

Menthol Blk Community Talking Points:

1. African Americans die disproportionately from tobacco related diseases compared to other racial and ethnic groups. A key factor promoting this disparity is African Americans use of menthol tobacco products.
2. Restricting the Sale of menthol cigarettes and all flavored tobacco products will save Lives. It is estimated that over a ½ million lives would be saved, ¼ of them African Americans.
3. Restricting the sale of menthol cigarettes will Not lead to arresting Black youth; it remains legal to possess cigarettes and all tobacco products. Police Chiefs in cities where restrictions are in place understand this; police aren't being instructed to stop youth for cigarette possession. **It's the sale that is being restricted, not the possession.**
4. Restricting the sale of menthol cigarettes has not led to an underground economy. Whether San Francisco or Richmond, no underground economy has emerged.
5. Restricting the sale of menthol cigarettes is Not an attack on the Black Community. In fact it is just the opposite: **The predatory marketing by the tobacco industry of menthol cigarettes and flavored little cigars is the attack on the Black Community.** The tobacco industry's assault looks like this:
 - a. More advertisements of menthol products in the Black Community compared to other communities
 - b. More lucrative promotions; i.e., more giveaways, coupons, and discounts than in other communities
 - c. Across the nation, menthol cigarettes are cheaper in Black Communities than in more affluent neighborhoods
 - d. More tobacco retail outlets
 - e. Greater marketing of flavored little cigars
 - f. Corporate sponsorships, campaign contributions to elected officials, and donations to many social, religious, fraternal, and civic black organizations
6. **The tobacco industry uses Black organizations to get its message out and to ensure continued profits from tobacco sales in the Black Community.** Those organizations and individuals opposing restrictions and speaking the loudest about it include the National Organization of Black Law Enforcement Executives (NOBLE), Law Enforcement Action Partnership (LEAP), National Action Network (NAN) and the National Newspaper Association (NNPA), - **ALL Take Money From The Tobacco Industry.** They are in effect spokespersons for the tobacco industry.

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