The Impact of COVID-19 on the African American Community

Co-hosted by Carol McGruder, Co-chair of The African American Tobacco Control Leadership Council (AATCLC). Featuring Dr. Carla Williams, Interim Director of the Howard University Cancer Center; Natasha Phelps, Lead Senior Staff Attorney at the Public Health Law Center (PHLC); and Kelsey Romeo-Stuppy, Managing Attorney at ASH.
Formed in 2008. We educate the African American community about tobacco use and cessation, partner with community stakeholders and public health agencies to inform and affect the direction of tobacco control policy, practices, and priorities, as it affects the lives of Black American and African immigrant populations.
Coronavirus live updates: Shellshocked Spain reports record deaths, nurses plead for gear
Protect yourself from COVID-19: Stop smoking and vaping now

Smoking & Tobacco Related Diseases Kill 45,000 African Americans Every Year
African American Mortality Chart Comparison

- Tobacco Deaths: 45,000
- Homicides: 7,000
- AIDS (2012): 3,000
# PRIORITES & ISSUES

## AFRICAN AMERICAN ISSUES
- Economic Development
- Racism-Oppression
- Police Brutality
- STRESS!!!
- Chronic Diseases
- AIDS
- Poverty
- Violence
- Housing

## AFRICAN ISSUES
- Economic Development
- Post Colonialization
- Other Health Concerns
- Tropical Diseases
- AIDS
- Poverty
- Political Instability & War
INAUGURAL YEAR AT A GLANCE
Since President Barack Obama signed the Family Smoking Prevention Tobacco Control Act in 2009, FDA has made great strides to initiate tobacco product regulation.

2009~2010

JUN
Family Smoking Prevention and Tobacco Control Act signed by President Obama

JUL
Established the Collection of User Fees from Industry

AUG
Created the Tobacco Products Scientific Advisory Committee
Selected the Director of the Center for Tobacco Products

SEP
Announced and Began Enforcing the Flavored Cigarette Ban

OCT
Issued Guidance on Registration and Product Listing

FEB
Announced Request for Proposals to Enforce Provisions of the Tobacco Control Act

MAR
Issued Final Rule Restricting Access and Marketing of Cigarettes and Smokeless Tobacco Products to Youth
Launched Call Center for Tobacco Product Inquiries: 1-877-CTP-1373

APR
Announced Stakeholder Discussion Series

JUN
Issued Prohibition on Misleading Marketing Terms (“Light,” “Low,” and “Mild”) for Tobacco Products
Required Warning Labels for Smokeless Tobacco Products
A CIGARETTE ... SHALL NOT CONTAIN... AN ARTIFICIAL OR NATURAL FLAVOR (OTHER THAN TOBACCO OR MENTHOL) OR AN HERB OR SPICE, INCLUDING STRAWBERRY, GRAPE, ORANGE, CLOVE, CINNAMON, PINEAPPLE, VANILLA, COCONUT, LICORICE, COCOA, CHOCOLATE, CHERRY, OR COFFEE, THAT IS A CHARACTERIZING FLAVOR OF THE TOBACCO PRODUCT OR TOBACCO SMOKE.

MEANT TO PROTECT CHILDREN, BUT IT DIDN’T PROTECT OUR BLACK CHILDREN.
WHO WILL PROTECT OUR CHILDREN
Trickle Down Public Health Policy
African Americans-Menthol

- Perniciously targeted by all major tobacco companies
- “Urban” programs included
  - Co-optation of Black leadership, heavy media campaigns, free giveaways to children, van programs, retailers programs, event sponsorship
- Over 80% of African Americans smoke mentholated cigarettes
- Over 90% of Black youth initiate with menthol cigarettes
- Addiction is about science and opportunity
- Menthol is a Human Rights and Social Justice Issue
Health Promoting Behaviors/Policies
And the Social Determinants of Health...
Healthy communities facilitate the individual’s ability to make healthy choices
Ignite an awakening & inspire a movement toward better Black health.

Join the faith community on a national observance day dedicated to educating congregants and community members about tobacco, vaping and the role of flavors like menthol.

http://www.naatpn.org/nomentholsunday
www.savingblacklives.org
888.881.6619