



# S.18 Testimony

Flavors, Youth, and BIPOC

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# WHO I AM

## COMMUNITY LEADER

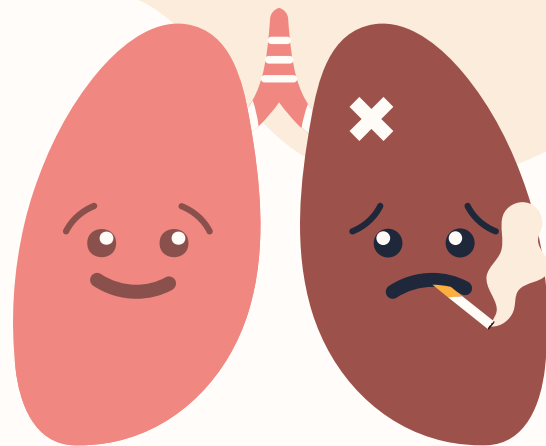


- **Community** Health Consultant
- **NAACP** Windham County President
- SoVT BIPOC **Vaccine** Clinic Coordinator

## LIVED EXPERIENCE



- Young **menthol** smoker
- Presently **relapsed**



2009 Federal ban on flavored cigarettes “to protect the public health of the U.S. population and create a healthier future”. All flavors **except menthol**.

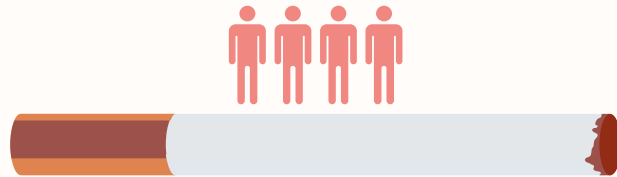
— FDA



# SHOULD *MENTHOL* BE CONSIDERED?

## Youth Smokers

### Smokers 12 to 17



50%

*MD Anderson Cancer Center*

### Black Smokers 12 to 17



70%

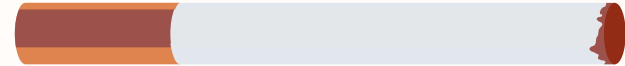
*Univera Healthcare*

# SHOULD *MENTHOL* BE CONSIDERED?

## Adult Smokers

*“When I started to smoke, I was given a menthol cigarette. My friends would joke with me saying ‘they’re the N\*\* killer’. You know what the N\*\* word is referring to.”*

Black Smokers 18 to  
24



93%

Started with menthol

# WHY WAS *MENTHOL* NOT BANNED?



## MARKET SHARE

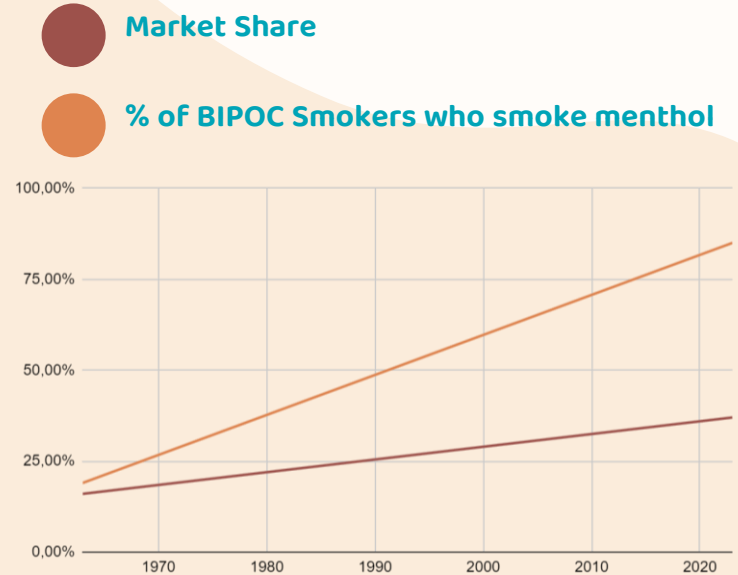
37% of current tobacco sales are menthol flavors



