
February 3, 2021
Please join the AATCLC and ASH for a joint webinar.

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.
COMMUNITIES UNDER SIEGE

United Against the Globalization of the Big Tobacco

One Goal! One Fight! One Victory!

Communities Under Siege—United is dedicated to exposing and eradicating the predatory activities of Multi-National Tobacco companies at home and abroad.

Project Director Carol McGruder interviewed on Black Renaissance
http://www.youtube.com/user/CUSUnited

UNITED AGAINST THE GLOBALIZATION OF BIG TOBACCO
CUS Communities Under Siege*The URSA Institute* 390 Fourth Street* San Francisco* USA * 94107
Checkers Vs. Chess
Make Up Your Mind!
A SERVANT Girl's Time to be disposed of, having about two Years and four Months to serve, is very fit for coarse Work; spins exceeding well, and would do for Country Business. For Terms apply to JAMES PLUNKET, at the Sign of Aesop in the Shades, in Walnut-street, Philadelphia.

To be SOLD,

A Scotch Servant Girl's Time, who has almost four Years to serve: She has had the Small-Pox, and is remarkably strong and healthy, fit for Town or Country Business. Enquire at the New-Printing Office, Market-street, Philadelphia.
SLAVERY

NINETY-FOUR
PRIME, HEALTHY
NEGROES,
CONSISTING OF
Thirty-nine MEN, Fifteen Boys,
Twenty-four Women, and
PLANTING THE SEED OF “BELIEVING”
AMERICANS AND THE WORLD PLAYED A BIG ROLE IN THE FALL OF APARTHEID

- Protested
- Went to jail
- Divestment
- Social Isolation
- Cultural Isolation
THE 44th PRESIDENT

IN HISTORIC RUN, OBAMA WINS WHITE HOUSE
What’s Menthol Got To Do With It? Everything!

Phillip S. Gardiner, Dr. P. H.

Co-Chair African American Tobacco Control Leadership Council (AATCLC) and Senior Program Officer, Tobacco Related Disease Research Program (TRDRP) University of California Office of the President (Retired)

International Convention on the Elimination of all forms of Racial Discrimination (CERD)

Webinar

February 3, 2021
Lung Cancer Incidence Rates by Race/Ethnicity and Sex (Male)
Lung Cancer Incidence Rates by Race/Ethnicity and Sex (Female)
Lung Cancer Death Rates by Race Ethnicity and Sex (Male)

Lung and Bronchus Cancer
Death Rates* by Race and Ethnicity,† Male, United States, 1999–2014§

Rate per 100,000

Year of Death


All Races  White  Black  A/PI  AI/AN  Hispanic

* Death rates are age-adjusted to the 2000 US standard population.
† Includes American Indian/Alaska Native, Asian/Pacific Islander, and Hispanic ethnicity.
§ Data from the National Cancer Institute's SEER Program.
Lung Cancer Death Rates by Race Ethnicity and Sex (Female)
MI or Fatal CHD Incidence Rates by Sex and Race
(Leigh et al., 2016)
Cerebrovascular Disparities
The African Americanization of Menthol Cigarettes
60 Years of Predatory Marketing . . . And Counting
African American Menthol Use Skyrockets!

Tobacco Industry’s Assault on the African American Community (1960s & 70s)

- 91% of Advertising Budget for TV (B&W)
- Use of Male Actors with more Black features
  - Tripled Cigarette Advertising in Ebony
  - “Menthols got a brand new bag”
  - Cool Jazz; Cool Lexicon
- Philanthropy
  (Gardiner, 2004)
Salem refreshes your taste

- menthol fresh
- rich tobacco taste
- modern filter, too

Springtime is wonderful. So is the freshness of Salem. The fragrance of soft, new grass. A breath of a Salem cigarette supports all the fresh and fragrant things of springtime. Through Salem’s smoke, the May Flowers are truly enhanced, not diminished, with a pure, crisp flavor. That’s what Salem offers—a whole new sense of smoking. Salem refreshed. Salem Salem.
"Feel extra coolness in your throat..."

says Elston Howard

"Extra coolness no other cigarette can offer. Taste a new freshness that lasts all through the day... Kool after Kool after Kool. Believe me," says Yankee Star Elston Howard, "I know!"

Take Elston Howard's advice: "Try just one carton of Kool. You'll never go back to those hot and dry-tasting cigarettes again!"
Alive with pleasure!

