WE CAN’T WAIT ANOTHER GENERATION
END THE SALE OF MENTHOL
AND SAVE BLACK LIVES

ENDING THE SALE OF MENTHOL WOULD SAVE THE LIVES OF
654,000 AMERICANS INCLUDING 255,000 BLACK
AMERICANS OVER THE NEXT 40 YEARS

ENDING THE SALE OF FLAVORED TOBACCO ISN’T JUST ABOUT HEALTH

Ending the sale of flavored tobacco isn’t just a health issue, it’s a social justice issue. The time is now to protect kids and communities of color by enacting legislation to end the sale of flavored tobacco products in Denver.

- As a result of decades of predatory marketing by the tobacco industry, 85% of Black smokers use menthol cigarettes.
- Because menthol cigarettes are harder to quit, Black smokers are less likely than white smokers to successfully quit smoking.
- Black Americans die at higher rates than other groups from tobacco-related diseases like cancer, heart disease and stroke.
- Half of all youth who have ever smoked initiated with menthol cigarettes.
“IT’S PROFOUNDLY DISTURBING THAT THE TOBACCO INDUSTRY HAS DELIBERATELY TARGETED BLACK COMMUNITIES. BANNING MENTHOL CIGARETTES WILL SAVE BLACK LIVES.”

- DERRICK JOHNSON, PRESIDENT AND CEO OF THE NAACP

BLACK DOCTORS, NURSES, CIVIL RIGHTS GROUPS, FAITH LEADERS AND MANY MORE

SUPPORT ENDING THE SALE OF MENTHOL TO SAVE BLACK LIVES

100 BLACK MEN OF AMERICA
AFRICAN AMERICAN TOBACCO CONTROL LEADERSHIP COUNCIL
AFRICAN AMERICAN WELLNESS PROJECT
ALPHA PHI ALPHA FRATERNITY
ASSOCIATION OF BLACK CARDIOLOGISTS
ASSOCIATION OF BLACK WOMEN PHYSICIANS
BLACK WOMEN’S HEALTH IMPERATIVE
BLACK WOMEN’S ROUND TABLE
CHURCH OF GOD IN CHRIST SOCIAL JUSTICE MINISTRY
MOCHA MOMS
NAACP
NATIONAL COUNCIL OF NEGRO WOMEN
NATIONAL MEDICAL ASSOCIATION
SAVE A GIRL, SAVE A WORLD
THE ARC OF JUSTICE
THE CENTER FOR BLACK HEALTH AND EQUITY
THE NATIONAL COALITION ON BLACK CIVIC PARTICIPATION
THE NATIONAL COUNCIL OF CHURCHES OF CHRIST IN THE USA

LEARN MORE AND SIGN UP TO JOIN THE CAMPAIGN