

# **Protect MI Kids Legislative Package**

**The Answer to Michigan's Big Tobacco Problem**

# The Answer to Michigan's **Big Tobacco** Problem

**Bill package will:  
reduce youth tobacco use,  
help current smokers quit and  
save Black lives.**

# The Problem

**M[END]THOL**

**LGBT Smokers are  
36% more likely to get**

**Addicted**



**WARNING:** Menthol cigarettes are easier to smoke, but harder to quit, making you more susceptible to tobacco-related illnesses.

# For 60 years,

The tobacco industry has deliberately and aggressively targeted Black communities with menthol ads to boost profits. Menthol is the most popular flavor among Black smokers, as it masks the harshness of tobacco, which allows users to smoke more while making it harder to quit.

# 60 Years Later:

- In the 1950s, Black people represented only 5 percent of menthol smokers; today it's 85 percent.
- More than 70,000 Black and Brown people are diagnosed with tobacco-related disease each year (Truth Initiative, 2020).
- Menthol cigarettes are the number one killer of Black people: 45,000 deaths each year.
- Now, women, youth, LGBTQ+, and people with behavioral health issues (depression, psychological distress) are using menthol at higher rates.
- 70 percent of smokers want to quit, but the addictive properties of menthol make it difficult to do so.

# Big Tobacco's New Frontier: OUR YOUTH



Big Tobacco is marketing products in kid-friendly flavors such as gummy bear, berry blend, chocolate, peach, cotton candy, strawberry, and grape. These flavors are particularly designated for e-cigarettes and cigars, as well as smokeless tobacco and hookah. And it's working:

- Flavored tobacco products play a key role in enticing kids to a lifetime of addiction.
- **More than 2.5 million youth reported using e-cigarettes in 2022.**
- **Flavors: Nearly 85% of those youth used flavored e-cigarettes.**
- **Dependence: More than one in four of those youth used e-cigarettes daily.**
- Flavored tobacco packaging often resembles the candy it's usually displayed near in retail outlets.

# MICHIGAN IS ONE OF THE WORST STATES FOR TOBACCO CONTROL POLICIES

The American Lung Association's "State of Tobacco Control" 2024 report gave the state of Michigan mostly failing grades for tobacco control policies, making it one of the worst states in the nation to prevent and reduce tobacco use.

Michigan ranks dead last for state spending on tobacco prevention – tied with West Virginia

What follows is a snapshot of selected cities and counties that helped the state earn its failing grades:



The American Lung Association calls for the following actions to be taken by Michigan's elected officials to reduce tobacco use and exposure to secondhand smoke:

1. Pass a law to license all tobacco retailers, including e-cigarette retailers;
2. Prohibit flavorings, including mint and menthol, for all tobacco products;
3. Eliminate purchase, use and possession laws and preemption of stronger local laws;
4. Increase cigarette taxes and match the tax on non-cigarette forms of tobacco like spit tobacco, cigars, hookah and e-cigarettes to the cigarette tax.

Tobacco Prevention and Cessation Funding	Smokefree Air	Tobacco Taxes	Access to Cessation Services	Flavored Tobacco Products
<b>F</b>	<b>C</b>	<b>D</b>	<b>D*</b>	<b>F</b>

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# Tobacco Remains A Problem In Michigan

**Retailers are selling to kids at alarming rates and there is currently no way to hold violators accountable**

## **FDA Compliance Check Failure Rates**

- **Michigan: 30%**
- **Detroit: 57%**
- **Grand Rapids: 33%**
- **Lansing: 21%**
- **Flint: 28%**



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# Tobacco Remains A Problem In Michigan

## GENESEE COUNTY

- Genesee County's **smoking rate is higher than state and national averages.**
- Genesee County 2023 adult smoking rate is **22.4%**, which is higher than Michigan's rate of 15.2% and the U.S. rate 13.5%.
- Smoking is a significant risk factor for poorer health (e.g., pulmonary disease, cardiac disease, etc.) and higher health care costs. There are minimal smoking cessation resources in Genesee County and those that exist are underutilized.

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# Tobacco Remains A Problem In Michigan

## PONTIAC & OAKLAND COUNTY

- Tobacco retailer compliance check failure rates for sales to those in Pontiac under 21 years of age for 2022 is high at 40%.
- 24% of Pontiac's adults smoke compared to an average of 16.2% across other Dashboard cities (City Health Dashboard 2019).
- In Oakland County, 3 in 10 pregnant women smoke – higher than the state rate.

