

WHEREAS; according to the Wisconsin Department of Health Services (DHS), tobacco is the leading cause of preventable death and disease in Wisconsin and is a major contributor to the leading causes of death among Black Wisconsinites, in particular, which include heart disease, cancer, and stroke; and

WHEREAS; historically, menthols and other tobacco products have been marketed towards, and have disproportionately hurt Black communities, exemplified by the prevalence of smoking among Black Wisconsinites, of which, according to DHS, nine out of 10 Black smokers use menthol products; and

WHEREAS; the tobacco industry also uses sweet and trendy flavors to appeal to young people, and in recent years, flavored electronic cigarettes and vapes have had an increasingly detrimental impact on the mental and physical health of kids in Wisconsin and across the country; and

WHEREAS; No Menthol Sunday is a national observance that brings awareness to the disparate impact of menthol and other tobacco products on Black health in Wisconsin and beyond; and

WHEREAS; racial health disparities are not the consequence of individual habits or choices—but, rather, reflect centuries of systemic racism—and to encourage smoking cessation and improve the health of Black Wisconsinites, it is necessary to confront the need for increased access to quality, affordable healthcare and educational resources in communities of color; and

WHEREAS; in recognition of this year’s theme, “We Are the Movement,” the state of Wisconsin reaffirms its commitment to educating and engaging individuals and families about why menthols and other tobacco products are harmful, working to build tobacco-free communities that are healthy and equitable, encouraging all Wisconsinites to reject industry tactics, and addressing policies that result in disparate health outcomes for Black Wisconsinites; and

WHEREAS; now is the time to quit smoking and work to prevent youth smoking, and people everywhere can be involved in helping their family members, friends, and neighbors who might be struggling to quit by offering them support and letting them know they are not alone;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim May 17 2026 as

NO MENTHOL SUNDAY

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 23rd day of April 2026.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State