



THE CENTER FOR
BLACK HEALTH & EQUITY

Equitable Enforcement in Tobacco Control: Now More Than Ever!

Delmonte Jefferson





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Each year, approximately 45,000 African Americans die from a preventable smoking-related disease. Since June 2000, The Center has been working to reverse this burden by building the capacity of communities of color to advocate for policies that promote optimal health.



**Black Children Still
Suffer More**

It's time to do something about it.



How Do We Build Community Capacity?



- Addressing the intersection of health, social justice and economic empowerment
- Partnering with traditional and non-traditional African American Civic and Community-Based Organizations
- Holding systems accountable and developing equitable solutions for community empowerment



Why Do We Focus On Menthol?



- A higher percentage of adolescent and young adult smokers smoke mentholated cigarettes than any other age group. (page 178 of the 2012 SGR)
- Mentholated flavoring increases the addictive potential of smoking among youth. (page 178 of the 2012 SGR)
- Menthol and other flavor additives including fruit and candy flavoring were used as marketing tools to attract young smokers. (page 600 of the 2012 SGR)
- Menthol cigarettes are more likely to be marketed in stores near schools with higher proportion of African American students. (page 543 of the report)



National Movement to Restrict the Sale of Menthol and Other Flavors



- Since Chicago passed the first ban on the sale of menthol flavored tobacco products around a buffer zone of Chicago public schools in 2013, over 300 localities across the U.S. have enacted restrictions on the sale of flavored tobacco products.
- At least 100 of these communities restrict the sale of menthol cigarettes, in addition to other flavored tobacco products.
- 2 states (Massachusetts and California) have passed statewide bans on the sale of menthol and other flavored tobacco products.



National Movement to Restrict the Sale of Menthol and Other Flavors



- The FDA is the only entity that has the authority to ban menthol.
- States and localities can ban the sale of mentholated tobacco products.



Why Do We Need To Address Equitable Enforcement?



