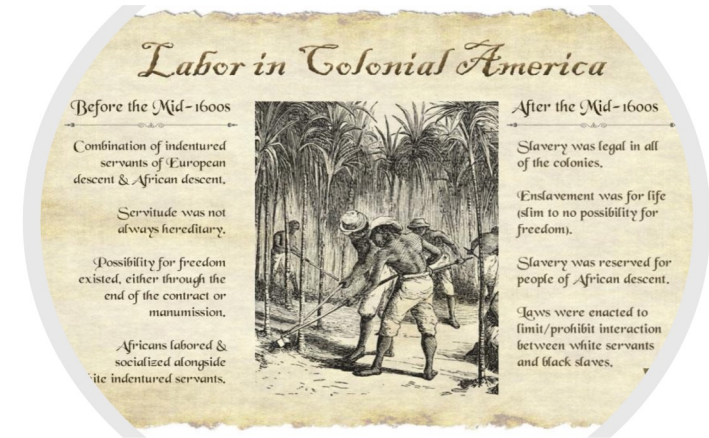
History of Menthol Tobacco Products/Use



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Tobacco as Consumer Product in America

- Introduced to English settlers by Native American Indians
- Soon became major cash crop and #1 export
- Must acknowledge history of slave labor & tobacco cultivation/export as root of our current economy
- Peak cigarette use occurred in the 1960s



What is Menthol??



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- Organic compound
- Derived from peppermint, corn mint, or other mint oils
 - Can be made synthetically
- A waxy, crystalline substance, clear or white in color
- Solid at room temperature, melts slightly above



Menthol Products



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History of the Menthol Cigarette

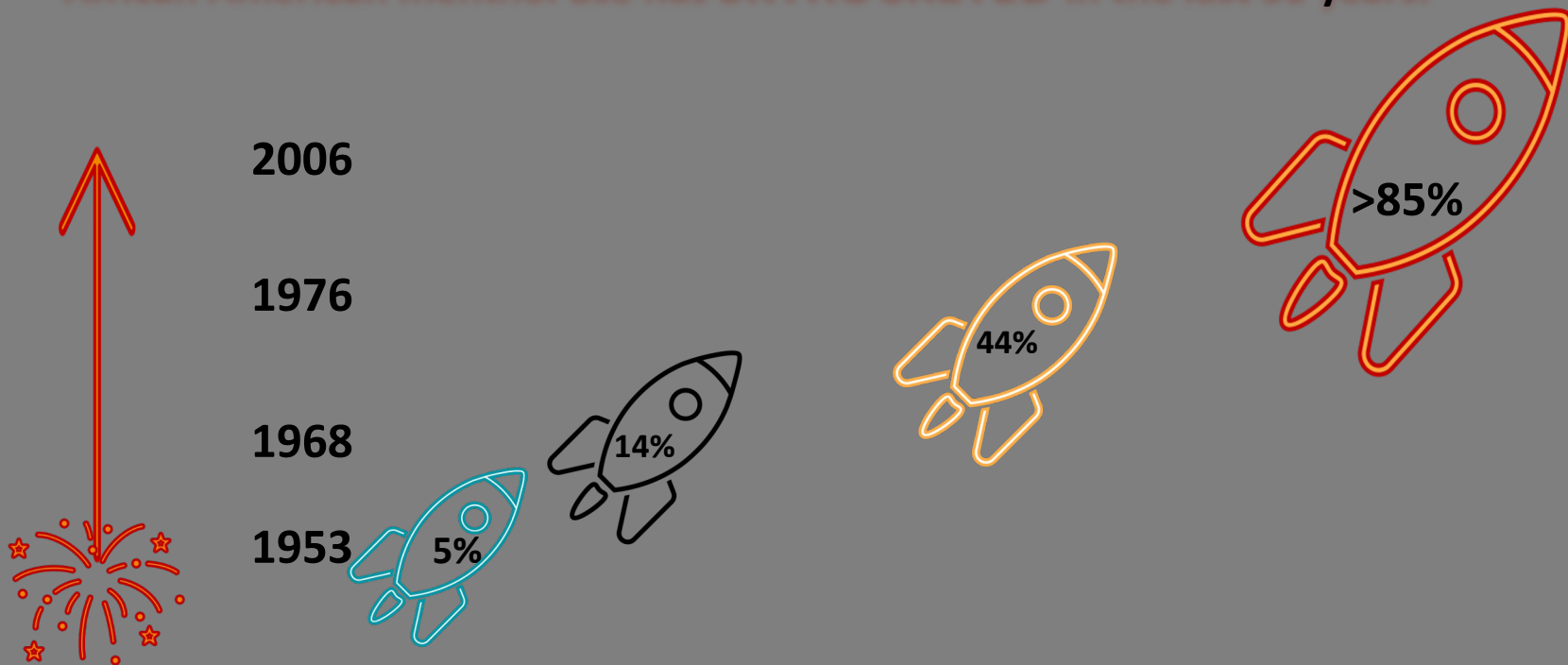


Lloyd "Spud" Hughes

- Used menthol crystals to treat asthma
- Stored tobacco in tin with crystals overnight, the cigarettes became 'pleasantly' flavored
- Began offering to railroad and mill workers who frequented father's restaurant
- Formed Spud Cigarette Corporation in 1925



