



NO MENTHOL MOVEMENT ATL

END THE SALE OF MENTHOL & OTHER FLAVORED TOBACCO PRODUCTS

The marketing and selling of menthol to Black and underserved communities is a social justice issue. The No Menthol Movement ATL coalition is an initiative formed to promote optimal health and reduce the harm of menthol and other flavored tobacco products in Metro-Atlanta through environmental policy change and community involvement.

WHAT IS THE PROBLEM WITH MENTHOL?

85%

Menthol makes smoking **easier to start and harder to quit**. Plus there are increased amounts of ads and cheaper prices for menthol in Black neighborhoods. As a result, 85% of Black adults and 94% of Black youth who smoke use menthol and other flavored tobacco products.

Menthol masks the taste of tobacco and contributes to greater addiction.

WHO CAN GET INVOLVED TO MAKE CHANGE?



- Community Residents
- Nonprofits & Community Organizations
- Local Health Departments
- City Council & County Commissioner Members
- Colleges and Universities

HOW WILL THE INITIATIVE HELP OUR COMMUNITY?



Ending the sale of menthol and other flavored tobacco will prevent predatory marketing, **promote health equity** and reduce the burden of tobacco use on Black and under-resourced neighborhoods. In the midst of the COVID-19 pandemic, which is greatly affecting communities of color, **nothing could be more important.**

Approximately 45,000 African Americans die each year from a tobacco-related disease, and menthol is a major factor for starting and becoming addicted to tobacco.

Together, we can save Atlanta lives!



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