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# Tobacco Remains A Problem In Michigan

## JACKSON COUNTY

- 2023 Jackson County adult smoking rate: 25.8%
- 19.8% of pregnant women smoke (10.6% is the state average).
- Higher incidences of lung cancer in Jackson County than in Michigan and the U.S.
- Almost 30% of high school youth have tried tobacco.

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# Tobacco Remains A Problem In Michigan

**Michigan lags behind in protecting kids and targeted communities from the dangers of nicotine and tobacco.**

- The tobacco industry spends nearly \$300 million in Michigan each year to keep people addicted and to attract new, young customers.
- Tobacco use kills 16,200 Michiganders each year.
- Smoking-related annual health care costs: \$5.33 billion.
- High rates of youth vaping have erased decades of progress.
- Michigan tobacco retailers sell to kids at alarming rates — one of the highest in the country.
- Michigan tobacco retailers are not required to have a license, making enforcement nearly impossible.

# TOBACCO NATION: An Ongoing Crisis

**Michigan** is one of 13 states that make up **TOBACCO NATION**: a collection of states with the worst health outcomes from tobacco use while also being home to a disproportionate share of adult smokers.

Those states also include: ALABAMA, ARKANSAS, INDIANA, KENTUCKY, LOUISIANA, MISSISSIPPI, MISSOURI, OHIO, OKLAHOMA, SOUTH CAROLINA, TENNESSEE, and WEST VIRGINIA

## TOBACCO NATION CHARACTERISTICS:

- **Life Expectancy:** Tobacco Nation residents **live 3 years less** on average and are more likely to **die from cancer** than the rest of the U.S.
- **Health:** Tobacco Nation residents report more than **20% more “poor” physical and mental health days** than the average American.
- **Finances:** Tobacco Nation residents **earn nearly 25% less** per year than the rest of the U.S.
- **Youth Tobacco Use:** Compared to the 10 countries with the highest rates of tobacco use among youth, **Tobacco Nation ranks #5.**

# The Solution

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# The Comprehensive Bill Package

- Senate Bill [647](#), sponsored by Sen. Sue Shink (D-Northfield Twp.), would allow local counties and cities to enact tougher restrictions on tobacco sales within their own community.
- Senate Bill [648](#), sponsored by Sen. Stephanie Change (D-Detroit), would tax e-cigarettes and vaping products containing nicotine for the first time and increase tobacco taxes with proceeds used to reduce tobacco use among youth.
- Senate Bills [649](#) and [650](#), introduced by Sen. John Cherry (D-Flint), would end the sale of all flavored tobacco products, including flavored e-cigarettes and **menthol cigarettes**.
- Senate Bills [651](#) and [652](#), introduced by Sen. Sam Singh (D-East Lansing), would require tobacco retailers to be licensed, just like liquor retailers, so the state can enforce laws prohibiting the sale of tobacco to minors.
- Senate Bill [653](#), sponsored by Sen. Mary Cavanaugh (D-Redford Twp.), and Senate Bill [654](#), sponsored by Sen. Paul Wojno (D-Warren), would repeal penalties against minors for tobacco purchase, use and possession, which supporters say have been “ineffective.”

