



# Campaign for the Culture

Campaign for Tobacco-Free Kids





### **About the Issue**

For decades, the tobacco industry has targeted Black Americans, especially youth, with marketing for menthol cigarettes and other tobacco products like flavored cigars.

Tobacco use is the number one cause of preventable death among Black Americans, claiming 45,000 Black lives each year





#### Our Goals to Achieve Health Equity

We have spent decades fighting the tobacco industry and refuse to stop until we achieve a Tobacco-Free Future for ALL.

We're implementing a three-prong strategy to stop the industry's assault on people and communities most negatively impacted by tobacco use, reduce health disparities and save lives.

- 1. Engage Deeply with Communities Most Impacted by Tobacco
- 2.Demand Policy Change to Improve Health Equity and Save Lives
- 3.Invest in Storytelling through our Campaign for the Culture





# Through the Campaign for the Culture, we seek to:

- Unite, educate, and engage communities and groups most impacted by tobacco.
- Work closely with affected groups to facilitate collective involvement in the tobacco control movement.
- Increase awareness among at-risk communities of the industry's insidious marketing tactics.
- Empower and inspire community members to avoid or quit tobacco use.
- Drive meaningful policy change to reduce health disparities and save lives among Black Americans and other at-risk groups.





## Programs

- Cultural Conversations
- HBCU Listening Tour
- HBCU Roundtable
- Faith Roundtable
- The Take Down profile series
- Special Reports





#### **Partners**



NAACP



National Medical Association



HEALTH IMPERATIVE

National Hispanic Medical Association



The Links Incorporated



Black Women's Health Imperative



Save a Girl Save a World



• The Center for Black Health & Equit



• The League of United Latin American Citizens (LULAC)



YWCA



And others





#### **Cultural Conversation**

#### Featured leaders from:

- National Medical Association
- YWCA
- National Association of Secondary School Principals
- The Center for Black Health and Equity
- Public Health Law Center
- NAACP
- The Links, Inc
- Black Women's Health Imperative
- National PTA
- National Association of School Nurses



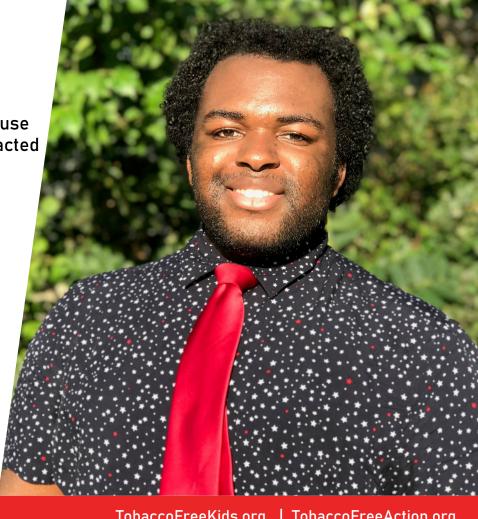


#### The Take Down

A series of candid interviews about tobacco use and advocacy within communities most impacted by Big Tobacco's tactics.

#### Featured conversations with:

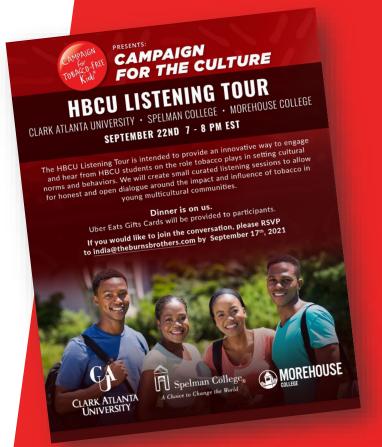
- Bryce Moore CTFK National Youth Advocate of the Year
- Laphonza Butler President, EMILY's List
- Dr. Elena Rios President and CEO, National Hispanic Medical Association
- Lincoln Mondy Director of Black Lives, Black Lungs, Executive Director of Win Black, A/B
- Dr. Patrica Nez Henderson President, Society for Research on Nicotine and Tobacco





## **HBCU Listening Tour**

- Howard University
- Clark Atlanta University
- Spelman College
- Morehouse College
- National Black Nurses Association students





## Special Reports

- Stopping Menthol, Saving Lives: Ending Big Tobacco's Predatory Marketing to Black Communities
- A Lifetime of Damage: How Big Tobacco's Predatory Marketing Harms the Health of Women and Girls