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Eric Garner

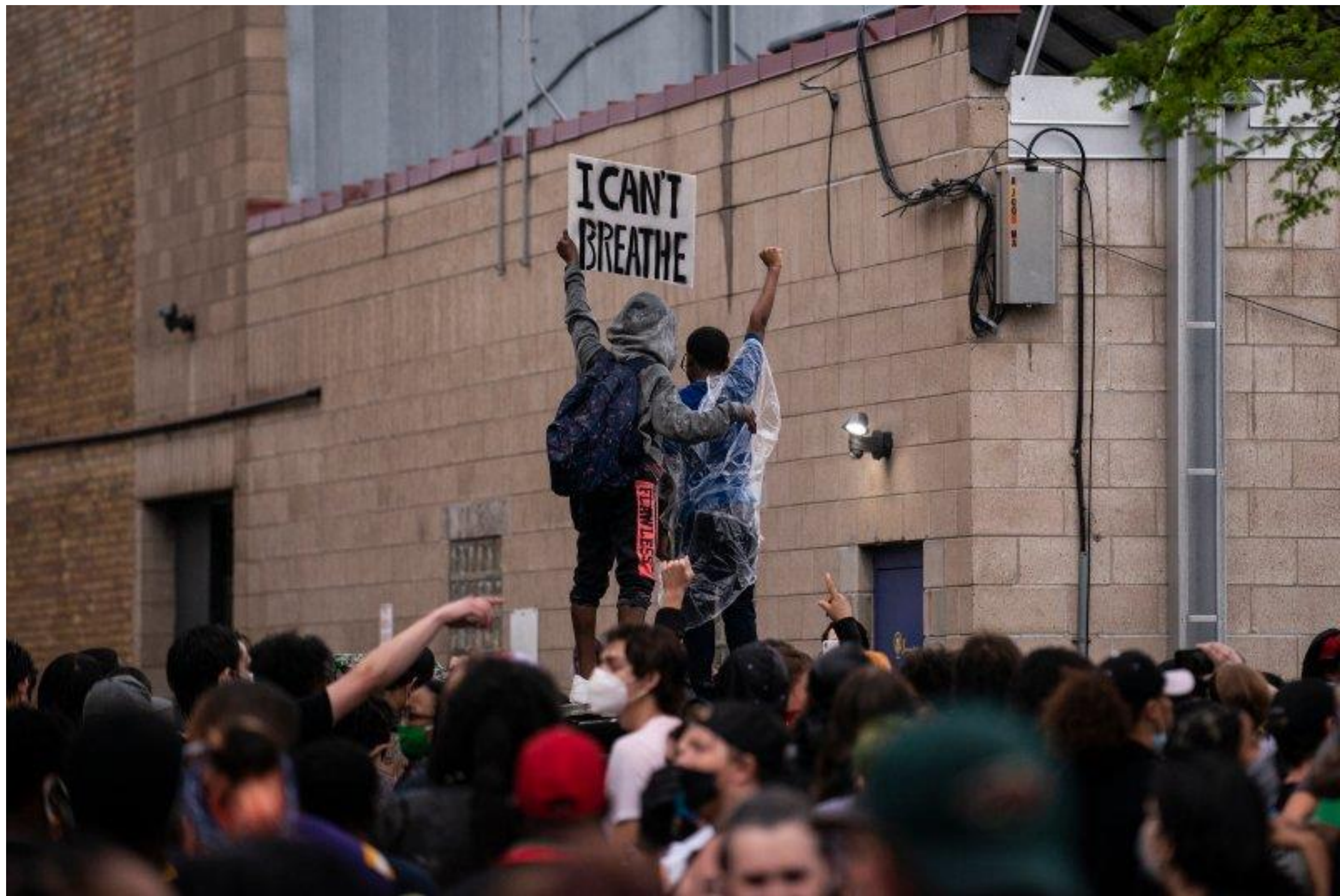


Sandra Bland



George Floyd









Opposition Messaging



- The Rev. Al Sharpton, initially argued the proposal could lead to more black New Yorkers being targeted and harassed by cops for simply smoking menthol cigarettes or having a pack on them.



Opposition Messaging

“Beyond a basic sense of unfairness, there’s the obvious point that criminalizing the sale of an addictive and profitable product will lead to the over-policing of black neighborhoods—not to protect them—but to target them for these types of petty crimes.”

Guy Bentley, director of consumer freedom research at Reason Foundation.





Rev. Al Sharpton
National Action Network
President & Founder



Host
Pastor Billy G. Russell
Pastor of Greater Friendship MBC
President of Minnesota State Baptist Convention



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NATIONAL ACTION NETWORK PRESENTS:

Community Leadership Luncheon

Topic: Decriminalizing The Black Community

Banning Of Menthol Cigarettes

January 25, 2017 12-2PM

Location: Greater New Friendship MBC

2600 E. 38th Street

Minneapolis, MN 55408

Panelists Includes:



Major Neill Franklin
Ex. Director/Former Narcaotics Agent
Maryland State Police



Chief John I. Dixon III
President, Noble



Former Congressman Kendrick Meek
Former Captain
Florida State Highway Patrol



Art Way Esq.
Sr. Drug Policy Manager/Colorado
DPA (Drug Policy Alliance)

For More Information..Please call Rev. DeVes Toon 646-981-5972/nanfieldassist@yahoo.com
Greater New Friendship MBC 612-827-7928/info@greaterfriend.org



Equitable enforcement in commercial tobacco control

Overview of specific values

- **Value 1:** Commercial tobacco control laws and policies, including regulations on the sale and distribution of commercial tobacco products, are first and foremost public health measures.
- **Value 2:** State and local governments should reform or eliminate laws, policies, and enforcement practices that target individuals, especially youth, rather than businesses and industry actors.
- **Value 3:** Enforcement practices and penalties for violations of commercial tobacco control laws should be proportional to the alleged violation and address health, equity, and social justice considerations.
- **Value 4:** State and local governments should adopt legal and policy frameworks that facilitate the effective, equitable enforcement of commercial tobacco control laws by holding businesses and other industry actors accountable for violations.



Equitable enforcement in commercial tobacco control

Overview of key recommendations

- Shift enforcement from police or other traditional law enforcement entities to public health or other non-police entities
- Direct tobacco control funding to health entities to support tobacco prevention and control efforts, including efforts aimed at the social and structural determinants of health
- Eliminate youth PUP laws
- Eliminate criminal penalties on individuals, including retail clerks
- Ensure tobacco-free school policies adopt a non-punitive, restorative justice approach
- Eliminate laws regulating the possession of tobacco products
- Create a supportive regulatory environment



**Menthol is a social justice issue.
Not banning it is an example of systemic racism.
Unequitable enforcement exacerbates the
problem.**



- Eliminate predatory marketing to vulnerable populations
- Eliminate dense advertising in focus communities
- Eliminate price discounts in focus communities
- Eliminate cigarette sampling vans in focus communities
- Eliminate donations to African American organizations and elected and church officials
- Eliminate sponsorships of African American community events
- Eliminate unequitable enforcement of commercial tobacco control regulations



The End

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