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Smoking Cessation  
Leadership Center



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University of California  
San Francisco

# No Menthol Sunday: Now More Than Ever!

Delmonte Jefferson

May 12, 2020

# Moderator

**Catherine Saucedo**

Deputy Director

Smoking Cessation Leadership Center  
University of California, San Francisco

A National Center of Excellence for Tobacco-  
Free Recovery



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# Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

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**Christine Cheng, Brian Clark, Delmonte Jefferson, Jennifer Matekuare, Ma Krisanta Pamatmat, MPH, Jessica Safier, MA, Catherine Saucedo, Steven A. Schroeder, MD and Aria Yow, MA**

# Thank you to our funders



Robert Wood Johnson Foundation



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- We are using a new webinar platform, **GlobalMeet**, and therefore your screen and functions will look different.
- All participants will be in **listen only mode** and **the audio will be streaming via your computers**.
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- If you do not have speakers, please click on the link, **'Listen by Phone'** listed on the left side of your screen, for the dial-in number.
- **This webinar is being recorded** and will be available on SCLC's website, along with a PDF of the slide presentation.
- Use the **'ASK A QUESTION' box** to send questions at any time to the presenter.

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# American Association for Respiratory Care (AARC)



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- For our California residents, SCLC offers regional trainings, online education opportunities, and technical assistance for behavioral health agencies, providers, and the clients they serve throughout the state of California.
- For technical assistance please contact (877) 509-3786 or [Jessica.Safier@ucsf.edu](mailto:Jessica.Safier@ucsf.edu).
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- You will receive a separate post-webinar email with instructions to claim credit.
- Visit [CABHWI.ucsf.edu](http://CABHWI.ucsf.edu) for more information



- CDC Tips Campaign 2020 - New wave of media ads and a referral to **1 800 QUIT NOW**
- COVID 19 fact sheets for smokers and providers:  
<https://smokingcessationleadership.ucsf.edu/resources/factsheets>

# Today's Presenter

**Delmonte Jefferson**

Executive Director

National African American Tobacco  
Prevention Network





No Menthol Sunday:  
Now More Than Ever!

**Delmonte Jefferson**



# NMS: Now More Than Ever!

- Each year, approximately 45,000 African Americans die from a preventable smoking-related disease. Since June 2000, NAATPN 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.*



# NMS: Now More Than Ever!

NAATPN is one of the 8 CDC-funded national networks that strategically partner with community-based organizations, national partners and state/local public health departments to ensure that tobacco control activities and policies benefit communities of color.

## **NAATPN**

**National LGBT Cancer Network**

**Self-Made Health Network**

**Asian Pacific Partners for Empowerment, Advocacy, and Leadership**

**National Alliance for Hispanic Health**

**National Behavioral Health Network for Tobacco and Cancer Control**

**National Native Network (Keep It Sacred)**

**Geographic Health Equity Alliance (CADCA)**





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NAATPN's work has expanded to address other core influencers on African American health including economic, institutional and social justice inequalities and we have utilized our platform to mobilize our stakeholders around issues impacting our communities.



# RWJF Building Community Capacity Grant

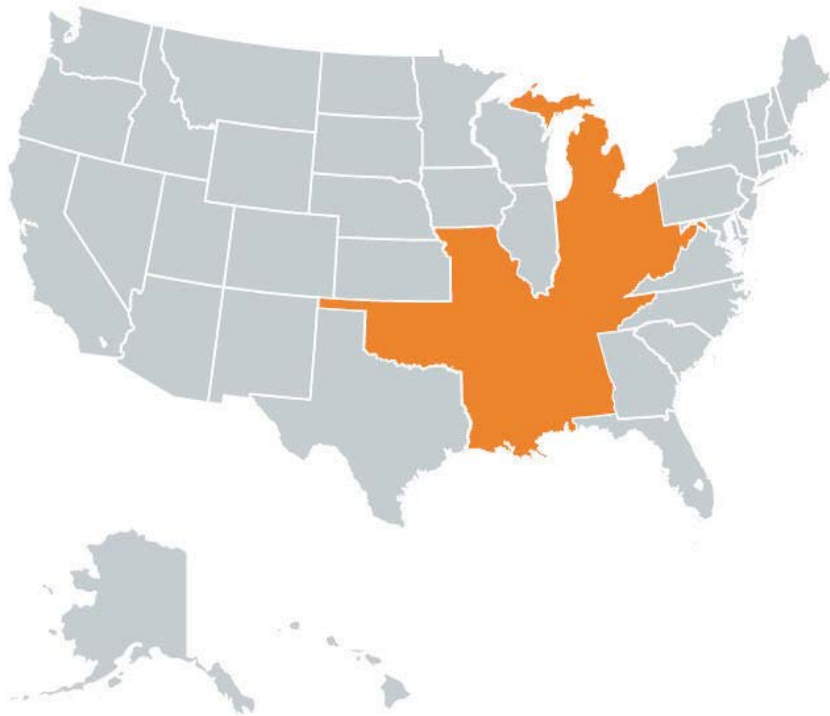
**NAATPN was awarded a \$1.5 grant from the Robert Wood Johnson Foundation (RWJF) to build capacity of African American communities to advocate for policies that will reduce tobacco-related disparities in Tobacco Nation.**





