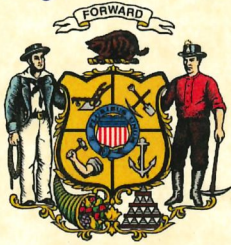# STATE *of* WISCONSIN

OFFICE *of the* GOVERNOR

Proclamation

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

WHEREAS; tobacco is a major contributor to the three 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 the health of Black communities; and

WHEREAS; we recognize that racial health disparities are not the consequence of individual bad habits or poor choices—but, rather, reflect centuries of systemic racism—and that we need to confront the need for increased access to quality healthcare and educational resources for communities of color; and

WHEREAS; today is "A New Day," and the state of Wisconsin renews its commitment to educating folks about why menthols and other tobacco products will harm them, working to build tobacco-free communities that are healthy and just, and continuing efforts to change the policies that set Black Wisconsinites up for poorer health outcomes on the front end; 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 16, 2021, 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 5th day of May 2021.

TONY EVERS
GOVERNOR

By the Governor:

DOUGLAS LA FOLLETTE
Secretary of State