African American menthol use has **SKYROCKETED** in the last 50 years.



Roper, B.W. (1953). A Study of People's Cigarette Smoking Habits and Attitudes Volume I. Philip Morris, Bates No. 2022239249. MSA, Inc. (1978) The Growth of Menthols, 1933 -1977. Brown & Williamson, Bates No. 670586709-785. NSDUH, 2004-2008.

African American communities were systematically and intentionally targeted.

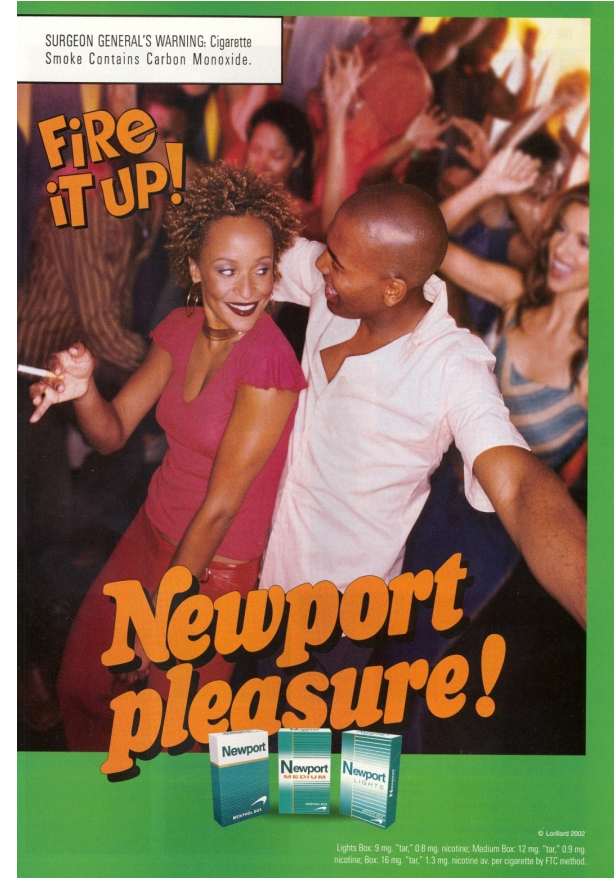
- Television Advertising
- Ebony and Jet Advertisements
- Community Philanthropy
- Kool Jazz Festivals
- Cigarette Sampling Vans



Who's Smoking Menthol Cigarettes

African American	- 88%
Asian	- 51%
Latino	- 47%
White	- 30%

(Gardiner 2004)



SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

**FiRe
iT UP!**

**Newport
pleasure!**

Newport
Newport
Newport

© Lorillard 2002
Lights Box: 9 mg "tar," 0.8 mg. nicotine; Medium Box: 12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