# Building Community Capacity in Tobacco Nation

## Tobacco Nation



Tobacco Nation is comprised of 13 states – Alabama, Arkansas, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Missouri, Ohio, Oklahoma, South Carolina, Tennessee and West Virginia – with smoking rates among the highest in the country.

# Building Community Capacity in Tobacco Nation

NAATPN will strategically partner with **4 national organizations** – NAACP, the African American Tobacco Control Leadership Council (AATCLC), LewMar Millennial Entertainment Group and Community Campus Partnerships for Health (CCPH), and **4 local organizations/coalitions** – Northeast Ohio Black Health Coalition, Coalition for a Tobacco Free Arkansas, Urban League of Louisiana and Urban League of West Michigan, to build community capital and invest in local advocacy talent.



# How Do We Build Community Capacity?

## Networking

Connect trainees to local, state and national partners to foster collaboration, strengthen their local and statewide coalitions and provide them with an opportunity to tap into additional resources to address other issues impacting their community.



# 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

# How Do We Build Community Capacity?

## Provide Opportunities for Active Engagement!

- Public testimony at city council meetings
- Letter writing campaigns
- Organizing events
- College campus activities
- Faith-based activities





# Why Do We Focus On Menthol?

**15,000 FLAVORS**  
draw kids to e-cigs.

**NICOTINE**  
**HOOKS**  
**THEM.**



**PROTECT**  
FIGHT FLAVORED E-CIGS  
**KIDS.**

# 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)

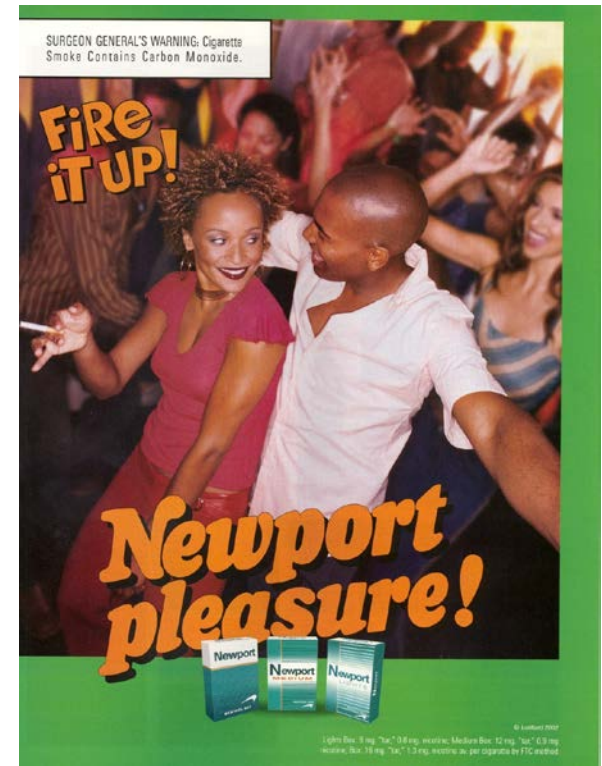
Source: "Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General" 2012

# Why Do We Focus On Menthol?

- Priority populations are disproportionately targeted

<b>African Americans</b>	-	<b>88%</b>
<b>Asians</b>	-	<b>51%</b>
<b>Latinos</b>	-	<b>47%</b>
<b>Whites</b>	-	<b>30%</b>

(Gardiner 2004)