**Strong Public Support**



# SURVEY OF MICHIGAN VOTERS

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SURVEY CONDUCTED BY THE GLENGARIFF GROUP | AUGUST 2023

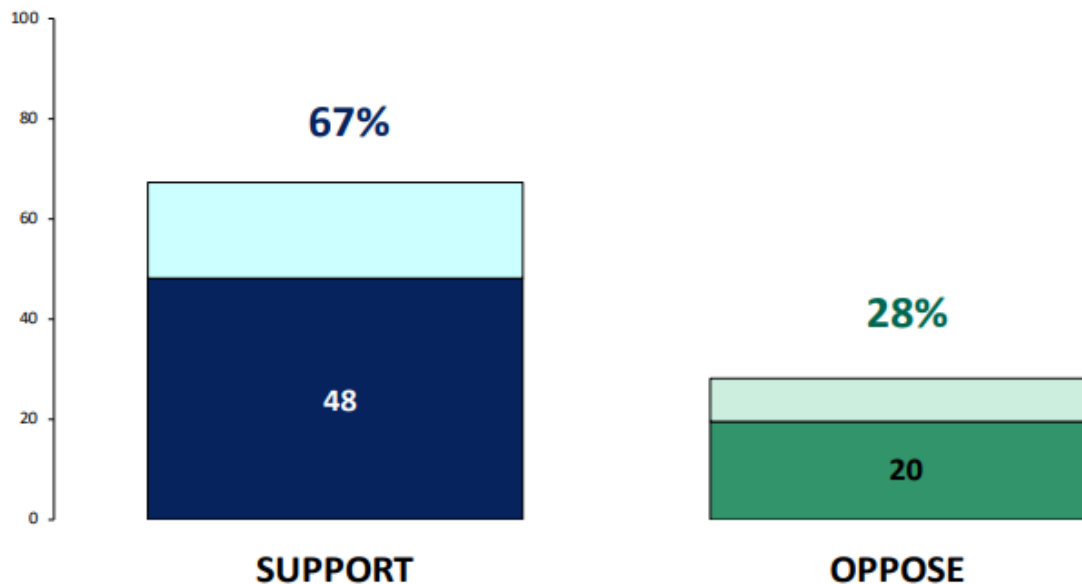
# METHODOLOGY

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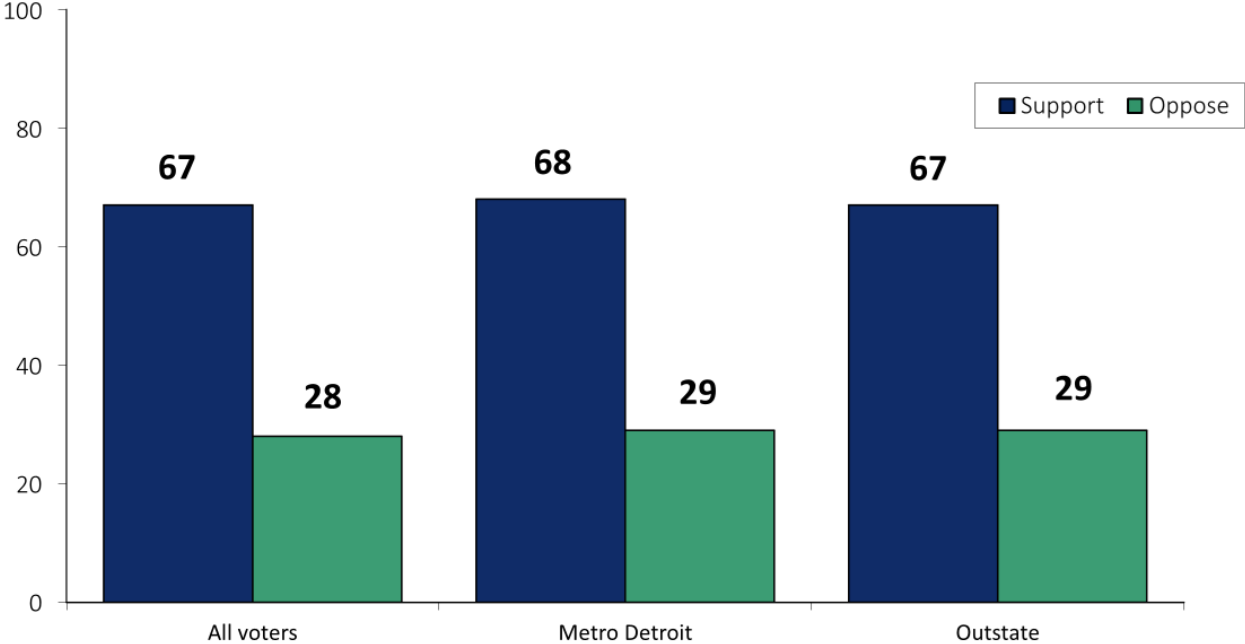
- [The Glengariff Group, Inc.](#) conducted a Michigan statewide survey of likely Nov. 2024 voters.
- The 800 sample, live operator phone survey was conducted July 31-August 5, 2023.
- The margin of error for total respondents is +/-3.5 percentage points with a 95% level of confidence.
- The survey was conducted via telephone: 25% of respondents were contacted via landline phone and 75% via cell phone.
- Numbers are rounded and totals may not equal 100%.
- Survey commissioned by the Campaign for Tobacco-Free Kids.

# MICHIGAN VOTERS STRONGLY SUPPORT A COMPREHENSIVE LEGISLATIVE PACKAGE TO REDUCE TOBACCO USE

A recently completed statewide survey shows that **Michigan voters strongly support a comprehensive legislative plan to reduce tobacco use in the state**. Two-thirds of likely voters (67%) support the bill package, with nearly half of voters (48%) *strongly* in support.

