



Letter to Community Organizations:

Greetings Community Partners,

On April 29, 2021, the Food and Drug Administration (FDA) announced it will propose a rule to prohibit the manufacture and sale of menthol cigarettes and all flavors in cigars and cigarillos. While this decision is an important and overdue step forward, we are far from the finish line. It will take years for the FDA to get menthol off production lines and store shelves, so we must push for state and local menthol sales restrictions.

Over the years, the tobacco industry has executed a calculated, menthol-centered strategy to establish a strong presence in Black and Brown communities. Tobacco-related illness is still the primary cause of death for Black and Brown and it is commonly known that menthol makes smoking easier to start and harder to quit. This is no exception for Black and Brown who consistently report more quit attempts than the general smoking population yet experience lower success rates. Because more than 85% of Black and Brown smokers prefer menthols (as compared to 30% of Caucasian smokers), we cannot afford to wait any longer to implement strong regulations that will move our communities in the direction of greater health equity.

We need community partners to support the No Menthol ATL movement as we work to bridge the divide of people, poison, and policy. Our coalition is working to address the impact of mentholated and flavored products on the Black and Brown community. Please see our attached fact sheet and endorsement form and consider adding your organization's name to our list of supporters.