



No Menthol
SUNDAY



**FOCUS ON
VICTORY,
GO AGAINST
THE GRAIN.**

2023
**WISCONSIN
IMPACT REPORT**

BACKGROUND

More than 20,000 residents across the state of Wisconsin, many in Milwaukee participated in dozens of events in observance of No Menthol Sunday (NMS). This annual day of observance, led nationally by **The Center for Black Health and Equity** and locally by the **Wisconsin African American Tobacco Prevention Network** is a time for faith leaders and others to raise awareness about the negative impact of menthol and other flavored tobacco on Black health.



2023 WISCONSIN TOBACCO RETAILER ENGAGEMENT

- 44 Milwaukee tobacco retailers participated in NMS 20223
- Retailers agreed not to sell mentholated tobacco products on May 21, NMS
- Retailers displayed signage, lawn signs and wore t-shirts promoting NMS
- Retailers disseminated palm cards to raise awareness
- The Center for Black Health and Equity hosted a Retailer Engagement virtual workshop, facilitated by the Wisconsin African American Tobacco Prevention Network and attended by over 50 participants, nationwide.
- [Social media ad](#) thanking retailers for their support as tobacco prevention allies: projected to reach 1,852 people

FOCUS ON VICTORY, GO AGAINST THE GRAIN.

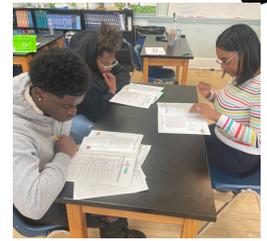
2023 WISCONSIN HIGHLIGHTS

20,025

PEOPLE REACHED THROUGH HOSTED EVENTS

100,200

PEOPLE REACHED VIA RADIO



"This is a great initiative and we want to participate next year also"
Lighthouse Gospel Chapel

"The kick-off video and the additional information motivated some dry bones to want to advocate against what is being targeted to our youth"
Saint Timothy M.B. Church

"This initiative was an icebreaker for a needed conversation with our Youth"
New Ark of the Covenant

100% OF EVALUATION RESPONDENTS

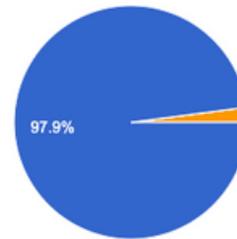
Are interested in continuing to raise awareness on how tobacco and menthol harms our communities.



● Yes
● No
● Maybe

97.9% OF EVALUATION RESPONDENTS

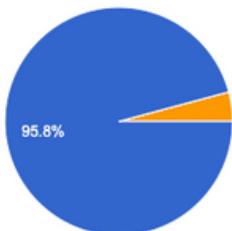
Would recommend other organizations participate in NMS 2024.



● Yes
● No
● Maybe
● Option 4

95.8% OF EVALUATION RESPONDENTS

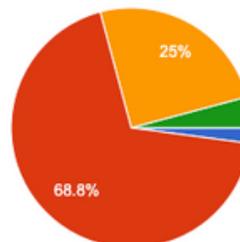
Plan on participating in No Menthol Sunday in 2024.



● Yes
● No
● Maybe

68.8% OF EVALUATION RESPONDENTS

Participated in No Menthol Sunday for the first time.



● None
● This is my first year
● 2-5 years
● 6-9 years

2023 WISCONSIN HIGHLIGHTS

MOST POPULAR RESOURCES UTILIZED

In addition to the WI NMS and The Center for Black Health and Equity Tool Kits, these ranked as the top 7 most popular NMS activities.

1. Church Fans (92%)
2. T-Shirts (89%)
3. Kids Coloring Books (85%)
4. Lawn Signs (85%)
5. Youth/Adult Coloring Books (83%)
6. Youth Activity Cards (81%)
7. NMS Palm Card (81%)



FIVE MOST POPULAR ACTIVITIES

1. NMS Sunday Announcement
2. Host a NMS Coloring Party
3. Engaged in Community Outreach & Education
4. Delivered NMS Sermon
5. Included NMS Information in Church Bulletin

