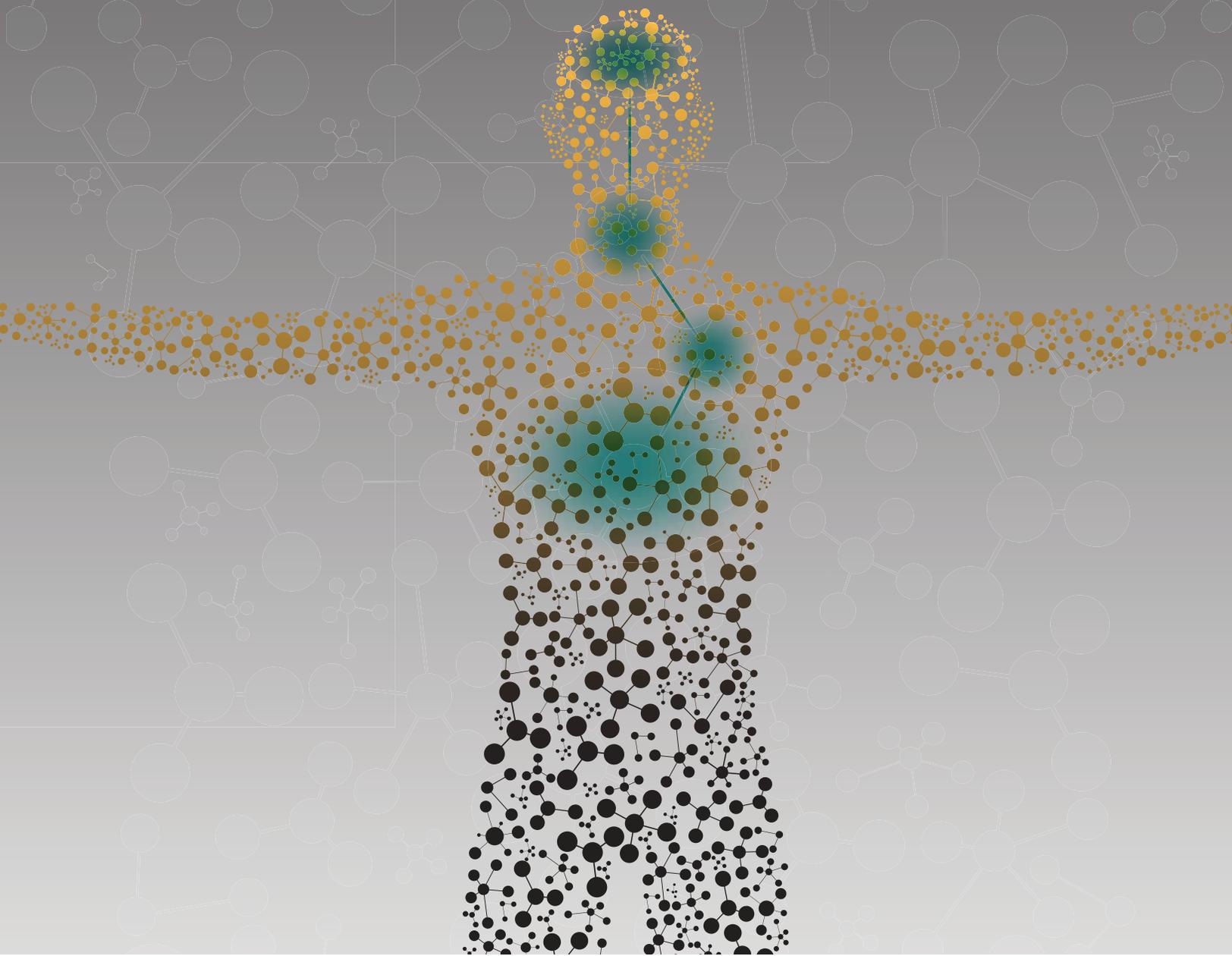


20th Clearing the Air in Communities of Color Conference

New Priorities in Tobacco Control:  
**Menthol Flavoring & Vaping**



**Wednesday, March 8, 2023**

Register online at [www.arcancercoalition.org/arkansas-cancer-summit](http://www.arcancercoalition.org/arkansas-cancer-summit)



