

CANCER ACTION NETWORK INTERVIEW

NOVEMBER 16, 2021

We understand the challenges that the COVID-19 pandemic has presented for individuals needing screenings and we must work to ensure we remove all barriers, including cost-sharing barriers, and save more lives from colorectal cancer.” These are the inspiring musings of Lance Barbour, Senior State and Local Campaigns Manager, American Cancer Society Cancer Action Network

Questions

Interview #1: 10:00 a.m. – 10:15 a.m.

Lance Barbour, Director of State and Local Campaigns for Health Equity at ACS CAN

1. What is ACS CAN and Cancer Votes?
2. What your goals for Cancer Votes. What are you looking to educate the mayoral candidates and public on?
3. Talk to us more about the history and future of tobacco control in Atlanta and how it can significantly address these disparities.

Believing in myself, is the best decision I ever made! You should all improve your craft on a daily basis ... Become a master of your very own art! I still can't grasp how people can be so complacent in life ... The possibilities are endless ... These are the inspiring musings of D'Jilliser Kelly, MPH, CP, Lead Project Coordinator at the No Menthol Movement ATL

Interview #2: 10:15 a.m. – 10:30 a.m.

D'Jilliser Kelly, MPH, CP, Lead Project Coordinator at the No Menthol Movement ATL

1. What is the No Menthol Movement and what are you looking to accomplish in Atlanta?
2. Talk to us more about menthol. Why does it have a disproportionate impact in the Black community.
3. How can people get involved?

Cancer Votes

Cancer Votes is the nation's leading election program educating the public and candidates about the actions lawmakers should take to make fighting cancer a national priority. In Atlanta, that means ensuring the candidates for mayor understand the role they can play in eliminating the health disparities that lead to people of color having far higher death rates from cancer.

We're asking the candidates to commit to three lifesaving policy positions:

1. Oppose any attempts to weaken our city's smoke-free law which prevents people from smoking in restaurants, bars, the airport and all workplaces.
2. End the sale of menthol cigarettes, flavored e-cigarettes, and all flavored tobacco products. The tobacco industry creates many of these flavored products specifically to addict people of color to its

these flavored products specifically to addict people of color to its deadly products.

3. Support having city departments other than the police enforce our tobacco laws, and focus on holding businesses, rather than kids, accountable for violating these rules.

Cancer touches everyone, but not equally. Cancer patients and survivors across Atlanta have been working with the American Cancer Society Cancer Action Network and their nonpartisan election program, Cancer Votes, to make sure cancer's unequal impact in communities of color are at the forefront of the election conversation and that addressing this inequity is a priority for our next mayor.

On health disparities in Atlanta

- Black Americans suffer from the highest death rate for most cancers – a statistic rooted in racism.
- Big Tobacco has spent decades aggressively marketing to Black Americans, having a larger presence of tobacco advertising in Black neighborhoods. Some studies show them spending up to ten times more on ads in Black neighborhoods than in areas with fewer Black residents.
- Big Tobacco has a long history of targeting the Black community with predatory marketing and its racist tactics that continue today.
- Black Americans have higher death rates from tobacco-related causes compared to other racial and ethnic groups – with more than 39,000 dying from tobacco-related cancers each year.
- It's no accident that 85% of Black individuals who smoke use menthol, which is easier to smoke and harder to quit. As such,

tobacco is a major contributor to three leading causes of death in the Black community – and the most preventable cause of death around the world.

- Because of greater obstacles that prevent Black women from accessing recommended care, such as early screenings or timely, adequate care, Black women are 40% more likely to die from breast cancer than white women.
- From cigarillos to cigarettes and e-cigarettes, Big Tobacco continues to prey on communities of color, aggressively marketing menthol products in Black neighborhoods. It's not right and it's no surprise why tobacco continues to be the number one cause of death for Black Americans.

Georgia Cancer /Tobacco Stats

- This year, an estimated 58,060 Georgians will hear the words ‘ you have cancer’ – approximately 17,760 will die from the disease. What makes these numbers even more dire is they have yet to reflect the pandemic’s effects on cancer care including delayed screenings.
- Tobacco use is the most preventable cause of death in Georgia. An estimated 29% of cancer deaths in Georgia are attributable to smoking.
- In Georgia alone, 11,700 adults will die this year from their own smoking and 204,000 kids now under 18 and alive in Georgia will ultimately die prematurely from smoking.
- The tobacco industry and its allies spend an estimated \$325.6 million marketing their deadly products in Georgia each year.
- Health care costs directly caused by smoking costs Georgia \$3.18 billion annually.