

WHEREAS; more than 7,700 deaths in Wisconsin are linked to tobacco use or exposure each year; and

WHEREAS; tobacco is a major contributor to three of the leading causes of death among Black Americans, namely heart disease, cancer, and stroke; and

WHEREAS; historically, menthols and tobacco products have been marketed towards, and have disproportionately hurt, Black communities; 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; and

WHEREAS; we recognize that racial health disparities are not the consequence of individual habits or choices—but, rather, reflect centuries of systemic racism—and that, if we want smoking cessation to improve the health of Black Wisconsinites, we need 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, “A Bold Awareness: A Fight to the Finish,” the state of Wisconsin renews its commitment to educating and engaging with folks about why menthols and other tobacco products are harmful, working to build tobacco-free communities that are healthy and equitable, and changing the policies that result in disparate health outcomes for Black Wisconsinites; and

WHEREAS; now is the time to quit smoking, and folks 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 15 2022 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 6th day of May 2022.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State