



## **MENTHOL SUBCOMMITTEE**

“Of all the forms of inequality, injustice in health is the most shocking and the most inhuman because it often results in physical death.” **Dr. Martin Luther King Jr.**

Smoking kills 45,000 African Americans a year and is a major contributor to their leading causes of death: heart disease, diabetes and cancer. The most commonly used tobacco product among African Americans is menthol cigarettes. In fact, 9 out of 10 Black smokers in Wisconsin smoke menthol cigarettes, compared to 4 in 10 white smokers. 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 fact, cigarette advertisements and price promotions, particularly those for menthol products, are two to three times more prevalent in minority communities in the City of Milwaukee versus the suburbs.

We also know that menthol tobacco products are easier to start and harder to quit. This subcommittee of the Wisconsin African American Tobacco Prevention Network is charged with raising community awareness on issues related to menthol, and leading local efforts related to No Menthol Sunday, a faith-based national day of advocacy. This subcommittee also tasked with dispelling harmful false narratives, pushed by the tobacco industry through covert methods, about how action to prohibit the sale of menthol products would be detrimental to Black health, when the truth is that the product has contributed to the deaths of millions.

### **CO-CHAIRS**

Oby Nwabuzor, American Heart Association  
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