Newport

After all, if smoking isn’t a pleasure, why bother?

Menthol Wars: The 1980s and the Fight for Market Share

• Cigarette Sampling *Vans*
  – Kool, Newport, Salem, Benson & Hedges
  – Free Cigarette Samples
  – High Traffic Areas: Parks, Known Street Corners, Daily Routes
    – (Yerger, Przewoznik and Malone, 2007)
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Fire it up!

Newport pleasure!

Lights Box: 9 mg. "tar," 0.8 mg. nicotine; Medium Box: 12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar," 1.3 mg. nicotine avg. per cigarette by FTC method.
ENTICING

Inviting and surprising, MOCHA TABOO will entice you with its sweet indulgence

Kool

SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL

Available for a limited time only

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Mintrigue, Caribbean Chill, Mocha Taboo, Midnight Berry KS Box, 10 mg. "tar", 0.9 mg. nicotine; Box Kings, 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bwtamic.com ©2004 RIM T Co.
KOOL Cigarette Packs

KOOL MIXX SPECIAL EDITION PACKS
Menthol: What it is

What it Does
The Ultimate Candy Flavoring; Menthol Helps The Poison Go Down Easier

- Chief Constituent of Peppermint Oil; Minty-Candy Taste; Masks the Harshness of Smoking
- Cooling Sensation; activates taste buds; cold receptors; increases throat grab
- Anesthetic effects; Mimics Bronchial Dilatation; easier to inhale; deeper inhalation; more nicotine taken in.
- Mentholated cigarette smoking inhibits nicotine metabolism
- Independent Sensory Activation Neurotransmitters
- Increases Salivary Flow; Transbuccal Drug absorption
- Greater Cell Permeability (Ferris, 2004; Benowitz, 2004)
All tobacco Products Contain Some Menthol

- Menthol content of U.S. tobacco products

<table>
<thead>
<tr>
<th>Product</th>
<th>Menthol (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular (non-menthol) cigarettes</td>
<td>0.003</td>
</tr>
<tr>
<td>Menthol cigarettes (weak effect)</td>
<td>0.1–0.2</td>
</tr>
<tr>
<td>Menthol cigarettes (strong effect)</td>
<td>0.25–0.45</td>
</tr>
<tr>
<td>Pipe tobacco</td>
<td>0.3</td>
</tr>
<tr>
<td>Chewing tobacco</td>
<td>0.05–0.1</td>
</tr>
</tbody>
</table>

(Hopp, 1993)
Melanin and Nicotine

• Melanin is the substance that gives color to our skin

• Nicotine is stored in tissues that contain melanin

• The darker your skin means that more nicotine is stored in your body (King et al., 2009)
## Menthol Harder to Quit!

<table>
<thead>
<tr>
<th></th>
<th>Quit Attempts</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Menthol</td>
<td>38.1%</td>
<td></td>
</tr>
<tr>
<td>Menthol</td>
<td>41.4%</td>
<td>+8.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Cessation (&gt;3 mo.)</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Menthol</td>
<td>21.2%</td>
<td></td>
</tr>
<tr>
<td>Menthol</td>
<td>18.3%</td>
<td>-13.8%</td>
</tr>
</tbody>
</table>

(Levy, et al., 2011)
Predation:

“the action of attacking or plundering, where a predator (the tobacco industry) feeds on its prey (the African American Community and other marginalized groups)”
Focus vs. Non Focus Communities
(Wright, 2009)

- **Focus Communities:** Inner-city, Colored and Poor
  - Less expensive, more desirable promotions
    - Buy 1, Get X Free
    - Summer/ Holidays

- **Non-focus Communities:** Upscale, suburban, rural and white
  - More expensive, less desirable promotions
    - Buy 2, Get X Free
    - Buy 3, Get X Free

- **Menthol Cigarettes Cheaper**
  - Non-focus- 50 cents off/ pack ($5.00 off/ ctn)
  - Focus- $1.00-$1.50 off/ pack ($10.00-15.00 off/ ctn)
As the % African American students increased, proportion menthol ads increased:
Menthol Cigarettes: Cheaper for African Americans

• For each 10% increase in the proportion of African American students:
  – Newport discount 1.5 times greater
  – The proportion of menthol advertising increased by 5.9%,
  – Newport promotion were 42% higher and
  – The cost of Newport was 12 cents lower.

