Fact: Each year, approximately 45,000 African Americans die from a preventable smoking-related disease.
Addressing Economic, Institutional and Social Justice Inequalities
CBHE
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)
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

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??

- 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
History of the Menthol Cigarette

- 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.

- **1953**: 5%
- **1968**: 14%
- **1976**: 44%
- **2006**: >85%

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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)
Community is an asset.
Who should be at the table?
Examples of Community Participation

Community Leadership

Coalition

- Parks/Recreation
- Lobbyist
- Musicians
- Youth/Young Adults
- Communications Experts
- Government
- Academia
- Business
- Public Health
- Hospitals
- Faith
- Community-Based Orgs.
"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"

JOIN THE CONVERSATION ON WIGO-AM 1570
LISTENERS CAN CALL INTO CHRONICLES AT 404-361-1571

CO-HOST: JAY FRANCIS SPRINGS

ALSO LISTEN AT www.wigoam.com
WATCH AT www.pmig.info

Advocacy and Communication
Advocacy and Communication

A Menthol Funeral
5 Steps of Building Community Capacity

1. **Background / Context**
   - Participants will understand the history, culture, context, and geography of the community, and its relevance before developing solutions to policies and issues.

2. **Coalition / Advocacy Army**
   - Participants will understand how to form an effective coalition to demonstrate community collective support.

3. **Understand the Landscape / Foundational Planning**
   - Participants will understand the community landscape, how to mobilize community members, and how to develop an action plan inclusive of change.

4. **Message Development and Dissemination**
   - Participants will understand how to develop an effective, targeted campaign to educate community members and key stakeholders.

5. **Present and Celebrate**
   - Participants will understand how all the steps culminate into building a comprehensive plan, allowing participants to be poised to...
Data Gaps

Are we asking the right questions?

Are we talking to the right people?
Currently, there is a need for more evidence based, culturally tailored cessation resources.
BLACK LIVES
BLACK LUNGS

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. Robyn Battle, Data Analysis; Dr. Tashele 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!
Listening Sessions

Focusing on listening to the needs of people