<p>9:00 a.m. - 9:15 a.m.</p>	<p><b>WELCOME</b></p> <p>Dr. Marian Evans, Coordinator  <i>Minority Initiative Sub-Recipient Grant Office</i>  Facilitator: Ruthie Johnson, Project Specialist  <i>Minority Initiative Sub-Recipient Grant Office</i></p>
<p>9:15 a.m. - 10:15 a.m.</p>	<p><b>OPENING SPEAKER</b></p> <p>"Elevating Black Voices - Addressing Tobacco Related Disparities"  <b>Minou Jones</b>  Founder and CEO  <i>Make It Count Community Development Corporation</i></p>
<p>10:15 a.m. - 11:00 a.m.</p>	<p><b>KEYNOTE SPEAKER</b></p> <p>"Making Good Noise" In The Fight Against Big Tobacco  <b>Rev. Horace Sheffield</b>  Pastor, <i>New Destiny Christian Fellowship</i>  Executive Director, <i>Detroit Association of Black Organizations</i></p>
<p>11:00 a.m. - 11:15 a.m.</p>	<p><b>BREAK</b></p>
<p>11:15 a.m. - 12:30 p.m.</p>	<p>(Sponsored by the Minority Research Center on Tobacco and Addictions)</p> <p><b>Minority Research Center on Tobacco and Addictions</b>  <b>PANEL DISCUSSION - Moderator: Katherine Donald</b></p> <p><b>Attempting Cessation</b>  <b>Abbie Luzius</b>  Community Development Manager  <i>Community Clinic</i></p> <p><b>Flavored Electric Products</b>  <b>Dr. Dina Jones</b>  Faculty, UAMS  <i>Center for the Study of Tobacco, Department of Health Behavior and Health Education</i></p>
<p>12:30 p.m. - 12:45 p.m.</p>	<p><b>BREAK</b></p>
<p>12:45 p.m. - 1:30 p.m.</p>	<p>(Sponsored by the Master of Science Degree in Addiction Studies Program)</p> <p><b>PLENARY SPEAKER</b></p> <p>The Vaping Epidemic and Working to Stop Big Tobacco  <b>Meredith Berkman</b>  Co-Founder  <i>Parents Against Vaping E-Cigarettes</i></p>
<p>1:30 p.m. - 2:15 p.m.</p>	<p><b>CLOSING SPEAKER</b></p> <p>"Worth Fighting For: The Ban on Menthol Flavoring"  <b>Carol McGruder</b>  Co-Chair  <i>African American Tobacco Control Leadership Council</i></p>
<p>2:15 p.m. - 2:30 p.m.</p>	<p>Awards, evaluation and wrap-up.</p>

# Planning Committee

**Dr. Calvin Johnson**, Director  
MISRGO

**Dr. Marian Evans**, Project Coordinator  
MISRGO

**Ruthie Johnson**, Project Specialist  
MISRGO

**Patricia Edwards**, Project Specialist-Outreach  
MISRGO

**Carmelo Abraham**, Accountant  
MISRGO

**Connie Robinson**, Administrative Specialist  
MISRGO

**Earnette Sullivan**, Program Manager  
Minority Research Center on Tobacco & Addictions

**Katherine Donald**, Executive Director  
Coalition for a Tobacco Free Arkansas

**Linder Conley** (Retired), Former Executive  
Director *Future Builders, Inc.*

**Joe Brown**, Project Coordinator  
*Holy Temple Cathedral COGIC*

**Trena Mitchell**, Executive Director  
*Arkansas Cancer Coalition*

**Miriam Karanja**, Director of Programs  
*Arkansas Cancer Coalition*

## SPEAKERS & FACILITATORS



### REV. HORACE SHEFFIELD, KEYNOTE SPEAKER

Rev. Horace Sheffield, III is the executive director of the Detroit Association of Black Organizations (DABO) where he leads and builds the Detroit community by developing the skills, abilities, and resources that organizations and communities need to be sustainable in this fast-changing world. The organization's main purpose is to impact and enrich lives across the city of Detroit. DABO has had many successful initiatives under Rev. Sheffield including: COVID-19 testing and vaccinations, hosting leadership training, HIV prevention, community development, and much more.

Rev. Sheffield was offered hundreds of thousands of dollars to lead a campaign against banning the sale of menthol cigarettes in the U.S. He was told the money was coming from RJ Reynolds, the tobacco giant behind America's most popular brand of menthol cigarettes, Newport.

His exclusive interview with the Bureau gives a rare insight into how companies attempt to influence the menthol debate via Black-led organizations, which are often in desperate need of more funds.

"We shouldn't be lured into doing things which are contradictory to our calling and to our public posture simply because we need money to continue to operate," Sheffield said in explaining why he turned down the money.