(Henriksen, et al., 2011)
## Storefront Cigarette Advertising Differs by Racial/Ethnic Community

<table>
<thead>
<tr>
<th></th>
<th>Brookline</th>
<th>Dorchester</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=</td>
<td>42</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retailer w/ Ads</td>
<td>42.9</td>
<td>85.7</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Small Ads</td>
<td>56.8</td>
<td>20.1</td>
<td>&quot;</td>
</tr>
<tr>
<td>Large Ads</td>
<td>2.0</td>
<td>23.7</td>
<td>&quot;</td>
</tr>
<tr>
<td>Menthol Ads</td>
<td>17.9</td>
<td>53.9</td>
<td>&quot;</td>
</tr>
<tr>
<td>Average Price</td>
<td>$4.94</td>
<td>$4.55</td>
<td>&quot;</td>
</tr>
</tbody>
</table>

(Seidenberg, et al., 2010)
The Fight To Ban Menthol

Still A Burning Issue
Menthol A Sacrificial Lamb
A Deal with the Devil?

- Family Smoking Prevention and Tobacco Control Act
  - Proposed in 2008; Enacted in 2009
  - Dealers: Philip Morris, Southern Senators and representatives of the tobacco control movement
  - Eliminate 13 flavors in cigarettes
  - Excluded Menthol!!
    - African Americans, Women, Youth, Native Hawaiians, Filipinos, LGBTQ folks, Puerto Ricans, Behavioral Health issues
The Fight To Ban Menthol

At the Local, State and Federal Level
<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Family Smoking Prevention and Tobacco Control Act</td>
</tr>
<tr>
<td>2013</td>
<td>Chicago</td>
</tr>
<tr>
<td>2016</td>
<td>Deeming Regulations</td>
</tr>
<tr>
<td>2018</td>
<td>San Francisco</td>
</tr>
<tr>
<td>2019</td>
<td>HR 2339 Passes US House of Representatives</td>
</tr>
<tr>
<td>2020</td>
<td>Massachusetts</td>
</tr>
<tr>
<td>2020</td>
<td>FDA Sued</td>
</tr>
<tr>
<td>2020</td>
<td>California SB-793*</td>
</tr>
</tbody>
</table>
Menthol Restrictions 2020

- 207 Jurisdictions  Flavor Restrictions
- 65 Jurisdictions  Menthol Restrictions
- 2 States  Flavor/ Menthol Restrictions
  - Massachusetts: Exempted Establishments that allows Smoking
  - California: Exempted Hookah, Premium Cigars, and Pipe Tobacco

The disproportionate marketing and targeting candy-flavored poison to African Americans and other specially oppressed sectors of our society, is outright discriminatory and genocidal.

- Poorest; least informed; fewest resources; indeed, the definition of preying on the most vulnerable sections of our society.
If Menthol Were Banned 100,000s of Lives would be saved

2010 – 2050

<table>
<thead>
<tr>
<th>Percentage</th>
<th>All Menthol Smokers</th>
<th>Black Menthol Smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>323,107</td>
<td>91,744</td>
</tr>
<tr>
<td>20%</td>
<td>478,154</td>
<td>164,465</td>
</tr>
<tr>
<td>30%</td>
<td>633,252</td>
<td>237,317</td>
</tr>
</tbody>
</table>

(Levy, et al., 2011)
What’s at Stake?
Thank You!

Phillip Gardiner, Dr. P.H.
gmoney.gardiner@gamil.com

AATCLC
Saving Black Lives

www.savingblacklives.org
GLOBAL TOBACCO CONTROL AND HUMAN RIGHTS

Laurent Huber
Executive Director
Action on Smoking & Health (ASH)
THE TOBACCO TREATY

Objective

“to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke by providing a framework for tobacco control measures...”
Guidelines on Regulation of the contents of tobacco products

“Masking tobacco smoke harshness with flavours contributes to promoting and sustaining tobacco use. Examples of flavouring substances include ..menthol”

“From the perspective of public health, there is no justification for permitting the use of ingredients, such as flavouring agents, which help make tobacco products attractive”
United Nations