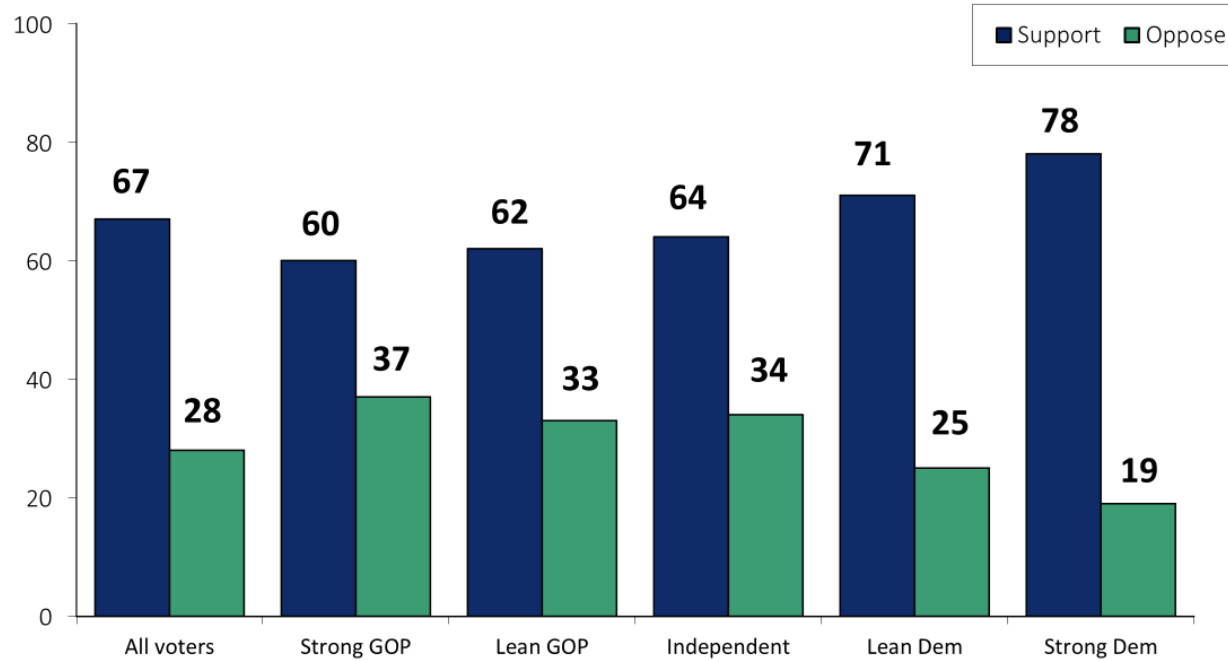


# VOTERS ACROSS THE STATE SUPPORT A COMPREHENSIVE LEGISLATIVE PACKAGE TO REDUCE TOBACCO USE

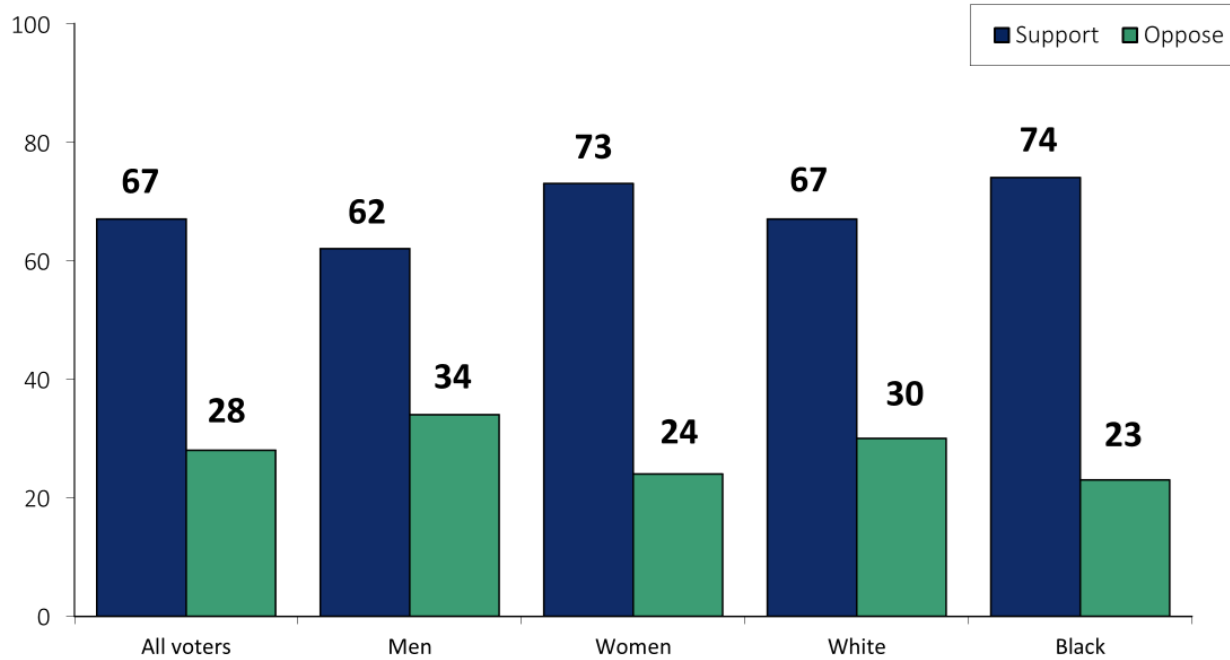