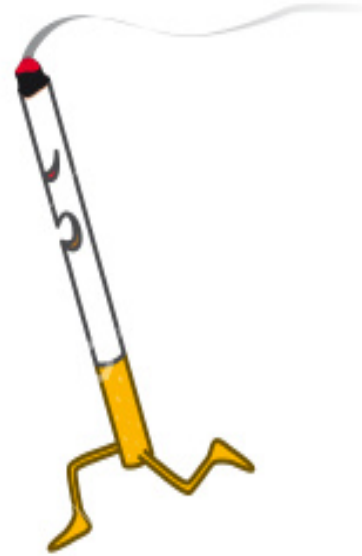
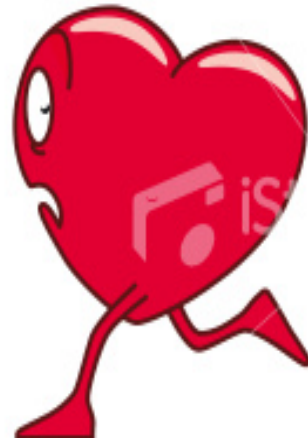


# Why Do We Focus On Menthol?

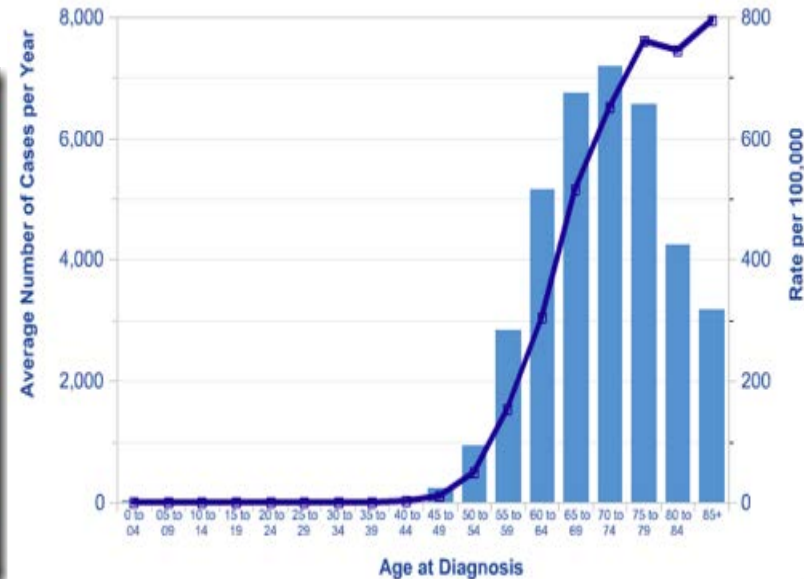
## **Menthol is a social justice issue**

- Predatory marketing to vulnerable populations
- Dense advertising in focus communities
- Price discounts in focus communities
- Cigarette sampling vans
- Donations to African American elected and church officials
- Sponsorships of African American community events
- Attempts to influence our communities with 'alternate facts'

# This isn't the only problem...



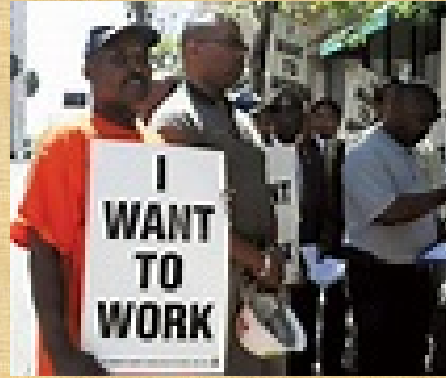
Male Rates Male Cases



This isn't the only problem...