## TARGET MANIPULATION

85% of current BIPOC smokers smoke menthol

Data from CDC, Columbia University, and USA Today



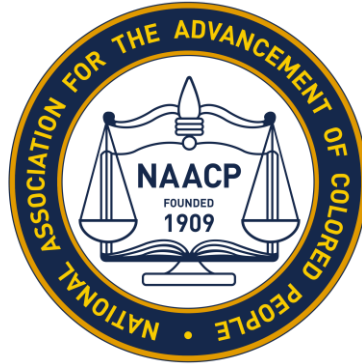
Since 1963, the **tobacco industry** has had a "...pattern of activity [that] continues today with expanded marketing strategies like supporting and providing **sponsorship** funding for events, supporting various **Black leaders** with financial support, **discounting menthol** products in Black neighborhoods, and abundant **advertising** in stores frequented by Black communities"

— **Derrick Johnson, NAACP CEO**

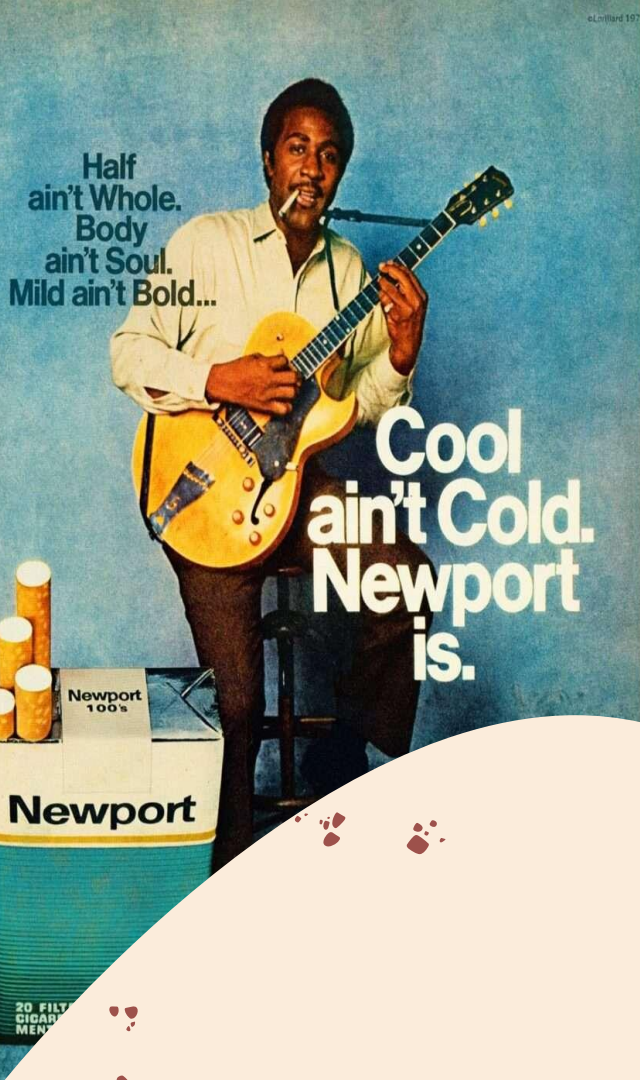


# BIPOC-Led Organizations

Support **Anti-Menthol** Legislation







# Ban *MENTHOL* Flavor

Support **Equitable** Legislation

# REFERENCES

## Government & Non-Profit

- FDA
- CDC
- NAACP
- MD Anderson Cancer Center

## Other

- Univera healthcare
- USA Today

# Graphic Resources

## PHOTOS

- Young man standing outside the restaurant smoking
- Young couple looking on lighting cigarette
- Close-up of woman saying no holding bunch of cigarettes
- Man holding apple and looking at woman eating salad
- Man refusing bunch of cigarettes

## VECTORS

- Hand drawn world no tobacco day illustration
- Flat world no tobacco day
- Danger of smoking infographic
- Flat world no tobacco day
- Flat world no tobacco day
- Cigarette background with people
- Hand drawn world no tobacco day
- Flat world no tobacco day
- Danger of smoking
- No tobacco day with the "stop"