Rev. Sheffield is currently the president of the Michigan Chapter of the National Action Network (NAN), national chairperson of Restore Black Wall Street 2021 campaign, chairperson of the Detroit Ecumenical Ministers Alliance, lifetime member of the NAACP, and national board members of the Black Leadership Commission on Aide and the National Cares Movement.

Rev. Horace Sheffield, III is a longtime social activist, pastor, and media personality. He is an on-air radio personality for 910 AM/WFDF, as the host of On The Line and an on-air television personality for WADL, as the host of Real Talk Weekly. Sheffield is also the pastor of New Destiny Christian Fellowship and executive director of the Detroit Association of Black Organizations, both in Detroit.

# Session Descriptions

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## **Elevating Black Voices – Addressing Tobacco Related Disparities**

African Americans smoke at a similar rate compared to Caucasians, with 16.7 percent smoking every day or some days, but they are more likely to die from a tobacco-related disease than Caucasians. Why do these disparities along lines of race and ethnicity exist? The answer is tied to the many ways that tobacco use disproportionately affects minority groups, who have a long history of being targeted by the tobacco industry.

This session will identify the barriers associated with working with tobacco-related disparities in communities of color. Information will be shared on the triumphs that come in working with despaired populations. Also, participants will garner a better understanding of how Big Tobacco has targeted and continues to target communities of color.

## **Making Good Noise In The Fight Against Big Tobacco**

Big Tobacco targets and harms communities of color. Faith communities have begun to stand together against the tobacco industry. Faith groups are taking a leadership role by getting involved and continuing the fight against the tobacco industry.

This presentation will shed light on the negative effects of tobacco, with emphasis on menthol, within communities of color. The presenter will detail the tactics taken by Big Tobacco to garner community support in an effort to sell menthol flavored tobacco products to African Americans. Details will be shared on strategies from a faith-based perspective on fighting the tobacco industry.

## **Attempting Cessation**

For those who wish to stop smoking, there are ways to do it effectively. Cigarette smoking is a leading cause of preventable mortality. Yet, it is one of the vices that most people find it hard to quit.

This session will identify key cessation resources, strategies for attempting to quit smoking and the importance of quitting.

## **Flavored Electronic Products**

Tobacco companies have spent billions of dollars annually on tobacco product advertisement, according to a Federal Trade Commission report, and have used appealing packaging, culturally tailored brand names and advertisements that appear to target specific minorities and youth. The colorful packaging and other strategies employed by the industry contribute to lower harm perceptions of these products and higher susceptibility to use among young people.

This session will identify the current, popular flavored electronic cigarette products, determine the significant danger(s) of electronic cigarette products and give strategies to assist in quitting the use of electronic cigarette products.

## **The Vaping Epidemic and Working to Stop Big Tobacco**

Vaping is now more popular among teens than smoking traditional cigarettes. One in four high school seniors say they vaped nicotine in the past month. And studies have found that teens who vape nicotine may be more likely to go on to smoke traditional cigarettes.

This session will show the dangers and risks associated with vaping, allow participants to determine the toll vaping has infused on youth and young adults and give a good understanding of the importance of enacting laws that will prevent the sale and use of vape products.

## **Worth Fighting For: The Ban on Menthol Flavoring**

The U.S. Food and Drug Administration is announcing proposed product standards to prohibit menthol as a characterizing flavor in cigarettes and prohibit all characterizing flavors (other than tobacco) in cigars. These actions have the potential to significantly reduce disease and death from combusted tobacco product use, the leading cause of preventable death in the U.S., by reducing youth experimentation and addiction, and increasing the number of smokers that quit.

This session will explain the importance of the proposed FDA ban on menthol, give the key positives of the proposed ban and give participants a better understanding of the detrimental affect menthol has infused on/in communities of color.

# SPEAKERS & FACILITATORS



## MS. KATHERINE DONALD, MODERATOR

Katherine Donald has served as the Executive Director for the Coalition for a Tobacco Free Arkansas for more than twenty (20) years. She has been instrumental in assisting in the passage of several statewide and local tobacco control laws, and numerous voluntary policies that help to protect the public from exposure to secondhand smoke in places where they live, work, learn, worship, and play.

For the past thirty plus years, Katherine has worked professionally for both the private and public sector, in fields affecting adolescent development, family enrichment, public health, and community development. She is a certified trainer and consultant for a national organization that focuses on family enrichment and parental empowerment issues. Katherine has conducted trainings and supervised iterant programs from California to Massachusetts, and much of the Mid-west. Additionally, she has managed and administered a multiplicity of programs at the local level. Katherine received her first degree from Philander Smith College, in Little Rock, Arkansas, and continued her education through graduate studies in Rehabilitation Education at the University of Arkansas at Little Rock.