General Assembly

Political declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases

GLOBAL ACTION PLAN 2013-2020

SUSTAINABLE DEVELOPMENT GOALS

GLOBAL action for everyone’s health.
HEALTH IN THE HUMAN RIGHTS FRAMEWORK

- Universal Declaration of Human Rights [Art 25 (1)]
- International Covenant on Economic, Social and Cultural Rights [Art 12]: “recognize the right of everyone to the enjoyment of the highest attainable standard of physical and mental health”
- Convention on the Elimination on All Forms of Discrimination Against Women [Art 12]
- Convention on the Rights of the Child (Art 24)
- Covenant on the Rights of Persons with Disabilities (Art 25)
- International Convention on the Elimination of All Forms of Racial Discrimination [Art 5 (e)]
- As well as numerous Regional Human Rights Treaties, Art 10 of the Protocol to the American Convention on Human Rights
13. The responsibility to respect human rights requires that business enterprises:

(a) Avoid causing or contributing to adverse human rights impacts through their own activities, and address such impacts when they occur;

(b) Seek to prevent or mitigate adverse human rights impacts that are directly linked to their operations, products or services by their business relationships, even if they have not contributed to those impacts.
“There can be **NO DOUBT** that the production and marketing of tobacco is **irreconcilable** with the human right to health.”

“For the tobacco industry, the UN Guiding Principles on Business and Human Rights therefore require the cessation of the production and marketing of tobacco.”

— Danish Institute for Human Rights, May 2017
Addictive + lethal = human rights violation
On 12 September 2017, the UN Global Compact an exclusion for tobacco companies:

“This decision recognizes that tobacco products are in direct conflict with UN goals, particularly with the right to public health, and undermines the achievement of SDG 3”
Everyone has a right to life and to health

Governments have a duty to enforce those rights

Governments therefore have a duty to protect their citizens from the tobacco industry and harms from tobacco

Legal remedies are available at the international, regional, and national levels.
USING HUMAN RIGHTS’ REPORTING PROCESSES TO ADVANCE DOMESTIC TOBACCO CONTROL

- Universal periodic review
- Treaty monitoring bodies
- CERD
USING HUMAN RIGHTS TO ACCELERATE LOCAL TOBACCO CONTROL

- New partnerships with civil society and government
- Communications & Education
- Advocacy
- Policy, Legislation, and Regulation
- Legal Action
- Accountability/Reporting
Human Rights in Global Health Governance
Benjamin Mason Meier, Margherita Marianna Cinà, and Lawrence O. Gostin

**Conclusion:**

“Human rights provide a unifying framework for global health governance,”
“You miss 100% of the shots you don’t take.”
– Wayne Gretzky
Using the *International Convention on the Elimination of all Forms of Racial Discrimination* (CERD) to advance local advocacy on menthol
Everyone has a right to life and to health

Governments therefore have a duty to protect their citizens from the tobacco industry and harms from tobacco

Governments have a duty to enforce those rights

Legal remedies are available at the international, regional, and national levels.
The U.S. has not ratified:

- International Covenant on Economic, Social and Cultural Rights (ECOSOC) (signed)
- Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) (signed)
- Convention on the Rights of the Child (CRC) (signed)
HR in the U.S.

The U.S. has ratified:

• International Covenant on Economic, Social and Cultural Rights (CESCR)
• International Convention on the Elimination of All Forms of Racial Discrimination (CERD)
International Convention on the Elimination of All Forms of Racial Discrimination (ICERD or CERD)

International Convention on the Elimination of All Forms of Racial Discrimination

Adopted and opened for signature and ratification by General Assembly resolution 2106 (XX) of 21 December 1965

entry into force 4 January 1969, in accordance with Article 19

The States Parties to this Convention,

Considering that the Charter of the United Nations is based on the principles of the dignity and equality inherent in all human beings, and that all Member States have pledged themselves to take joint and separate action, in co-operation with the Organization, for the achievement of one of the purposes of the United Nations which is to promote and encourage universal respect for and observance of human rights and fundamental freedoms for all, without distinction as to race, sex, language or religion, Considering that the Universal Declaration of Human Rights proclaims that all human beings are born free and equal in dignity and rights and that everyone is entitled to all the rights and freedoms set out therein, without distinction of any kind, in particular as to race, colour or national origin,

Considering that all human beings are equal before the law and are entitled to equal protection of the law against any discrimination and against any incitement to discrimination,
“...States Parties undertake to prohibit and to eliminate racial discrimination in all its forms and to guarantee the right of everyone, without distinction as to race, colour, or national or ethnic origin, to equality before the law, notably in the enjoyment of the following rights:...

