



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.

PRIORITIES & ISSUES

AFRICAN AMERICAN ISSUES

Economic Development

Racism-Oppression

Police Brutality

STRESS!!!

Chronic Diseases

AIDS

Poverty

Violence

Housing

Political Instability & War



SOCIAL DETERMINANTS OF HEALTH ARE...

“...life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education, and health care, whose distribution across populations effectively determines length and quality of life.”

James S. Social determinants of health: Implications for intervening on racial and ethnic health disparities. Paper presented at: Minority Health Conference, 2002; University of North Carolina.



African American Tobacco Control Platform



The African American Tobacco Control Leadership Council

CHICAGO

BALTIMORE

MINNESOTA

45,000 African Americans continue to die each and every year from tobacco related illnesses. Yet our community has never mounted a true concerted effort to rid our community of its number one killer, tobacco! Our community faces many daunting challenges, but we cannot afford to watch another generation of our children become the replacement smokers for those who have already died.

“ Stand UP!”

We have the power to create a safe, happy, healthy, and prosperous community.

The AATCLC is available to:

- ▶ Provide community education
- ▶ Coordinate meetings with health professionals, civic leaders, and grassroots organizations
- ▶ Provide relevant expert testimony
- ▶ Conduct or stand with you in press conferences, webinars, and media events



WWW.SAVINGBLACKLIVES.ORG

African American Tobacco Control Platform

- 1) Protect our Children by making tobacco use and the predatory marketing of flavored tobacco products one of the top five priorities facing our community.
- 2) Work within our own organizations and religious institutions to mount a sustained and comprehensive campaign against the tobacco industry.
- 3) Understand that predatory marketing and tobacco use perpetuate poverty in our communities.
- 4) Hold the tobacco industry responsible for the irreparable harm that has been done to our community.
- 5) With the support of elected officials, develop a comprehensive tobacco control platform that will eventually reduce tobacco related illness and improve health equity in the African American community.
- 6) Demand adequate funding for tobacco prevention programs and culturally appropriate services to help people stop smoking.
- 7) Educate all organizations and institutions that serve African Americans on how to adopt a non-acceptance of tobacco industry sponsorship/contributions policy.
- 8) Support raising the price of ALL tobacco products, especially cheap unregulated tobacco products that inundate African American and Latino communities. These products include little cigars, blunt wrappers, and cigarillos such as Black N Milds, and Switcher Sweets.
- 9) Prohibit the sale of all flavored tobacco products, including menthol cigarettes.
- 10) Support and demand smoke free multi-unit housing and other protections against secondhand smoke exposure.

For more information about The Buffer Zone
Y'Lonn Burris, Project Coordinator
T: 888.881.6619 Ext. 104
E: yburris@aatclc.org

PREAMBLE

45,000 African Americans continue to die each and every year from tobacco related illnesses. Yet our community has never mounted a true concerted effort to rid our community of its number one killer, tobacco! Our community faces many daunting challenges, but we cannot afford to watch another generation of our children become the replacement smokers for those who have already died.

“Stand UP!”

African American Tobacco Control Platform

- 1) **Prohibit the sale of all flavored tobacco products, including menthol cigarettes.**
- 2) **Protect our Children by making tobacco use and the predatory marketing of flavored tobacco products one of the top five priorities facing our community.**
- 3) **Work within our own organizations and religious institutions to mount a sustained and comprehensive campaign against the tobacco industry. Advocate for adoption of non-acceptance of tobacco industry sponsorship/ contributions policies.**
- 4) **Understand that predatory marketing and tobacco use perpetuate poverty in our communities.**
- 5) **Hold the tobacco industry responsible for the irreparable harm that has been done to our community.**

African American Tobacco Control Platform

- 6) **Work with elected officials to develop a comprehensive tobacco control platform that will eventually reduce tobacco related illness and improve health equity in the African American community.**
- 7) **Demand adequate funding for tobacco prevention programs and culturally appropriate services to help people stop smoking.**
- 8) **Support raising the price of ALL tobacco products, especially cheap unregulated tobacco products that inundate African American and Latino communities. These products include little cigars, blunt wrappers, and cigarillos such as Black N Milds, and Swisher Sweets. Increase legal age to purchase tobacco to 21.**
- 9) **Support and demand smoke free multi-unit housing and other protections against secondhand smoke exposure.**
- 10) **Advocate for policies that explicitly exclude civil or criminal penalties for use or possession of tobacco products.**

What Black Leadership Looks Like!

Dr. Shirley N. Weber, Chair of California Legislative Black Caucus

Watch Video on YouTube Here: https://www.youtube.com/watch?v=WBpdSa4_gs0&feature=youtu.be



A graphic consisting of three thick, black, curved lines that sweep upwards and to the right, resembling a stylized flame or a protective shield.

AATCLC

*The African American Tobacco
Control Leadership Council*

Saving Black Lives

www.savingblacklives.org

888.881.6619

cmcgruder@usa.net



THANK YOU