## RUTHIE JOHNSON

Ruthie M. Johnson currently works as Project Program Specialist/Program Monitor for the Minority Initiative Sub-Recipient Grant Office (MISRGO) at the University of Arkansas at Pine Bluff (UAPB). She has held this position since 2003 and has garnered an even greater love for the fight against tobacco. Prior to this position she worked in the School of Business and Management for 18 years as a Program Manager for the Mid-South Delta Consortium funded through the W.K. Kellogg Foundation.

Ms. Johnson holds a BS in Business Education and MA in Management and Leadership. A long time employee of UAPB for (30+ years) she is a Certified Grants Specialist (CGS) and a Certified Grants Evaluator (CGE). Recently, she was elected to serve on the Arkansas Tobacco Control Advisory Board, a position appointed through the Governor, Asa Hutchinson.



## DR. MARIAN EVANS

Marian S. Evans is the Program Coordinator for the Minority Initiative Sub-Recipient Grant Office and the interim Director of the Minority Research Center on Tobacco and Addictions both at the University of Arkansas at Pine Bluff. She holds a Master of Public Health Degree from Tulane University in New Orleans, LA and a Doctorate in Public Health from the University of Arkansas for Medical Sciences in Little Rock, AR. She has over 22 years in community based program planning and implementation, capacity building, program evaluation and policy development. Dr. Evans's research interest are policy and community public health development in minority and rural communities.



## MINOU JONES

Minou Jones is the Founder and CEO of Making it Count Community Development Corporation, a Black Woman led 501c3 nonprofit organization whose mission is "to provide meaningful opportunities that count towards making a difference in the overall equity and equality of its community members." Mrs. Jones previously served as the CEO of the Black Caucus Foundation of Michigan where she secured the organization's first federal 1.25 million dollar grant. Mrs. Jones has more than 20 years of experience in the field of community development and public health.

Her organization, MIC is currently spearheading efforts to reduce tobacco-related disparities in Wayne and Oakland County by organizing stakeholders to ban menthol tobacco products. "Tobacco kills 45,000 African Americans each year." She also serves as Chair of the Detroit Wayne Oakland Tobacco Coalition and is a board member of Tobacco Free Michigan. Mrs. Jones is passionate about helping people of color build healthier communities. She is an internationally certified prevention specialist and alumni of Wayne State and Davenport Universities.



## ABBIE LUZIUS

Abbie Luzius holds a Bachelor’s Degree in Public Health and a Master’s of Science in Community Health Promotion from the University of Arkansas. Abbie has worked in public health for 8 years, and currently serves as the Community Development Manager for Community Clinic, a Federally Qualified Health Center in Northwest Arkansas. In this role, Abbie has gained extensive experience in grant writing, grassroots coalition building, the utilization of translation research, and mentorship for emerging public health professionals. Abbie is a third year doctoral student pursuing a Ph.D. in Health Behaviors and Health Promotion at the University of Arkansas, with a focus on Social Determinants of Health and Tobacco Cessation.

Community Clinic now has the Center for Research, Education and Outreach (CREO), which was founded and is led by Abbie. Abbie has two beautiful children, Jesse (4) and Laurel (2), with whom she spends all her time with outside of school and work.



## DR. DINA JONES

Dina M. Jones, PhD, MPH is an Assistant Professor in the Department of Health Behavior and Health Education and Center for the Study of Tobacco in the Fay W. Boozman College of Public Health at the University of Arkansas for Medical Sciences. Dr. Jones has more than 10 years of experience conducting health disparities research and her current research investigates the role of tobacco product characteristics (i.e., flavors) and social-environmental and psychosocial factors as contributors to tobacco-related disparities among socially-disadvantaged and vulnerable groups. Dr. Jones aims to use her research to inform tobacco regulations and technology-supported observational studies and interventions to increase successful smoking cessation among populations disproportionately burdened by tobacco such as African Americans and socioeconomically disadvantaged populations. Her research also extends to other contributors to health disparities including poor mental health, discrimination, and non-tobacco substance use.