(iv) The right to **public health**, medical care, social security and social services...”
USING HUMAN RIGHTS’ REPORTING PROCESSES TO ADVANCE DOMESTIC TOBACCO CONTROL

What can YOU do? National Level

- Find out when your country is due to report to human rights bodies
- Submit a report
- Launch a communications campaign
- Use international treaties to achieve local change
Success story: Using human rights at the local level

Local use of international environmental law in the United States
Cool ain’t Cold. Newport is. BOLD COLD

A whole new bag of menthol smoking filter kings & 100’s

1970 Ebony magazine advertisement
Success story: Using human rights at the local level
Success story: Using human rights to benefit public health at the international level
So what can I do?

**International**
- Submit a report to CERD
- Create an advocacy campaign
- Make an oral statement

**Local**
- Use human rights language
- Create an advocacy campaign
- Persuade decision makers
Intersections

Human Rights

- COVID-19
- Menthol
- Social Justice
- Women’s rights
- Vulnerable populations
- Children’s rights
- Non-communicable diseases
- Development

Global action for everyone’s health.
TOBACCO AND HUMAN RIGHTS HUB

Visit: ash.org/hrhub
Tobacco infringes on

- right to life
- right to health
- right to education
- children’s rights
- women’s rights
- and many others

Kelsey Romeo-Stuppy
Managing Attorney
romeo-stuppyk@ash.org

Twitter
@ASHorg

Facebook
www.facebook.com/ASHglobalAction
LEGAL LANDSCAPE OF MENTHOL REGULATION & POLICY OPTIONS
WHO WE ARE

Law and Policy Partnership to End the Commercial Tobacco Epidemic

The Law and Policy Partnership to End the Commercial Tobacco Epidemic (the Partnership) is a joint initiative of the American Lung Association and the Public Health Law Center to support tobacco control professionals in their work to end the commercial tobacco epidemic in California.

The Partnership provides free technical assistance, research, training, and analysis to help communities pass strong local tobacco ordinances that are both effective and legally sound.
The Political Determinants of Health

Daniel E. Dawes

Foreword by David R. Williams

Image credit: Sam Bradd https://drawingchange.com/gathering-wisdom-visuals-for-a-healthy-future/
2009 FAMILY SMOKING PREVENTION AND TOBACCO CONTROL ACT

- Banned sale of most flavored cigarettes
- Menthol exempted
- FDA authorized to regulate tobacco products.
FDA & FLAVORS

• July 2017 – FDA announced comprehensive flavored tobacco products plan
  – But has not followed through

• Jan. 2020 – E-cigarette flavor action
  – Prohibit sales of certain flavored e-cigarettes
  – Menthol exempted
  – Only applies to cartridges or pods
  – Excludes all flavored cigars
Preservation of State/Local Authority
Nothing in the Act limits state/local authority to enact a law “prohibiting the sale . . . of tobacco products.”

Preemption of State/Local Laws
No state/locality may establish “any requirement which is different from . . . any requirement under [the Act] relating to tobacco product standards.”

Saving Clause
The preemption restriction above “does not apply to [state or local] requirements relating to the sale” of tobacco products.
“Chicago’s ordinance does not regulate the content of tobacco products; it simply says where certain types of tobacco products cannot be sold … The ordinance falls squarely within the exception to preemption established by the federal Act.”

*Independents Gas & Service Stations Associations, Inc. v. City of Chicago, Order, Nov. 12, 2014*
CHALLENGE OUTSIDE OF LITIGATION
SAN FRANCISCO ELIMINATES FLAVOR SALES

• Ordinance ended the sale of flavored tobacco products in the city.

• R.J. Reynolds attempted to repeal by ballot measure.

