



AJAMOU BUTLER

Born and raised on Milwaukee's Northside, author and lecturer Brother Ajamou Butler has always been one to progress from his pain. Growing up in Milwaukee's notorious 53206 zip code, Butler was exposed to the uglier sides of poverty. His experiences with poverty up-close as a child have shaped his outlook on life as an adult. In May 2012, Butler launched his Non-Profit organization, Heal the Hood MKE. Heal the Hood MKE has grown to be an example of pushing against social injustice and rewriting the narrative of inner-city Milwaukee. Heal the Hood MKE has 2 Major arms: 1) Our Annual Block Parties/Outreach Fairs and 2) Our in-school curriculum called "We are Not Poets, We Are Messengers!" Ajamou Butler is known to use his experiences in Milwaukee and his spirituality mixed together to come up with his own style of spoken word ministry. Mr. Butler is an educator, a brother, a father, a child of God and a community activist who lives by the motto "Heal the Hearts, Heal the Homes, Heal the Hoods"!

MY TOBACCO STORY

I can recall the first time I saw a middle school kid hit a square. It messed my head up and broke my heart at the same time. I didn't know the young man but it crushed me because he couldn't have been any older than 12. For me that image of that young man walking down the street smoking shook me in a way I can't really describe. This had to have been more than seven or eight years ago but it left such a bad taste in my mouth that it led me to be more vocal about being anti-tobacco.



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No Menthol SUNDAY



BOLD AWARENESS: A FIGHT TO THE FINISH

JOIN THE FAITH COMMUNITY ON A NATIONAL OBSERVANCE DAY

MAY 15, 2022

INSPIRE

A MOVEMENT
TOWARD BETTER
BLACK HEALTH

ABOUT NO MENTHOL SUNDAY 2022

Now, after a decades-long battle for health justice in tobacco control, we are embarking upon a major win. In 2022, we anticipate that the Food & Drug Administration will finally issue standard regulations that will prohibit the sale of tobacco products with any characterizing flavors like menthol. This is historic! Just as it was written in **Isaiah 55:11, we are now seeing the fulfillment of what we had long set out to accomplish!**

PARTICIPATE

DOWNLOAD THE TOOLKIT

Visit www.NoMentholSundayWI.com

The following poem can be shared with members of your congregation and community in many ways:

- Share this brochure via email or print
- Recite it on video by going LIVE on Facebook, Instagram, and YouTube
- Partner with your local radio and ask them to play the provided Radio spots on No Menthol Sunday

AJAMOU'S POEMS

BE BOLD IN BATTLE

(60 SECONDS)

Every puff you take is destroying your opportunities to be great.

For one, you spend too much money on cigarette smoke; for two the stanky smell gets stuck in your clothes; for three, less smoke in your lungs means more years to your life; and four your loved ones want you to live long and whole.

Be strong and bold. With God ordering your steps, nicotine will no longer have a hold of your mind, lungs and soul. Set your goals, and take it one day at a time.

The fight against big tobacco won't be won overnight!

We won't give up this mission, we are out to save lives.

Please seek longevity in each breath we breathe. I do believe, that with the faith of a mustard seed, you will overcome nicotine and succeed.

If your willpower is all you have, then you truly have all that you need. Through discipline and consistency, you can conquer anything.

Once you let go of the addiction, you will start winning, indeed. We are here with you in solidarity to fight the big tobacco industries!

THE MARATHON CONTINUES

(30 SECONDS)

This fight, is a marathon not a sprint.

We must keep up the fight against big tobacco if we are gonna win.

We must shake up the whole system.

This fight is a marathon not a sprint.

Be bold, be resilient.

Don't let the smoke hold you back from being free because freedom is such a wonderful feeling.

Let's Kick that nasty nicotine addiction and make sure we don't pass on that addiction to our children.

This fight is a marathon not a sprint.