



The Ferry Street Health & Wellness Project



MITIGATING DISPARITIES IN HEALTH OUTCOMES FOR AFRICAN AMERICANS

BUFFALO, N.Y. (APRIL 30, 2020) – Today, the Food and Drug Administration (FDA) has taken a bold step forward to improve America’s health by prohibiting the sale of menthol cigarettes. Racial and Ethnic Approaches to Community Health (REACH), and the Tobacco Free Coalition of Erie and Niagara Counties, both projects of CAI, call for a swift and detailed rulemaking process without interference from the tobacco industry or their front groups to weaken the regulation.

The tobacco industry has spent decades [racially discriminating against minorities](#), and stealing Black culture, dreams, and experiences by tricking this population into a life-long deadly addiction. A menthol ban is a powerful and crucial step toward preventing the deaths of 45,000 African Americans every year from tobacco-related diseases. Research shows that if menthol cigarettes were banned nationally, 44.5% of African American menthol smokers would try to quit. This ban will help mitigate some of the disparities in health outcomes for African Americans, as opposed to the health outcomes of other populations. Additionally, researchers found that [stores in predominantly Black neighborhoods were up to 10 times more likely to display tobacco ads inside and outside](#) than retailers in areas with fewer Black residents.

“Big tobacco has ‘systematically’ targeted the Black Community for far too long with its deadly products, which threatens our liberation and emancipation,” says Stan Martin, Project Director of TFCEN and REACH project at CAI. “From where we live, work, shop, and pray, community education and access to services allow us to create a pathway for families to change their living environment and build a legacy for their families.”

To help quit smoking or vaping, including free nicotine replacement therapy for eligible residents, individuals can contact a health care provider and call the New York State Smokers’ Quitline at 1-866-NY-QUITS or visit www.nysmokefree.com. Medicaid and most insurance programs cover effective medications and counseling.

If you are a business owner or property manager that would like to join the movement and strengthen your existing tobacco policy, contact Stan Martin, Project Manager at CAI at SMartin@caiglobal.org.



ABOUT REACH (Racial and Ethnic Approaches to Community Health):

REACH Buffalo is an initiative of CAI (Cicatelli Associates Inc) established in September of 2019 and is funded by Centers for Disease Control and Prevention (CDC). This program addresses racial, ethnic and health disparities of African Americans residing in and around the Ferry Corrido within Buffalo, N.Y. Partnering with the African American Health Disparities Task Force (AAHETF), both initiatives formed The Ferry Corridor Good Health Project to reduce chronic diseases and improve the quality of health care and social services to marginal locations. For more information, visit www.reachbuffalo.org

About The Tobacco-Free Coalition of Erie & Niagara Counties:

Established in August 2019, The Tobacco-Free Coalition of Erie & Niagara Counties is an initiative of [CAI](http://www.caiglobal.org) (Cicatelli Associates Inc) that is committed to reducing tobacco use and second-hand smoke among individuals living in Erie and Niagara Counties. The Coalition supports community efforts that will reduce the impact of retail tobacco marketing on youth and adults and promote anti-tobacco evidence-based education and activities. The program is a local grant-funded project by the New York State Department of Health's Bureau of Tobacco Control. For more information, visit www.caiglobal.org/tfc.