CONTINUE COMMITMENT TO MENTHOL EDUCATION & OUTREACH

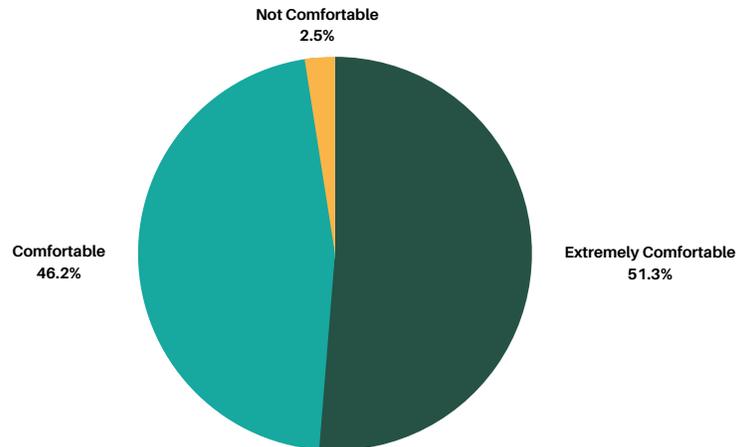


- "No Menthol Sunday's theme "Focus on Victory Go Against the Grain" encourages us to stand up against the tobacco industry. We at Catapult stand tall and strong against the BIG Tobacco industry, we will not let you destroy our children's future! We will not let you destroy our families ! and We will no longer destroy our communities." --- **Pastor LaToya Thurmond, New Beginnings Faith Church, Racine, WI**
- "No Menthol Sunday was so impactful! I was able to inform the youth of our community how important it is to keep our bodies healthy and not be tempted by the looks of smoking. It was truly an awesome experience and we look forward to doing this again next year." --- **Adriana Sanders, New Life Ministries**
- "It's time that we as a community face the ugly truth about what used to be considered "cool" is what's taking out our community. No Menthol Sunday is a whole movement and those of us that stand behind the movement are prepared to stand up for our communities and remove the toxicities that continue to take us out." **Dr. Latonya Baker, Trendsetter Podcast**
- "This is a great initiative and we want to participate next year also." **Lighthouse Gospel Chapel**
- "Looking forward to next year and impacting the city of Racine in a great way."

2023 WISCONSIN HIGHLIGHTS

79 OF 90 POSSIBLE RESPONDENTS

Comfort level speaking about menthol amongst NMS hosts



UNIQUE NMS ACTIVITIES HOSTED

1. Balloon Release (**Mason Temple**)
2. Church Skit, The Burning House (**El Bethel COGIC**)
3. Gardening and Menthol Education (**Healing Waters & Victory Gardens**)
4. Tobacco Retailers Agreement Not to Sale Menthols on NMS (**44 retailers**)

"The one that was most innovative was the balloon release. There were 3 different colored balloons. One color for the cancer-related deaths, one color for the amount of money the tobacco industry is putting into Milwaukee and the other for the amount of money Wisconsin has spent on healthcare costs due to tobacco." **Pat Wilson---No Menthol Sunday Field Organizer**

"The Burning House skit captured the impact of a smoking-related fire on six kids and their friends. The house fire scene allowed each youth to share with the audience the health impacts of smoking and the impact of flavored tobacco on their lives," **Skit Director, Alfreda Ellis**



2023 WISCONSIN COMMUNICATIONS HIGHLIGHTS

NO MENTHOL SUNDAY KICK-OFF - APRIL 19, 2023

Print Ad - Milwaukee Neighborhood News Service

- Topic: RSVP for Virtual Kickoff
- Reach: 8,000 Impressions

Press Release - Various Milwaukee-area media

- Topic: NMS Kicks off in Wisconsin
- Reach: Not Published

Email Marketing - Jump at the Sun Consultant's Listserve

- 2,833 sends
- Registered: 221 guests



NO MENTHOL SUNDAY OBSERVANCE - MAY 21, 2023

Media Outreach

- [Digital press kit educate the media](#)
- Feature Story Pitches: Milwaukee Journal Sentinel and Milwaukee Community Journal
- Radio Story Pitches: Wisconsin Public Radio, Milwaukee NPR
- Television Pitch: Today's TMJ 4
- Press Releases (4) to Various Wisconsin Media

WI Radio Campaign

Links to Local Radio spots by Spoken Word Artists La'Ketta Caldwell and Ajamou Butler

- [Caldwell 30-Second Ad](#)
- [Caldwell 60-Second Ad](#)
- [Butler 30-Second Ad](#)
- [Butler 60-Second Ad](#)

National Radio Campaign

- The WAATPN aired a [30-second ad](#) developed by ACI-3 Media and The Center for Black Health & Equity to promote NMS and spotlight the harms of e-cigarettes.



