



## The African American Tobacco Control Leadership Council

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The African American Tobacco Control Leadership Council (AATCLC) was never prouder than to stand with the Maryland Black Legislative Caucus and the Maryland State Conference of the National Association for the Advancement of Colored People in strong support of HB0003. We are standing together to send a strong message to the Tobacco Industry....our African American leaders and leadership groups will no longer stand by silently as Big Tobacco and JUUL E-Cigarettes prey upon Black children, Black families, and the Black community.

Each year in our country 45,000 African Americans die from Tobacco Induced Diseases. That translates to almost a Million Blacks lives lost in the past 20 years.

The decades long predatory tobacco industry tactics that we have endured with the marketing of mentholated tobacco products include the giving away of free Newport cigarettes to children as young as 9 years old. This was done in every major city in this country. The pernicious racial targeting of the Black community actually violate the International Convention on the Elimination of All Forms of Racial Discrimination.

The FDA was given the authority and charge to regulate the sale of mentholated tobacco products. Not only have they done nothing about menthol they have allowed the proliferation of E-Cigarettes that are addicting a whole generation of children.

We encourage you to act and get these deadly products off of the market. We also encourage you to provide cessation and health services that address the Social Determinants of Health.

**DEAR  
BIG TOBACCO,  
WE ARE DYING.**

But you already know that.  
Smoking kills more African Americans than AIDS, drug and alcohol abuse, car crashes, and murder combined. And 70% of us who smoke use menthol cigarettes.

That's no coincidence.  
You've spent decades pushing menthols into Black communities with cheap prices and slick advertising.  
And the worst part is, you think you can keep getting away with it.

You come after our brothers, sisters, parents, and friends.  
Now, we're coming after you.

We want you out of Black neighborhoods, because our lives are worth more than your bottom line.

**We are people, not profit.**

Signed,  
**The Communities  
You Are Trying to Erase**

Fight back at  
[WeAreNotProfit.org](http://WeAreNotProfit.org)  
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