



## HEALTH EQUITY AND SOCIAL JUSTICE SUBCOMMITTEE

**"Justice** will not be served until those who are unaffected are as outraged as those who are." **Benjamin Franklin**

Although the prevalence of tobacco use has declined, not all populations are equally protected by the laws, policies, and resources that are intended to reduce tobacco use and tobacco-related harm. This is no coincidence. The tobacco industry strategically markets and targets its deadly products in underserved communities and as a result, certain groups are exposed to more point-of-sale advertising, live in places with a greater concentration of retailers that sell tobacco products, and have a higher prevalence of tobacco use. In addition, as was the case with George Floyd, tobacco-related incidents sparked police interventions that have caused senseless deaths. It is urgent that we confront the targeting of communities by tobacco companies and the criminalization of commercial tobacco to promote racial equity and social justice.

The goal of the Health Equity and Social Justice workgroup, a subcommittee of the Wisconsin African American Tobacco Prevention Network (WAATPN) and Wisconsin Tobacco Prevention & Poverty Network (WTPPN), is to address and raise awareness on root causes of inequities related to tobacco in Milwaukee and push for social justice and health equity. Issues of focus will include Tobacco Retailer Density, which studies have shown has a direct correlation with higher smoking rates and youth initiation, and the sale of single cigarettes, which exploit low-income communities and increase youth exposure to tobacco. The subcommittee, composed of residents, representatives of local organizations and other stakeholders, are tasked with developing and implementing action plans to address the findings of the Tobacco Retailer Density Study, the Wisconsin Retailer Assessment Project, and expand the No Singles/No Loosies Campaign, among other initiatives aimed at address health equity and social justice issues related to tobacco.

### CO-CHAIRS

Johnel Morris, resident of the City of Milwaukee  
Currently recruiting a 2nd Co-Chair