2023 WISCONSIN COMMUNICATIONS HIGHLIGHTS

Radio

WGLB

- Wisconsin NMS Ad Campaign — 30 and 60 Spoken Word Pieces
- Interview- Shami L., NMS Coloring Book Designer, and Pastor Steven Tipton, El Bethel, COGIC
- **Reach: 5,500 individuals with impression count of 55,000-61,000**

JOY 1340

- WI NMS Ad Campaign — Spoken Word and NMS Center for Black Health and Equity National Campaign
- Interview- Lorraine Lathen, Wisconsin African American Tobacco Prevention Network, and Pastor Steven Tipton, El Bethel, COGIC
- Interview- Lorraine Lathen, Pastor Teresa Thomas Boyd, Hearts of the Matter
- **Reach: 381,000 gross impressions, had a net reach of 105,200 and 144,400 people.**

Jammin 98.3

- WI NMS Ad Campaign — Spoken Word and NMS Center for Black Health and Equity National Campaign
- Interview- Patricia Wilson, NMS Menthol Community Organizer and Deacon Melvin Reese, Evangel Assembly of God
- **Reach: 381,000 gross impressions, had a net reach of 105,200 and 144,400 people**

WNOV

- WI NMS Ad Campaign— Spoken Word and NMS Center for Black Health and Equity National Campaign
- Interview- Laketta Caldwell, Spoken Word Artist, Pastor Steven Tipton, El Bethel COGIC
- **Reach: 7,600 with a projected impression count of 76,000-81,000**

V-100

- The Center for Black Health and Equity, via it's subcontractor ACI-3 Media placed radio spots on V100
- These ads augmented WAATPN's media buys and were critical in reaching the young black urban market.

Podcast

ASTHO Podcast

- *Tobacco Endgame Matters, Episode 10—Cessation: Menthol Products Impacting African Americans & Pan African Communities*
- Interview- Carol McGruder, African American Tobacco Control Leadership Council and Lorraine Lathen, Wisconsin African American Tobacco Prevention Network
- Link: <https://www.buzzsprout.com/1927675/13119214>

2023 WISCONSIN COMMUNICATIONS HIGHLIGHTS



Post From Community: Milwaukee youth take tobacco prevention message to D.C.



Print & Online

Milwaukee Neighborhood News Services

- Digital Ad (NMS in Wisconsin)
- Reach: 8,265 Impressions
- Photo & Caption: [Milwaukee youth take tobacco prevention message to D.C.](#)
- Reach: 1,000



Policy Can Be Placed, but the Real Wins Lie Within Our Communities



Milwaukee Courier

- Digital Ad (NMS in Wisconsin)
- Op-Ed: [Policy can be placed, but the real wins lie within our communities](#)- Delmonte Jefferson, CEO, The Center for Black Health & Equity
- Reach: 40,000 weekly readers

No Menthol Sunday is May 21 in Fond du Lac. Here's what it is and how to participate.



Fond Du Lac Reporter

- Feature Story: [No Menthol Sunday is May 21 in Fond du Lac. Here's what it is and how to participate.](#)
- Reach: 50,000 readers a week

Press Conference

Our FACT youth participated in a NMS national press conference at Metropolitan AME Church in D.C., along with Carol McGruder of the African American Tobacco Control Leadership Council and other national tobacco prevention advocates to launch No Menthol Sunday nationally. FACT is WI's youth-led advocacy organization that works to spread the truth about tobacco through peer-to-peer education.



2023 WISCONSIN COMMUNICATIONS HIGHLIGHTS

Creative Assets

Click the asset name to view and download files from Google Drive

- [Brochures](#)
- [Coloring Books](#)
- [Lawn Signs](#)
- [Palm Cards](#)
- [Zoom Backgrounds](#)
- [Planning Documents](#)
- [Posters](#)
- [Proclamations](#)
- [Spoken Word Audio](#)
- [Youth Activity Cards](#)



RECOMMENDATIONS

We are delighted to share that the impact of Wisconsin's No Menthol Sunday 2023 campaign was resoundingly successful, and we are already looking forward to the ten-year anniversary in 2024. As we reflect on this achievement, we are eager to build on this momentum for an even stronger impact in the future. In light of the invaluable experience gained during the 2023 campaign, we recommend early preparation, starting as early as September, for the upcoming 2024 No Menthol Sunday. To make an even greater impact, we believe placing a heightened emphasis on policy, cessation, and tobacco retailer engagement will be instrumental in advancing our cause. The involvement of Mega-Churches, faith-based associations, and tobacco retailers will remain a crucial aspect of our outreach strategy moving forward.

The No Menthol Sunday Campaign in Wisconsin is truly a collaborative effort. We extend our gratitude to The Center for Black Health and Equity for their visionary leadership in creating and spearheading this nationwide movement. We must also extend our thanks to all the churches, retailers, field coordinators, and network members, including our Menthol Subcommittee, who worked tirelessly to make No Menthol Sunday 2023 a resounding success. Furthermore, we express our sincere appreciation to the DHS - Wisconsin Tobacco Prevention and Control Program and the Association of State and Territorial Health Officials (ASTHO) for providing the essential funding that supported the 2023 campaign.