



BLACK WOMEN'S
HEALTH IMPERATIVE

BWHI Presents

No
Puffs
to
Give

"We Give No Puffs."
2022 Advocacy Day
November 17th, 2022
Russell Innovation Center
for Entrepreneurs



BLACK WOMEN'S
HEALTH IMPERATIVE

Who Are We?

Black Women's Health Imperative (BWHI) is a national non-profit organization dedicated to advancing health equity and social justice for Black women— across the lifespan— through policy, advocacy, education, research, and leadership development. The organization identifies the most pressing health issues that affect the nation's 22 million Black women and girls and invests in the best of the best strategies and organizations that accomplish its goals.

Advocacy Day Purpose

Young Black people are directly targeted by the tobacco industry; and the Black community is disproportionately affected by the harrowing effects of tobacco and e-cigarette use. The purpose of the "No Puffs to Give" Advocacy Day is to highlight key strategies to successfully combat the tobacco industry. Participants will learn about the dangers of menthol use and flavored tobacco/vaping products, how to speak to elected officials, and the importance of advocacy work. Black Women's Health Imperative (BWHI) aims to prepare collegiate women with the appropriate knowledge, resources, and support, to speak out against the tobacco industry, and advocate for the Black community.



What You Should Know

- According to the CDC, the tobacco industry disproportionately targets its marketing to young people, women, and Black people.
- Tobacco use is the number one preventable cause of death for African Americans.
- Heavy smoking further damages your ovaries (along with your uterus) and affects hormone production, making it even harder for smokers to get pregnant.
- More than 85% of African American smokers prefer menthols (as compared to 30% of Caucasian smokers). It is commonly known that menthol makes smoking easier to start and harder to quit.
- More than 18 million people smoke mentholated cigarettes, or menthols.



Tobacco Policy

Tobacco Policy:

Family Smoking Prevention and Tobacco Control Act (2009). The Food Drug Administration has the ability to regulate manufacturing, distribution, and marketing of tobacco products. This law is intended to:

- Restrict marketing of tobacco to youth
- Regulate nicotine levels
- Ban tobacco sponsorships at sporting or cultural events
- Ban the sale of "loosies" and cigarette packaging of less than 20
- Ban the sale of all flavored tobacco products

Issues Beyond the Flavors:

- The flavor ban has the potential to remove tobacco products from the market that are most appealing to kids. However, this does not include menthol.
- The flavor ban does not apply to cigars, blunt wraps, or cigarillos, which are highly sought after in the Black community.

Calls to Action

Speak Up!

Speak openly with friends and family about the negative impacts of flavored tobacco and menthol products.

Speak Out!

Amplify your voice! Campaign for Tobacco-Free Kids has provided a place for you to share your story. Have your health, finances, relationships, academics, or athletics been impacted by tobacco use? What about the people you love? Please share your story, and tell why you're passionate about taking down tobacco. Campaign for Tobacco-Free Kids is collecting these stories to gather the youth's perspective, expose Big Tobacco's lies, and help drive policy changes across the country to protect kids. You can answer anonymously if you wish!

Take a Stand!

Contact elected officials to support the FDA Proposed Ban.

Contact Us!

If you want more information, or have any questions about future events, please reach out to Alanna Murrell at amurrell@bwhi.org. We want to hear from you!