



ASH & AATCLC Webinar

Thursday, May 14th
12:00pm Eastern



The Impact of COVID-19 on the African American Community

Co-hosted by Carol McGruder, Co-chair of The African American Tobacco Control Leadership Council (AATCLC). Featuring Dr. Carla Williams, Interim Director of the Howard University Cancer Center; Natasha Phelps, Lead Senior Staff Attorney at the Public Health Law Center (PHLC); and Kelsey Romeo-Stuppy, Managing Attorney at ASH





*The African American Tobacco
Control Leadership Council*

Saving Black Lives



Formed in 2008. We educate the African American community about tobacco use and cessation, partner with community stakeholders and public health agencies to inform and affect the direction of tobacco control policy, practices, and priorities, as it affects the lives of Black American and African immigrant populations.

COVID-19

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HEALTH AND SCIENCE

Coronavirus live updates: Shellshocked Spain reports record deaths, nurses plead for gear

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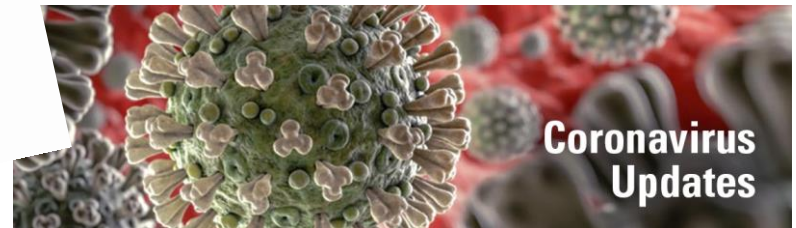
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COVID-19 & MENTAL HEALTH DAILY STRATEGIES

- Work Space
- Routine
- Activity
- Time & Energy Management
- Accessibility
- Connectivity
- Resources
- Support

