



The African American Tobacco Control Leadership Council

FOR IMMEDIATE RELEASE

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*****Media Advisory*****

What's Menthol Got To Do With It? Everything! African Americans Ask President Obama to Intercede and Order the FDA to Issue New Deeming Rule on Menthol

WHAT: Press Conference

Live Stream URL- <https://events.r20.constantcontact.com/register/eventReg?oeidk=a07ed5jj8639164d567&oseq=&c=16e9c190-1b62-11e3-b6d4-d4ae527536d1&ch=17718f30-1b62-11e3-b719-d4ae527536d1>

WHEN: Tuesday, September 13, 2016 11:00 a.m. (EDT)

WHERE: Kaiser Family Foundation - Barbara Jordan Conference Center
1330 G St. NW, Washington, D.C. 20005

Tobacco use remains the number one preventable cause of death for African Americans, claiming more than 45,000 lives annually. Over 80% of Black smokers use mentholated tobacco products, which is due to decades of geographically racialized targeting of mentholated tobacco products by the tobacco industry. Though the Food and Drug Administration was given the authority to regulate menthol, it has yet to do so. The AATCLC and our national supporters are asking for President Obama's intercession to Save Black Lives...

Dear President Obama,

The African American Tobacco Control Leadership Council (AATCLC) is asking for your direct intercession to help prevent the deaths of the 45,000 Black people who die every year in this country from tobacco-related diseases. **Please direct the FDA to issue a proposed rule to remove *all* flavored tobacco products, including mentholated cigarettes, from the marketplace.** The FDA has already done its part by preparing the groundwork for issuing such a proposed rule. Flavored tobacco products (including e-cigarettes, little cigars, and cigarillos) are cheap, sold individually, and very popular especially among African American, Latino, Asian American, Native Hawaiian and other Pacific Islander youth. The Office of Management and Budget's (OMB) redlining of the menthol and flavors text in the new FDA deeming rule was ill-informed, at best. The FDA has collected and analyzed all the evidence related to flavored products, as reflected in the deleted deeming text. These deletions demonstrate that the FDA attempted to protect the public health as it was mandated to do by the 2009 Family Smoking Prevention and Tobacco Control Act (FSPTCA). Because this groundwork has already been completed, issuing a new rule can be accomplished quickly...

Speakers

Hon. Karen Bass, U.S. House of Representatives, 37th District

Carol McGruder, Co-Chair African American Tobacco Control Leadership Council

Dr. Phillip Gardiner, Co-Chair African American Tobacco Control Leadership Council

Dr. Valerie Yerger, Founding Member African American Tobacco Control Leadership Council

Sharon Eubanks, Former Lead Prosecutor, U.S. Department of Justice

Cynthia Hallett, Americans for Non-Smokers' Rights

Denny Henigan, Campaign for Tobacco Free Kids

Dr. Lisa Henriksen, Stanford University

Robin Koval, Truth Initiative

Rod Lew, APPEAL

Jeannette Noltenius, National Latino Alliance for Health Equity

Michael Scott, NAATPN, Inc.

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