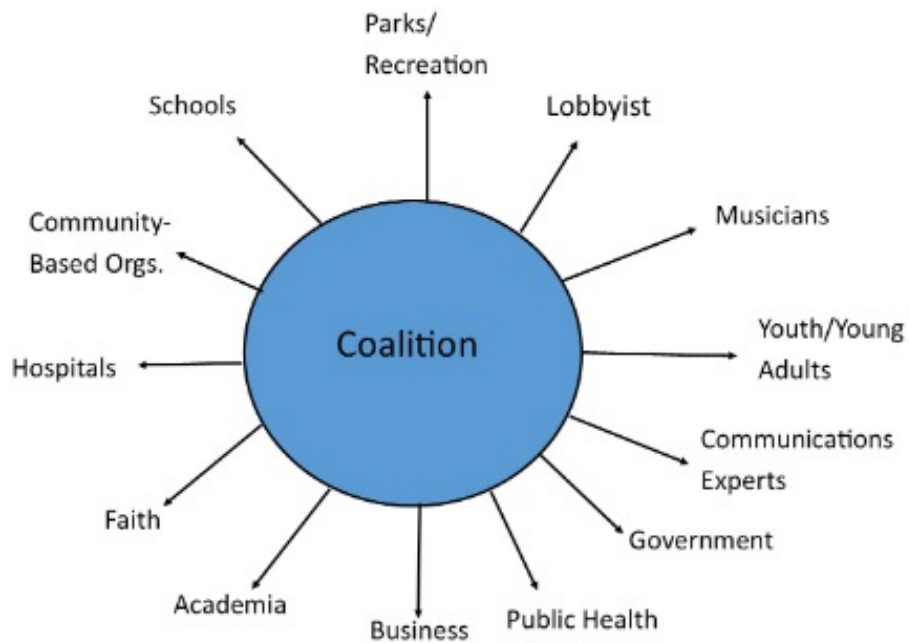


Community is an asset.

Who should be at the table?



Community Leadership



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Examples of Community Participation



"ENTERTAINERS SPEAK OUT: THE CHRONICLES"

EXPLORING THE HEALTH DISPARITIES OF BLACK AMERICA!



HOST:
LEWIS MCTUSH, CEO
ENTERTAINERS SPEAK OUT
SMOKEFREE RIGHTS FOR ALL, INC.



GUEST:
CLAUDETTE KING
"DAUGHTER OF BB KING"



CO-HOST:
JAY FRANCIS SPRINGS

JOIN THE CONVERSATION ON WIGO-AM 1570

LISTENERS CAN CALL INTO CHRONICLES AT 404-361-1571

ALSO LISTEN AT
WWW.WIGOAM.COM



WATCH AT
WWW.PMIG.INFO



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Advocacy and Communication



Advocacy and Communication



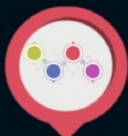
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A Menthol Funeral



Building Community Capacity



STEP 1: BACKGROUND / CONTEXT

At the end of this step, participants will understand the history, culture, context, and geography of community, and its relevance before developing solutions to policies and issues.



STEP 2: COALITION / ADVOCACY ARMY

At the end of this step, participants will understand how to form an effective coalition to demonstrate community collective support.



STEP 3: UNDERSTAND THE LANDSCAPE / FOUNDATIONAL PLANNING

At the end of this step, participants will understand the community landscape, how to mobilize community members, and how to develop an action plan inclusive of change.



STEP 4: MESSAGE DEVELOPMENT AND DISSEMINATION

At the end of this step, participants will understand how to develop an effective, targeted campaign to educate community members and key stakeholders.



STEP 5: PRESENT AND CELEBRATE

At the end of this step, participants will understand how all the steps culminate into building a comprehensive plan, allowing participants to be poised to



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5 Steps of Building Community Capacity





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Are we asking
the right
questions?

Are we
talking to the
right people?

Data Gaps



Culturally Tailored Cessation Resources



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PATHWAYS TO FREEDOM



Currently, there is a need for more evidence based, culturally tailored cessation resources



BLACK LIVES

BLACK LUNGS



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May 21, 2023

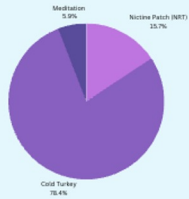


www.centerforblackhealth.org



REGULATING MENTHOL CIGARETTES: AFRICAN AMERICAN ATTITUDES TOWARD FLAVOR BANS

Karen J. Beard, EdD, Principal Investigator; Dr. Von Simmons, Co-Principal Investigator
Dr. Robynn Battle, Data Analysis; Dr. Tashelle Wright, Data Analysis



NEED FOR CESSATION SUPPORT

Quitting cold turkey or willpower alone was the most frequently reported cessation strategy (80%), followed by nicotine patch (16%) and prayer or meditation (6%) among all participants.



NEED TO OVERCOME OBSTACLES

53% of female and 37% of male participants indicated they would not support a federal law banning the sale of menthol cigarettes.



56% of the participants indicated they would switch to another brand if unable to buy menthol cigarettes.

NEED FOR ADDITIONAL AWARENESS

75.0% of participants who used cold turkey/willpower to quit smoking earned less than \$25,000/yr.

47% of participants who did not support flavor bans had less than a 12th-grade education.



Dr. Karen Beard

CULTURAL COMPETENCY



Breaking Free
FROM NICOTINE IN SOUTH L.A.

AMPLIFY!
— FOSTERING A LEGACY OF —
PHYSICAL-MENTAL-SPiritUAL WELLNESS



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The background is a mosaic of square tiles in various shades of blue, yellow, and tan. The tiles are arranged in a grid pattern, with some tiles missing or broken, creating a textured and colorful surface. The colors are distributed across the entire frame, with blue being the most prominent, followed by yellow and tan.

Listening Sessions

Focusing on listening to the needs of people