Eric Garner: Justice Department will not bring charges



## Race and public housing

Revisiting the federal role

# Our Latest Threat



**CORONAVIRUS (COVID-19)**

# Faith-Based Activities

MAY 17

JOIN THE COVID-19

## Big Quit

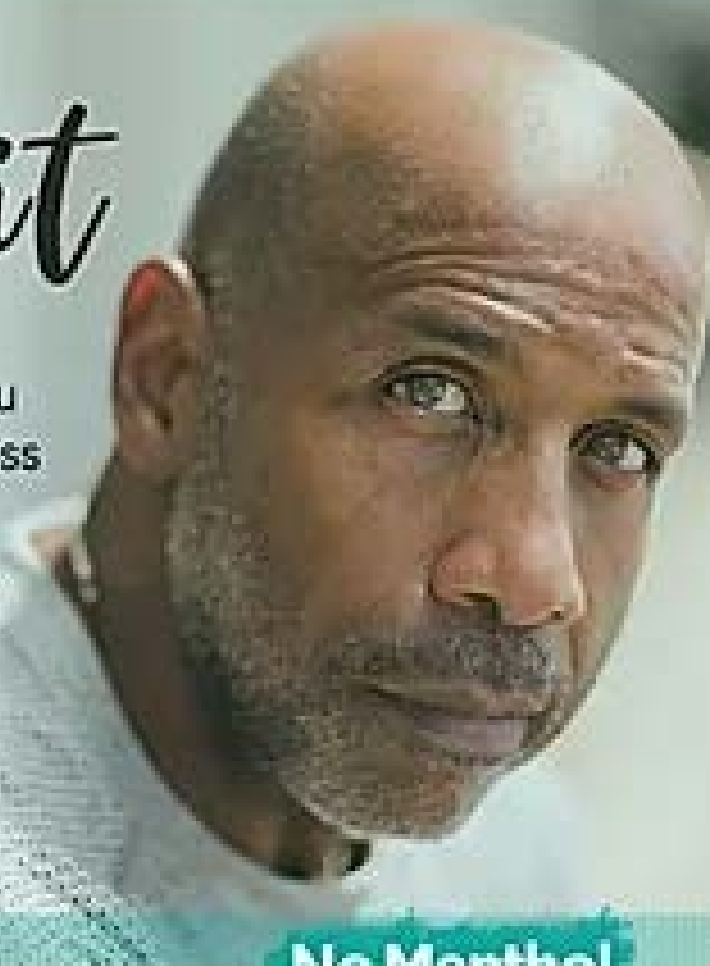
Smoking can weaken your immune system and put you at higher risk of severe illness or death from COVID-19.

Now, more than ever, it's time to quit.

To make a plan to quit vaping or smoking, visit [www.NoMentholSunday.org](http://www.NoMentholSunday.org) or call 1-800-QUIT-NOW.

#COVIDBIGQUIT

No Menthol  
SUNDAY



# No Menthol Sunday



- A national Day of Observance by faith communities that address the negative harms caused by tobacco use
- Opportunity to promote cessation services and to escape tobacco addiction
- Opportunity to promote policy interventions that reduce health inequities



# No Menthol Sunday

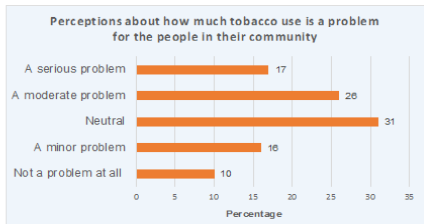
- Started in 2015 as an outcome of NAATPN's 2014 Faith-Based Summit
- Occurs annually on the 3<sup>rd</sup> Sunday in May
- Cuts across religious denominations
- Garneres national media attention



# No Menthol Sunday

4th No Menthol Sunday  
May 19, 2019

"...THERE WAS A COMMUNITY PARADE THAT WE WERE INVITED TO PARTICIPATE AT ON SATURDAY SO WE WERE ABLE TO GIVE OUT THE BULLETIN INSERTS AND ENGAGE COMMUNITY MEMBERS IN DISCUSSIONS ABOUT NO MENTHOL AND ADVERSE EFFECTS. SEVERAL OF US TOOK THE BULLETIN INSERTS TO OUR CHURCHES AND PASSED THEM OUT AND HAD CONVERSATIONS."



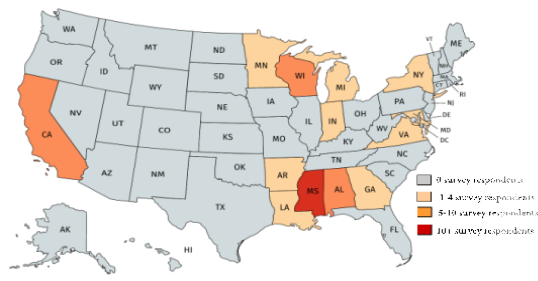
## MOST USED NMS RESOURCES

1. Menthol Facts
2. No Menthol Sunday Bulletin
3. No Menthol Quick Talking Points
4. No Menthol Sunday Fan

## Who did NAATPN reach on NMS?

24,714 community members as reported by survey respondents

50% of community reach occurred through the top 3 NMS activities



**14** States participated in No Menthol Sunday

The survey was distributed to the 168 people who requested NMS materials. We excluded respondents that did not report participating in or leading/organizing an event or activity (n=67). The survey response rate was 45%. The sample was primarily female (91%), African American (73%) and non-Hispanic (96%) with 4% white and less than 3% other race.