• Voters upheld the ordinance!
Massachusetts

- Effective June 2020
- Limits sale of flavored cigarette and tobacco products
- Includes menthol and e-cigarettes
- Can still be sold for on-site consumption in licensed smoking bars
STATE BANS

California (SB-793)

• State-wide flavor ban, includes menthol
• Exempts hookah and shisha, premium cigars, and pipe tobacco
• Industry is fighting back/delaying
  – Litigation
  – Referendum
LITIGATION CHALLENGING STATE & LOCAL FLAVORED TOBACCO LAWS

• Los Angeles County
  – CA Smoke & Vape Assn v. LA County
  – CA Smoke and Vape Assn v. Palmdale
  – R.J. Reynolds v. LA County

• San Diego County
  – Neighborhood Market Association v. San Diego
  – R.J. Reynolds v. San Diego
  – R.J. Reynolds v. Becerra

• Minnesota
  – R.J. Reynolds v. Edina
  – Arden Hills Tobacco v. Arden Hills

• Pennsylvania
  – Cigar Association of America v. Philadelphia

Claims
• Preemption
• Dormant Commerce Clause
• Due process —vagueness
• Takings
CONTACT US

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publichealthlawcenter@MitchellHamline.edu

www.publichealthlawcenter.org/caltobacco

@phealthlawctr

facebook.com/publichealthlawcenter
Whole Person Health
Free Our People from Nicotine Imprisonment
The African American Center of the San Francisco Public Library presents

SAME GAME DIFFERENT SMOKERS

A Look at the Tobacco Industry’s Footprint on Black Lives and Black Lungs

Exhibition: Dec. 7, 2019 – Feb. 6, 2020
African American Center, 3rd Floor, Main Library

The African American Tobacco Control Leadership Council

EMPOWERED VOICES

COMMUNITY INFORMATION SESSION

DECEMBER 8, 2020
5:30PM-7:00PM

Empower yourself with knowledge and skills to be an impactful tobacco control advocate for San Jose

REGISTER HERE

Or go to:
https://bit.ly/3fZTkQ

For more information, please contact
Tracy Brown
tbrown@amplify.love
Addressing Every Layer
Human rights are a universal human right that must be respected and protected for all individuals without exception.
We Are The Small Axe

If you are the big tree we are the small axe /
Sharpened to cut you down (well sharp)
Ready to cut you down
Youth Tobacco Advocacy and Policy Project

Health as a Human Right

Calyn Kelley
Program Director, Bay Area Community Resources
CTCP Grant Funded
YTAPP’s work is rooted in community.

**Community Led**
The team particularly engaging populations targeted by big tobacco

**Community-based Research**
Community members contribute their expertise to enhance understanding of tobacco-related issues. Knowledge is paired with action to benefit the involved community.

**Community Outreach & Education**
Provide community education and garner broad community support.

**Community Advocacy**
Community as part of the solution - partnering with policy makers to craft ordinances that support the health of communities.
Publication to Public Action

Accessing materials that help guide the work, such as reference materials and research. Also utilizing resources provided in the CERD curriculum that connect us to the tobacco control work around the world, fueling the desire for youth to be informed and view themselves as part of a global community. All the while using this information in their work.

ASH Curriculum & Local Advocacy

Provides global perspective for local advocates to contextualize tobacco related arguments

Current Advocacy Effort in Vallejo is SFMUH:

We will can use the proven mantra that Smoke-free air is a human right. We can also educate members of our established community partnerships, such as our SF MUH Taskforce, about the WHO’s work on global tobacco control treaties and scientific evidence that establishes that exposure to tobacco smoke causes disease and death.

By partnering and learning with individuals and organizations and inspiring others to join with us in the fight against big tobacco, the community will be encouraged to take action on tobacco related issues that impact them directly.

Health as a Human Right

Because everyone has a right to breathe clean air in their home.
Thank You

Action on Smoking and Health, Public Health Law Center, &
African American Tobacco Control Leadership Council
Q&A
Stay Involved

Twitter
@ASHorg
@LaurentHuber

Instagram
@ASHorg

Facebook
@ASHglobalAction

Info@ash.org

Recordings from previous webinars and Live Chats on social media, under “Resources from ASH” here:
ash.org/coronavirus-update

ADDITIONAL RESOURCES

· CERD Talking Points - California
· CERD Fact Sheet - California
· Tobacco and CERD Resource Guide
· Sample social media post - menthol, CERD, and human rights
· Sample letter to the editor - Menthol and CERD (version 1 & version 2)

NEXT WEBINARS:
Thank you for your participation!
Please stay tuned for announcements about our upcoming webinars.

Toolkit for Advocates
Talking with government and media about the COVID-19 and tobacco use co-morbidity and policies to protect the health of everyone during the pandemic.

ash.org/covid19

AATCLC
The African American Tobacco Control Leadership Council
Saving Black Lives