

Menthol

How to fight for this social justice issue.

To protect Black health, we must eliminate:

- **Predatory marketing to vulnerable populations**
- **Dense advertising and sampling vans**
- **Price discounts in African American neighborhood stores**
- **Sponsorships for African American events**
- **Donations to African American organizations, elected officials and thought leaders**
- **Attempts to influence our communities with misleading information and "alternative facts"**

Acknowledge the historical racism that has left African Americans unprotected.

Public health advocates have been slow to prioritize African Americans in the move toward a tobacco-free society. A ban on menthol would save Black lives, yet policy change has focused on protecting other vulnerable demographics.

Reject the tobacco industry's counterfeit role as Black community ally.

The tobacco industry claims to honor Black lives while denying responsibility for the 45,000 Black deaths they cause each year. Even though there is no evidence that a ban on menthol will result in over-policing, the tobacco industry pays Black civic leaders to spread this misleading message.

Fight against the sale and marketing of menthols.

The tobacco industry saturates Black neighborhoods with menthol ads and discounts. They buy off Black elected officials and even appropriate Black culture -- all to promote their deadly products. Citizens and public health advocates must stand against this kind of predatory marketing.