

Ending Menthol & Flavored Tobacco in Our Communities

A Community Resolution Explainer

What Is the Menthol & Flavored Tobacco Resolution?

The Menthol & Flavored Tobacco Resolution is a community-supported policy action that calls on local and state leaders to end the sale of menthol cigarettes and flavored tobacco products, including flavored cigars and vapes. The goal is to protect public health, especially in communities that have been intentionally targeted by the tobacco industry.

Why Menthol & Flavors Matter

- **Menthol masks the harshness of tobacco**, making it easier to start and harder to quit.
 - Tobacco companies have **targeted Black communities, women, and youth** with menthol advertising for decades.
 - Menthol cigarettes are linked to **higher addiction rates** and **lower quit success**.
 - Flavored products attract **young people**, creating a new generation of nicotine addiction.
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The Impact on Women & Families

- Increased risks for **heart disease, stroke, and reproductive health complications**
- Greater exposure for **children and families** through secondhand smoke
- Higher healthcare costs and preventable illness in our communities

This is a women's health issue. A family issue. A community issue.

What the Resolution Does

- ✓ Affirms that **menthol and flavored tobacco harm community health**
- ✓ Calls for **local and state action** to restrict or eliminate sales

- ✓ Centers **health equity and community voice** in policy decisions
- ✓ Supports education, cessation, and prevention efforts

This resolution does NOT criminalize individuals.

It focuses on **retail practices and industry accountability**, not punishment.

Why Community Support Matters

Elected officials act when they hear from the people they serve. Community sign-ons:

- Demonstrate broad public support
 - Strengthen the case for policy change
 - Ensure the resolution reflects lived experience
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How You Can Help Today

 **Sign on** in support of the resolution

 **Share your voice or testimony**

 **Encourage leaders and organizations** to endorse

 **Join No Menthol Movement ATL's grassroots efforts:**

<https://forms.gle/VdCLBS8hknUH6ppz7>