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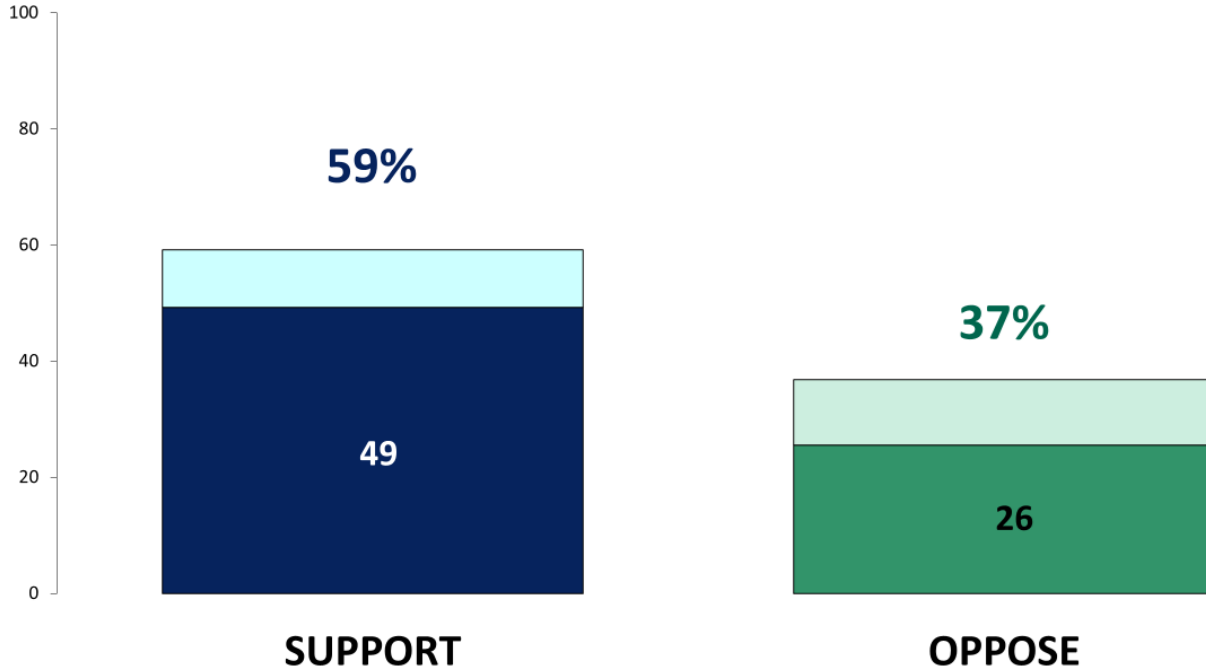
# VOTERS ACROSS PARTY LINES SUPPORT A COMPREHENSIVE LEGISLATIVE PACKAGE TO REDUCE TOBACCO USE



