

THE AATCLC PRESENTS THE CASE MENTHOL AGAINST CIGARETTES!

1 Targeted Ads

Tobacco companies have aggressively targeted the Black Community for the last **60 years with menthol-flavored ads. Today 88.5% of Black smokers are menthol smokers.**

2 Menthol Compound

Menthol is a **compound found in peppermint**, it can also be created synthetically.

3 Preventable Deaths

Tobacco claims **45,000 lives in the US alone**, it is the #1 culprit of preventable deaths for Black Americans.

4 The Menthol Effect

Black Americans **die disproportionately** from tobacco-related diseases, such as stroke, heart attack, cancer, etc., **a key factor in this is the high use of menthol products.**

5 Flavor Masking

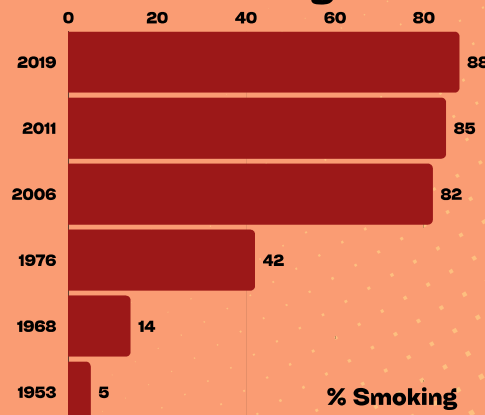
Menthol masks the harsh taste that comes when smoking **making it easier for kids to start smoking.**

6 Increasing Smoke

Menthol reduces irritation by increasing the inhaled smoke, **allowing the smoker to inhale deeper and longer.** A byproduct of this is higher addiction due to greater nicotine intake.

7 Rise of Menthol Cigarettes

Menthol masks the harsh taste that comes when smoking **making it easier for kids to start smoking.**



8 How They Target

Product placements in Black Community (billboards + ads in Jet, Ebony, and Essence). **Higher promotion, giveaways and discounts. Cheaper pricing, more retail outlets and higher marketing of flavored cigars!**

9 Strategic Partnerships

Corporate sponsorships, campaign contributions to elected officials, **and donations to many social, fraternal, and civic black orgs.**

10 Flavor Masking

Nicotine stores itself in melanin meaning the darker you are the more nicotine that is **stored within your body.**



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11 The “Black Cigarette”

Discriminatory practices of the tobacco industry push Newports and other mentholated products **into the Black Community.** These are not to be considered “Black Cigarettes.”

12 Prohibiting Sales

Prohibiting the sale of tobacco stops retailers from selling, **it does not put young black men and women at risk for arrest.** Possession of tobacco would still be legal.

13 Starter Products

Menthol is a starter product for youth. **Studies show youth prefer menthol and other candy-flavored tobacco products**

14 Adolescent Smokers

Among Black smokers, around **95% smoke menthol cigarettes** and other flavored tobacco products as well.

15 Impacting the Brain

Nicotine delivers itself to the brain, especially the adolescent brain, **impairing judgment and decision-making functions and increasing addiction.**

16 Preventative Health

Making tobacco products, including menthol cigarettes, less accessible to the youth will **prevent many from starting to smoke and thus improve the health of the Black Community.**

17 Saving Black Lives

The AATCLC is passionate about its work because it is clear that **removing menthol tobacco products from the market will save Black lives!**

COMPETITION RUBRIC

Participant Name:

Final Score:

POINTS	CONTENT	CREATIVITY	PRESENTATION	IMPACT
5	Topic was present, the performer was creative, and the facts were impactful	Out-of-the box creativity! Didn't see it coming. Impactful!	Voice inflections, passionate performance, movements and gestures. Creative, piece is memorized.	Was moved to tears, standing or yelling throughout the piece. Made to change your heart and mind.
4	The topic was present and included relative creativity and facts	Multiple uses of creative techniques with writing and performance	Voice inflections, movements and gestures present. Knowledgeable of piece. Use of creative display, song, or any other variable to make the piece stand out.	Very moving! Felt inspired. Message was thought providing.
3	The topic was presented and mentioned how it related to society and included creativity.	Some creativity with both writing and presentation.	Voice inflections, movement and gestures present. Could tell they were knowledgeable of piece.	Somewhat moving and thought provoking.
2	The topic was noticeable without connections to society.	Was creative with presentation or delivery.	The presentation minor voice inflections and gestures.	Minor impact. Thought it was good poetry.
1	Made mention of the topic but went off on a tangent.	Used figurative language in the writing.	The piece was delivered well.	Felt minimum impact.
Total:				