# No Menthol Sunday 2020 – Virtual!

➤ Church Fans



Wake up to the truth  
about tobacco!

Max 80 characters



➤ NMS Digital Power Wall

➤ NMS Toolkit



# No Menthol Sunday 2020 – Key Partners

- Campaign For Tobacco Free Kids
- American Heart Association
- CDC Tips From Former Smokers Campaign
- AME Church International Health Commission
- Wisconsin African American Tobacco Prevention Network



**No Menthol**  
SUNDAY

The graphic features the text "No Menthol" in a large, white, sans-serif font, with "SUNDAY" in a smaller, white, sans-serif font below it. The text is set against a teal background with a white brushstroke effect behind the words. The background of the entire graphic is a dark teal color with a pattern of blurred, glowing light bulbs.

# Blueprint for Eliminating Tobacco Related Health Disparities

- **Address menthol as a health justice issue**
- **Prioritize health justice in all policies**
- **Work across social statuses, economic classes or work disciplines**
- **Invest in Community Capacity**
- **Capitalize on opportunities to engage community**

# Our Latest Threat



**CORONAVIRUS (COVID-19)**

# Our Latest Threat

- African Americans are disproportionately impacted by the disease.
- Geographic locations that reported data by race/ethnicity indicate that African American individuals and, to a lesser extent, Latino individuals bear a disproportionate burden of COVID-19 related outcomes. \*
- Mortality rates are substantially higher among African Americans (73 per 100,000) compared with Latino (36 per 100,000) and white (22 per 100,000). \*

• M. Hooper *COVID-19 and Racial/Ethnic Disparities* JAMA. Published online May 2020



# Our Latest Threat

- African Americans are disproportionately impacted by the disease due to disproportionate burden they suffer of underlying comorbidities such as diabetes, hypertension, HIV and cardiovascular disease.
- African Americans are disproportionately impacted by the disease due to their burden of the social determinants of health.
- Short-term solutions to mitigate the spread of the disease in communities most impacted must be coupled with long-term solutions to promote health justice and eliminate racial and ethnic disparities.



CORONAVIRUS (COVID-19)

# Our Latest Threat

- Smoking can cause serious complications for those infected with COVID-19 due to a weakened immune system.
- For African Americans, disproportionately burdened with comorbidities and the burden of the social determinants of health, there is no better time than now to quit smoking.



CORONAVIRUS (COVID-19)

A teal-colored background featuring several glowing light bulbs of various sizes and orientations, creating a bokeh effect. The text is overlaid on this background.

**No Menthol**

SUNDAY

**Now More Than Ever!**

A horizontal bar at the bottom of the page, divided into five colored segments: orange, light blue, teal, yellow, and red.



# The End



**IT'S TIME ENERGIZE THE MOVEMENT**

[www.NAATPN.org](http://www.NAATPN.org)

# Q&A

- Submit questions via the **'Ask a Question' box**



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# Free 1-800 QUIT NOW cards

Take Control  
**1-800-QUIT-NOW**  
Call. It's free. It works.  
1-800-784-8669  
For details on your state services, go to: <http://map.naquitline.org>



✓ Refer your clients to cessation services

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- You will receive the following in our post webinar email:
  - Webinar recording
  - PDF of the presentation slides
  - Instructions on how to claim FREE CME/CEUs
  - Information on certificates of attendance
  - Other resources as needed
- All of this information will be posted to our website!



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<https://smokingcessationleadership.ucsf.edu/webinar-promotion>

# Save the Date!

SCLC's next live webinar will be co-hosted with NBHN, on "*How to Leverage Quitlines to Better Support Your Clients*", with Chad Morris, PhD and Jim Pavlik, MA from the University of Colorado, Denver

- **Tuesday, June 8, 2020, 2 – 3 pm EDT**
- More details and registration coming soon!

# Contact us for technical assistance

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