# VOTERS SUPPORT A COMPREHENSIVE LEGISLATIVE PACKAGE TO REDUCE TOBACCO USE



# A MAJORITY OF MICHIGAN VOTERS SUPPORT ENDING THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

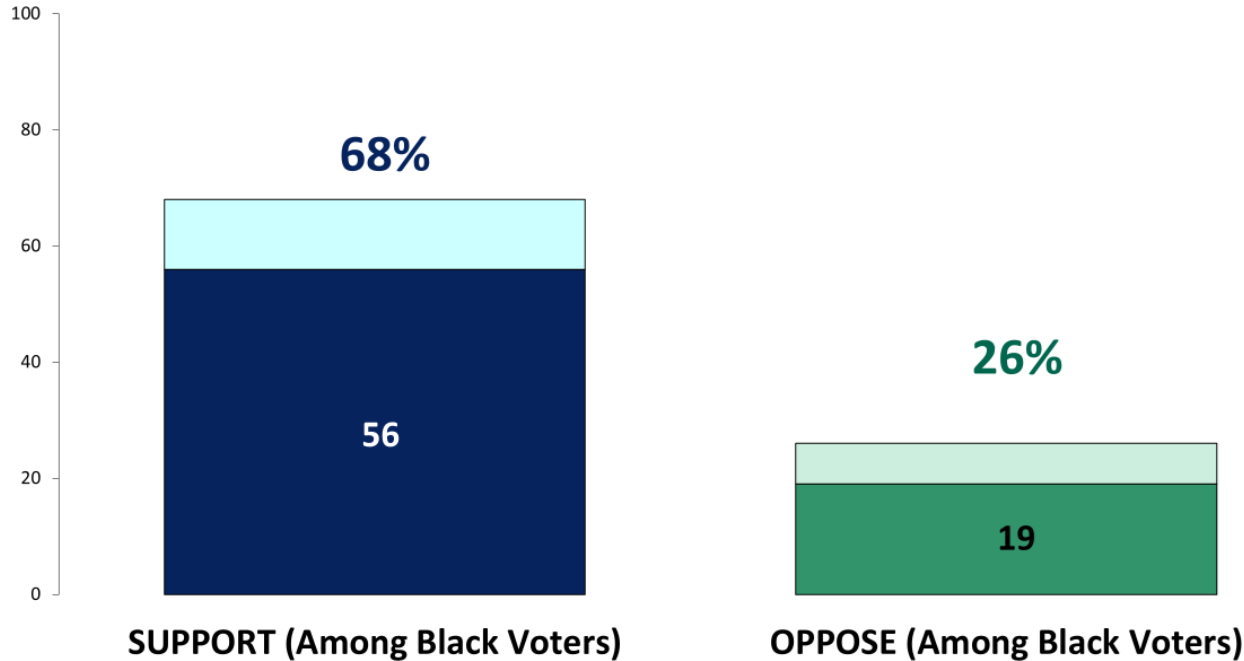


Darker shading equals stronger intensity | Total numbers are rounded

THE GLENGARIFF GROUP – SURVEY OF REGISTERED LIKELY MICHIGAN VOTERS | AUG 2023

Would you support or oppose a proposal that would end the sale of all flavored tobacco products that can appeal to children including fruit and candy flavored e-cigarettes, menthol-flavored cigarettes, flavored hookah tobacco, and other flavored tobacco products?

# BLACK VOTERS IN MICHIGAN STRONGLY SUPPORT ENDING THE SALE OF FLAVORED TOBACCO PRODUCTS



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# BY A 2-1 MARGIN, VOTERS PRIORITIZE PREVENTING CHILDREN FROM BECOMING ADDICTED OVER THE RIGHTS OF ADULTS TO BUY FLAVORED TOBACCO PRODUCTS



Darker shading equals stronger intensity | Total numbers are rounded

THE GLENGARIFF GROUP – SURVEY OF REGISTERED LIKELY MICHIGAN VOTERS | AUG 2023

Which of the following statements do you agree with more? (READ AND ROTATE)

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# Support for Legislation

## Organizations

- Flint Development Center
- Genesee Health Center
- Hurley Hospital
- MALPH
- Mott Children's Health Center
- School Health Coordinators in Michigan
- Without Walls
- Wayne State University

## Local Government

- Ann Arbor
- Detroit
- Flint
- Washtenaw County
- Wayne County
- Benton Harbor

# We Cannot Wait for Federal Action



The Washington Post

+ Follow

## Biden ban on menthol cigarettes to be delayed amid political concerns, officials say

Story by Dan Diamond, David Ovalle • 21h



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ASHINGTON — A little-known group of Black law enforcement officers is getting significant access to the White House to talk about the FDA's proposal to ban menthol cigarettes — and it's bringing the tobacco industry along.

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## O u r A S K

- Collect compelling stories to share with Campaign for Tobacco Free Kids
- Sign on to the Resolution of Support  
@[www.keepmikidstobaccofree.com](http://www.keepmikidstobaccofree.com)
- Use your platform to educate the community and dispel misinformation fueled by the tobacco industry and their front groups

# Contact

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- 313-622-0039
- [www.stopflavors.org](http://www.stopflavors.org)



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T H A N K

Y O U