

NO MENTHOL SUNDAY INTERVIEW MAY 9, 2022

Menthol cigarettes were first developed by Lloyd "Spud" Hughes of Mingo Junction , Ohio in 1924, though the idea did not become popular until the Axton-Fisher Tobacco Company acquired the patent in 1927, marketing them nationwide as "Spud Menthol Cooled Cigarettes"

One of my guests on today posed this question in 2011, when he made the query-"WHAT ABOUT MENTHOL?" Why had they excluded menthol tobacco products?" "Menthol tobacco products need to be banned just like the other flavored products. We were saying that, but there was no one listening."

My second guest in a moment of profoundness, articulated this thought: -"We are the vulnerable victims of our own success and our need to make a living", "We are the living proof and witnesses to the hazards of second hand smoke exposure in the workplace. Everyone deserves a healthy, smokefree work environment."

I am Jay Francis Springs, "TODAY IS THE BEST DAY OF MY LIFE, AND I THANK YOU FOR ALLOWING ME FOR A FEW MOMENTS TO BE A PART OF YOUR LIFE", as we converse with two dynamic crusaders for health, and welcome them to the WIGO studios---

It is a privilege to introduce the Honorable Delmonte Jefferson, Executive Director of THE CENTER FOR BLACK HEALTH & EQUITY ...and the Honorable Hildred Lewis Mctush, CEO of LewMar Millennium Entertainment LLC, Founder of ENTERTAINERS SPEAK OUT 4 Smoke Free Rights For All, Inc., and Consultant and Musicians Health Advisor for The Atlanta Blues Society.

Good morning Gentlemen, and welcome to WIGO.

This broadcast is streaming on www.wigo1570.com, so I also encourage you to join us on your digital device.

Mr. Jefferson, as we begin this conversation, tell us what THE CENTER FOR BLACK HEALTH & EQUITY is, the focus of your program and who do you serve?

- In my opening of this program, I quoted a statement you made in 2011 when you became the Executive Director of NAATPN, which evolved into THE CENTER FOR BLACK HEALTH & EQUITY. What is Menthol, what are its' properties, and is it harmful?
- Is menthol only found in cigarettes or is it used in other products that are smoked, inhaled or ingested?
- Is THE NO MENTHOL SUNDAY campaign only directed to the local community or does it extend further?
- So are menthol cough drops and candies included in this effort?
- On this coming Sunday, May 15th, this day has a special significance to your organization, what is it and how can my listeners become involved?
- Is there a website with further information or a telephone number for interested parties to call about participating?

Mr. Mctush, how are you involved with this effort of "NO MENTHOL SUNDAY"?

- Your professional work as a musician has exposed you to the first hand aspect of smoking. Share with us how it has impacted you personally, your profession and your peers in the music industry.
- What are some of the things that need to happen immediately to change the habits that many find hard to break, and are there services available for those that want help?

BREAK:

NO MENTHOL SUNDAY: One of your target groups that you are seeking to get involved are churches and religious institutions, what do you want the churches to do, especially with the fact that many of them are still not hosting services in their sanctuaries?

Gentlemen, take a moment and share any thoughts about your organizations and NO MENTHOL SUNDAY, and then give an encouraging word to someone that may be challenged with smoking addiction or a personal issue.

My guest today, the Honorable Delmonte Jefferson, Executive Director of THE CENTER FOR BLACK HEALTH & EQUITY ...and the Honorable Hildred Lewis Mctush, CEO of LewMar Millennium Entertainment LLC, Founder of ENTERTAINERS SPEAK OUT 4 Smoke Free Rights For All, Inc., and Consultant and Musicians Health Advisor for The Atlanta Blues Society,

Remember this Sunday, May 15th is “NO MENTHOL SUNDAY”, I am Jay Francis Springs, TODAY IS THE BEST DAY OF MY LIFE, AND I THANK YOU FOR ALLOWING ME FOR A FEW MOMENTS TO BE A PART OF YOUR LIFE, on INCREDIBLE RADIO-1570 AM WIGO

Delmonte Jefferson
Executive Director

"What about menthol?" "Why had they excluded menthol tobacco products?" "Menthol tobacco products need to be banned just like the other flavored products. We were saying that, but there was no one listening."

That's what Delmonte Jefferson wanted to know in 2011 when he became the executive director of NAATPN, which promotes tobacco cessation, cancer prevention, and HIV prevention programs that benefit African-American communities. Because 82% of African-American smokers use menthol-flavored cigarettes, it was a huge priority for NAATPN. The Tobacco Control Act had banned most flavors in cigarettes just two years earlier, but hadn't banned menthol.

LaTroya Hester
Director of Communications

NAATPN - National African American Tobacco Prevention Network ...

Hildred Lewis McTush, CEO

LewMar Millennium Entertainment LLC

Founder of ENTERTAINERS SPEAK OUT 4 Smoke Free Rights For All, Inc.

Consultant: Musicians Health Advisor The Atlanta Blues Society,

H. Lewis McTush

As Chief Executive Officer of LewMar Millennium Entertainment LLC. Lewis McTush, has been in the corporate and professional halls of the music, entertainment and records promotions industry, as a promoter and marketing professional for over 50 years. Founder of "Entertainers Speaking Out" for Smoke Free Rights For All, Inc. a Georgia Non Profit organization on the front lines of the Smoke Free Atlanta and Georgia State wide advocacy for the elimination of indoor smoking of tobacco products in public spaces, and tobacco cessation treatment programs for our musicians, hospitality workers, and our community patrons of the arts! Smoke Free uses grassroots advocacy to educate our musicians and business community on the dangers and health consequences of Indoor "Smoking and the usage of Tobacco" products, and "Secondhand Smoke" Exposure, to our musicians, entertainers and hospitality workers in the workplace. "We Deserve A Smoke Free Workplace Too". We should not have to sacrifice our lives and health for a paycheck! Supported by, The Americans For Non-Smokers Rights Organization since 2013.

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Delmonte Jefferson

Executive Director at The Center for Black Health & Equity

Atlanta Metropolitan Area 500+ connections

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Southern University

About

I am a Public Health Program Administrator with years of experience advancing health equity. I have a passion for empowering and mentoring youth and young adults to achieve their maximum

potential. I have managed and directed public health programs at the local, state and national level.