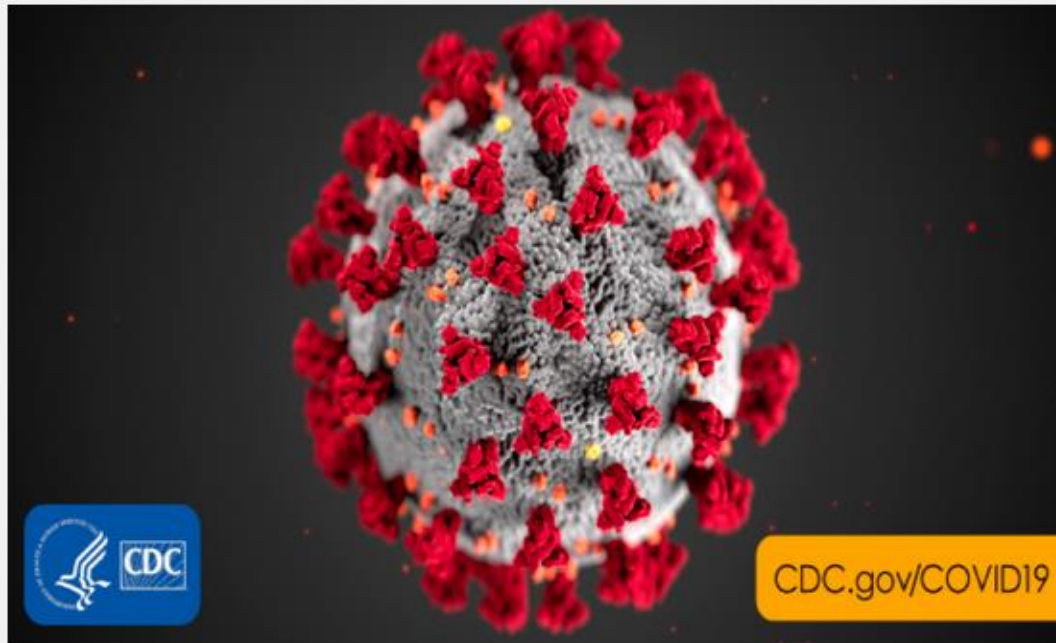


Coronavirus Updates

SHARE



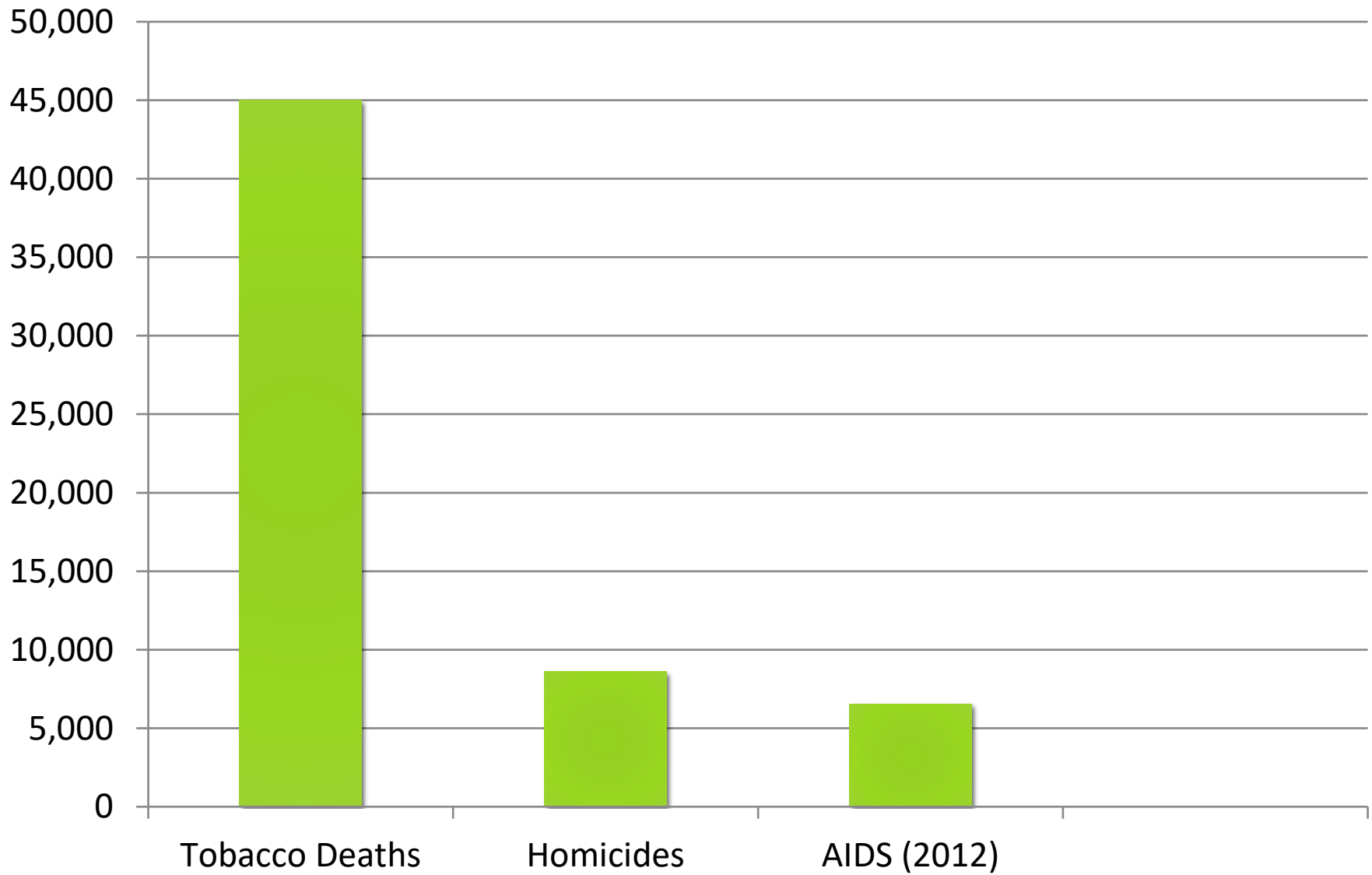
Protect yourself from COVID-19: Stop smoking and vaping now



<https://tobaccofreeca.com/health/covid-19-stop-smoking-and-vaping/>

Smoking & Tobacco Related Diseases
Kill 45,000
African Americans Every Year

African American Mortality Chart Comparison



PRIORITIES & ISSUES

AFRICAN AMERICAN ISSUES

Economic Development

Racism-Oppression

Police Brutality

STRESS!!!

Chronic Diseases

AIDS

Poverty

Violence

Housing

AFRICAN ISSUES

Economic Development

Post Colonialization

Other Health Concerns

Tropical Diseases

AIDS

Poverty

Political Instability & War

2009~2010

INAUGURAL YEAR AT A GLANCE

Since President Barack Obama signed the Family Smoking Preventing Tobacco Control Act in 2009, FDA has made great strides to initiate tobacco product regulation.



JUN

Family Smoking Prevention and Tobacco Control Act signed by President Obama

JUL

Established the Collection of User Fees from Industry

AUG

Created the Tobacco Products Scientific Advisory Committee

Selected the Director of the Center for Tobacco Products

SEP

Announced and Began Enforcing the Flavored Cigarette Ban

OCT

Issued Guidance on Registration and Product Listing

FEB

Announced Request for Proposals to Enforce Provisions of the Tobacco Control Act

MAR

Issued Final Rule Restricting Access and Marketing of Cigarettes and Smokeless Tobacco Products to Youth

Launched Call Center for Tobacco Product Inquiries: 1-877-CTP-1373

APR

Announced Stakeholder Discussion Series

JUN

Issued Prohibition on Misleading Marketing Terms ("Light," "Low," and "Mild") for Tobacco Products

Required Warning Labels for Smokeless Tobacco Products

Family Smoking Prevention and Tobacco Control Act, 2009

A CIGARETTE ...SHALL NOT CONTAIN... AN ARTIFICIAL OR NATURAL FLAVOR (OTHER THAN TOBACCO OR **MENTHOL**) OR AN HERB OR SPICE, INCLUDING STRAWBERRY, GRAPE, ORANGE, CLOVE, CINNAMON, PINEAPPLE, VANILLA, COCONUT, LICORICE, COCOA, CHOCOLATE, CHERRY, OR COFFEE, THAT IS A CHARACTERIZING FLAVOR OF THE TOBACCO PRODUCT OR TOBACCO SMOKE.

