

ASTHO Menthol Learning Collaborative Summary

Indiana

Indiana Department of Health and Minority Health Coalition of Madison County

Population[s] of focus: Residents in Madison County and African American community members

Top three accomplishments and communications strategies:

1. Launching a media campaign collaboration with Tilt 23, including a menthol education website and launching a No Menthol awareness competition for artists in three age categories to submit their genre of art to be featured in the campaign. The contest winners' content will be displayed on multiple media platforms.
2. Recruiting five area churches to participate in No Menthol Sunday activities providing educational material and memorabilia.
3. Convening four educational events and campaigns that embedded the learning collaborative's activities, Minority Health Core Goals, and sector collaboration into these efforts.

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Community organization lead contact: Dalrey Trotter, dalrey@mhcincindiana.org

Michigan

Michigan Department of Health and Human Services and Urban League of West Michigan

Population[s] of focus: African American/Black community and youth

Top three accomplishments and communications strategies:

1. Attending, hosting, and tabling over 65 events within the Grand Rapids area, including:
 - a. Acquiring 400 petition signatures, 400 completed surveys from community members, 40 resolutions of support signatures from local CBOs, and one op-ed written on the team's behalf by a commissioner in support of policy reform.
 - b. Engaging with over 130 2nd-12th grade students, teaching over 100 college-aged students, and making meaningful contact with well over 2,500 community members.
2. Establishing a fully functioning coalition comprised of five subcommittees and over 100 community members who receive monthly communications and updates.
3. Maintaining consistent engagement with the Grand Rapids City Commission and state legislature by attending commission meetings, extending invites to community events and checking in on a one-to-one basis, garnering support for policy reform.

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Minnesota

Minnesota Department of Health and NorthPoint Health and Wellness

Population[s] of focus: African American community, LGBTQ+ community, East African community, and 18–24-year-olds in rural Minnesota and at technical colleges

Top three accomplishments and communications strategies:

1. Finalizing and receiving approval to release the Minnesota Department of Health’s Menthol Data Brief. A communications plan is being developed in preparation for its release.
2. Developing an agency legislation policy proposal prohibiting the sales of flavored commercial tobacco products, including menthol, for consideration by the agency leadership.
3. Collecting stories from community members on how menthol has impacted their lives, engaging college students, rural Minnesota, and the LGBTQIA+ and East African community.

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New York

New York State Department of Health and Roswell Park Comprehensive Cancer Center

Population[s] of focus: African American adults, Hispanic adults, and adults who identify as sexual or gender minorities within the LGBTQIA+ community

Top three accomplishments and communications strategies:

1. Designing website landing pages to provide meaningful information about menthol and correct misinformation. Landing pages include tailored community specific sections with a link to a mini workshop, FAQ page, and to the notjustmenthol.org website, a campaign developed by Tobacco Free New York State.
2. Convening two additional workshops specifically for tobacco treatment specialists and health care professionals, each containing a section with culturally tailored information devoted to each community.
3. Developing a strong iterative process to highlight the importance of sociocultural competence and cultural humility (i.e. sociocultural respect, lack of cultural superiority, understand implicit and explicit biases) and help community members become more aware of the various issues related to menthol.

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Pennsylvania

Pennsylvania Department of Health and Latino Connection

Population[s] of focus: LatinX, local FQHCs, professional associations, county- and city- level health coalitions, and the PA School District

Top three accomplishments and communications strategies:

1. Convening five webinars in English and Spanish with between 250-300 attendees total from PA and beyond, including Tribes and the United Kingdom.
2. Creating a robust digital media network in both English and Spanish, including:
 - a. Selecting public health month commemorations they can align their work with (including health aging month, child protection and safety month, etc.), reaching 868 accounts and had almost 600 impressions.
 - b. Placing 110+ digital displays in high traffic areas (bodegas, barber shops, corner shops, etc.) and reaching potentially millions across the state.
 - c. Creating a menthol one-pager that was passed around the state to statewide tobacco regional primary contractors and shared across social media.
3. Hosting 5-10 community-based health screening events in conjunction with a clinic.

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Rhode Island

Rhode Island Department of Health and Oasis International Inc.

Population[s] of focus: African immigrant community, youth and their parents, grandparents, educators, and caregivers

Top three accomplishments and communications strategies:

1. Forming a strong relationship between the state health department and community-based partner, allowing for conversations to expand with many individuals, parents, business leaders, and faith-based leaders.
2. Convening an African Summer Bash with other partner organizations where the state team disseminated information regarding menthol.
3. A presentation with the state team, Health Resources in Action, and Tobacco-Free RI on the past year's work to around 100 state tobacco coalition members and community organizations and members.

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Washington

Washington State Department of Health and Center of Multicultural Health

Population[s] of focus: Black/African American Washingtonians who use menthol products

Top three accomplishments and communications strategies:

1. Expanding on the previously formed toolkit with the goal of creating alternative, sustainable strategies with a focus on building partnerships with health ministries, work release facilities, and community clinics.
2. Bringing new partners to the table, particularly those with lived experiences who provided a new perspective on how to do cessation in different organizations.
3. To continue to prioritize their menthol cessation capacity building strategy, they hope to:

- a. Create a how-to video guide for using their toolkit, also expanding the toolkit to be youth-focused and translated in other African languages.
- b. Partner with community health workers in the field working with individuals who would most benefit from cessation.
- c. Incorporate their toolkit with their quit line vendor and cessation app vendors. They also hope to develop more trainings and use connections with insurance companies to cover the costs for cessation.

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Wisconsin

Wisconsin Department of Health Services and Jump at the Sun, LLC

Population[s] of focus: Communities with a high concentration of Black/African-American people and community stakeholders vested in advancing health equity and social justice (e.g., menthol subcommittee members, churches, retailers, community organizations, Milwaukee's Black media, and health systems)

Top three accomplishments and communications strategies:

1. Creating and engaging in community engagement building and mobilizing the community at every step of No Menthol Sundays implementation, including:
 - a. Involving retailers that did not sell menthol products that day and churches delivering sermons.
 - b. Hosting meetups to talk about how to take advantage of cessation programs offered through Medicaid.
 - c. Taking out a full-page ad in all three of the leading Black papers in our community, and having several other articles written, including the president of the Milwaukee NAACP writing an op-ed.
2. During the Great American Smoke Out, the state team highlighted smoking cessation programs for African Americans and provided opportunities for community members to share their quit journeys.
3. For MLK Jr. Day, they had a Writing for Social Change workshop where people wrote letters to the Biden administration in support of the menthol ban.

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