## MEREDITH BERKMAN

Meredith Berkman is a co-founder of Parents Against Vaping e-cigarettes (PAVe), an advocacy and education organization created in 2018 by three moms as a grassroots response to the youth vaping epidemic. Run and powered by volunteers, PAVe has become the national parent voice fighting Big Tobacco’s predatory behavior towards kids. Working at the local, state, and federal levels, PAVe supports ending the sale of all flavored e-cigarettes and all menthol and other flavored tobacco products. PAVe’s free educational training, materials and resources, available in both Spanish and English, empower parents to educate others in their own communities about the dangers of youth tobacco use.

Berkman, a mother of four, is a graduate of Brown University, and the Columbia University Graduate School of Journalism. A former journalist, Berkman has written for publications including New York magazine, Entertainment Weekly, and the New York Post.



## CAROL MCGRUDER

Carol McGruder is experienced in the fields of tobacco control, transnational tobacco issues, public policy, social marketing, media advocacy, parent training, health education and community capacity building. She is a highly-respected trainer, presenter, community advocate and program designer with strong interpersonal skills. Ms. McGruder is a seasoned veteran of California’s tobacco control experience and has served as an advisor in many capacities, most recently as a founding member and co-chair of the African American Tobacco Control Leadership Council (AATCLC).

She also served as co-chair of the cessation track planning committee for the National Conference on Tobacco or Health Conference (NCTOH) 2009. Ms. McGruder was a planning committee member and presenter for the 2008 California Department of Public Health (CPDH) Tobacco Control Conference, “A Community Under Siege: The State of Black California and Tobacco Use.” She co-founded BlacksForProp86.org, a grassroots initiative that garnered national attention in its efforts to support the passage of California’s Proposition 86. In 2010, Ms. McGruder was honored with the Martin Luther King Jr. Civic Engagement Award for her tobacco control work in San Francisco.

She is also a recipient of the prestigious Jefferson Award for community activism in tobacco control, and in 2007 she was the American Legacy Foundation national honoree for “Community Activist of the Year.” She has been recognized by the San Francisco Board of Supervisors, Berkeley City Council, and American Lung Association for her leadership in tobacco control and community activism





# MENTHOL

## Get the Facts



**Menthol makes smoking easier to start and harder to quit.**



Evidence from tobacco industry documents shows that the industry studied smokers' menthol preferences and manipulated menthol levels to appeal to adolescents and young adults.

As a result of aggressive marketing of mentholated tobacco products to certain communities, African Americans smoke menthol-flavored cigarettes at nearly 3 times the rate as whites. They have a more difficult time quitting and are more likely to die from a smoking-related illness.



Studies show that amounts of tar, nicotine and other poisons are 30-70% higher in inhaled menthol cigarettes than in non-mentholated cigarettes.

The Surgeon General has stated that people who smoke menthols inhale more deeply and keep the smoke in their lungs longer, which gives them greater exposure to the 4000 chemicals and poisons in cigarettes.



If a menthol ban were in effect, researchers projected that 340,000 deaths could have been averted from 2011 to 2050, a third of them among African Americans.



IT'S TIME TO ENGAGE THE MOVEMENT

[www.naatpn.org](http://www.naatpn.org)

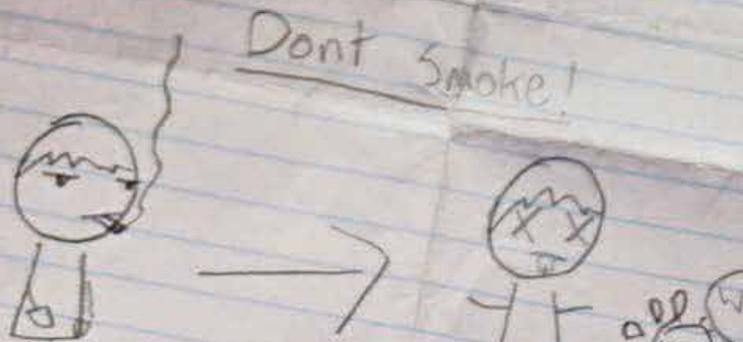
A TIP FROM A  
**FORMER  
SMOKER**

TM

# LET YOUR KIDS INSPIRE YOU TO QUIT.

Beatrice, Quit at age 37  
New York

Nick age: 11  
Dear Mom, Smoking:  
Thank you mom for  
I know you can do  
hard thing to do but  
you, so you are saving  
I'm lucky to have parents  
and Daddy 'cause my  
parents would probably say  
just a kid" but you are the  
in the world! :))



There are a lot of reasons to quit smoking.  
Don't stop trying until you find yours. Beatrice did it.  
You can too. For free help, call **1-800-QUIT-NOW**



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention  
[CDC.gov/tips](http://CDC.gov/tips)