MEANT TO PROTECT CHILDREN, BUT IT DIDN'T PROTECT OUR BLACK CHILDREN.



WHO WILL PROTECT OUR CHILDREN

Trickle Down Public Health Policy

African Americans-Menthol

- Perniciously targeted by all major tobacco companies
- “Urban” programs included
 - Co-optation of Black leadership, heavy media campaigns, free giveaways to children, van programs, retailers programs, event sponsorship
- Over 80% of African Americans smoke mentholated cigarettes
- Over 90% of Black youth initiate with menthol cigarettes
- Addiction is about science and opportunity
- Menthol is a Human Rights and Social Justice Issue

THE LEAST OF THESE: U.S. TOBACCO CONTROL POLICY, MENTHOLATED CIGARETTES, AND AFRICAN AMERICANS

Carol McGruder, BA; Philip Gardiner, DrPH; and Valerie B. Yergler, ND
African American Tobacco Control Leadership Council, USA

World Conference on Tobacco or Health
Singapore 2012

Background

In June 2009, U.S. President Barack Obama signed the historic Family Smoking Prevention and Tobacco Control Act (The Act), which gave the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products in the United States. One of the provisions of the Act was the banning of all flavors in cigarettes, all flavors, that is, except menthol. Other flavors like chocolate, vanilla, cinnamon, strawberry and others were banned because it was widely recognized that these flavors attracted and encouraged young people to begin smoking.



And though 99% of young African American smokers initiate smoking with mentholated cigarettes, the health and welfare of these young people were not a priority of the initial legislation. Menthol's exclusion from the list of banned flavorings prompted seven former Secretaries of Health, including Drs. Joseph Califano and Louis Sullivan, and a former Surgeon General to write a joint letter with the National African American Tobacco Prevention Network that vehemently opposed the exclusion of menthol from the list of banned flavors.

With Dr. Califano further stating that The Act as written relegated, “Black children to the back of the [public health] bus.” This public outcry led to an eleventh hour amendment (initiated and co-authored by Congresswoman Donna Christensen and the U.S. Congressional Black Caucus) being added to the legislation.

This amendment mandated that the issue of mentholated cigarettes be given top priority by the newly formed FDA Tobacco Products Scientific Advisory Committee (TPSAC).

Violence and Coordinated Action Led To Menthol Amendment

- >African American Scholars and Researchers
- >National African American Tobacco Prevention Network
- >National Print and Video Media Outlets (New York Times)
- >Former Secretaries of Health/U.S. Surgeon General
- >United States Congressional Black Caucus

Tobacco Products Scientific Advisory Committee Progress

- >Convened Hearings
- >Issued Report March 2011
 - “Banning menthol would be in the interest of Public Health.”
- >The FDA has decided to conduct further study on menthol

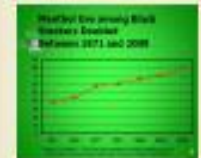
Predatory Tobacco Industry Targeting Doubled Menthol Smoking Prevalence Among U.S. African Americans

Predatory Tobacco Industry Activities Included

- >Programs targeted at African Americans in inner cities
- >FREE product giveaways
- >Co-Opting Black Leadership Groups
- >Targeted Media Campaigns



Starting in the late 1980's, Lorillard enticed Black children to smoke menthols by distributing free Newport cigarettes in urban neighborhoods. Marie Evans, one of those children, began smoking at age 13 and smoked for 46 years before dying of lung cancer at 54.



CONCLUSIONS

Though African Americans and other marginalized populations are the most burdened by tobacco-related diseases and the accompanying health inequities, they are usually the last to benefit from public health policies that are designed to safeguard and/or improve public health. Public health policies that in theory should be designed to protect those who are the most afflicted, “the least of these.” These policies often sacrifice the needs of minority populations to protect the needs of the healthier majority population. Sometimes the health interests of minority populations are used as a bargaining chip in the negotiations.

This becomes a social justice issue as minority populations must defend their community from the predatory activities of the tobacco industry, while at the same time they must fight for parity and inclusion of their health interests in the public health arena.

ACKNOWLEDGMENTS


National African American Tobacco Prevention Network

Health Promoting Behaviors/Policies



And the Social Determinants of Health...





**Healthy communities
facilitate the
individual's ability to
make healthy choices**

www.savingblacklives.org

ABOUT

PRESS

BIG QUIT

No Menthol

SUNDAY

TOOLKIT

PARTICIPATE



— MAY 17 —

Ignite an awakening & inspire a movement toward better Black health.

Join the faith community on a national observance day dedicated to educating congregants and community members about tobacco, vaping and the role of flavors like menthol.

PARTICIPATE

Scroll for details

<http://www.naatpn.org/nomentholsunday>



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