

THE LAYFTC POST

Project Break Free Participates in the Great American Smokeout Event

On November 19, the American Cancer Society hosted its 45th annual Great American Smokeout event that offered smoking cessation services and encouraged smokers to quit smoking for 24 hours on the day of the event, or create a plan to commit to a tobacco- and smoke-free lifestyle. This was an opportunity for California Tobacco Control Program (CTCP) groups to participate in the Great American Smokeout by promoting the event and encouraging smokers to quit in a variety of ways including creating and distributing quit kits, as well as hosting forums, concerts, and contests.

The CTCP-funded team, Project Break Free, developed the Great American Smokeout social media campaign. The campaign involved drafting and uploading nine Instagram posts, discussing the 24 Hour smoke-free Challenge. The posts featured discussion question on what community members learned from the challenge, the relationship between tobacco and vulnerable groups, secondhand smoke, benefits of quitting smoking during COVID, how to help smokers quit, and cessation resources. Project Break Free uploaded a post a day from November 12th to November 20th. The outcome of the social media campaign was successful, with the campaign posts receiving over 80 likes and 16,800 impressions in total.

Overall, events such as the Great American Smokeout have been one of many approaches in aiding smokers, especially those who are at increased risk for severe illness from COVID-19, to take an important step toward a healthier life.



Tobacco & LGBTQ Community Post, one of 9 posts, received over 8,000 impressions on Instagram.

Source: American Cancer Society and Action on Smoking & Health (ASH)



National Medical Association (NMA) Joins the Lawsuit against FDA on the Delay of Banning Menthol

By Michael Jung

On December 3, the National Medical Association (NMA) joined the African American Tobacco Control Leadership Council (AATCLC), Action on Smoking (ASH), and American Medical Association (AMA) in a lawsuit against the Food and Drug Administration (FDA). The complaint was initially filed by AMA and AATCLC on June 17, 2020, stating that the FDA failed to remove the sale of menthol cigarettes on the market and hence, that the court should order the FDA to take action and protect public health by banning the sale of menthol and adding menthol on the list of prohibited flavors.

Today, nearly 9 in 10 Black smokers use menthol cigarettes, displaying a high rate of mentholated cigarette use among African Americans. This is due to the fact that tobacco companies have been strategically targeting predominantly Black neighborhoods through the advertisements and sales of menthol cigarettes.

Moving forward, AMA's participation will further strengthen the lawsuit against FDA, ultimately taking an important step towards eliminating health disparities and protecting the well-being of youth and vulnerable populations, especially Black communities, from the dangers of menthol and other flavored tobacco products.



Member Highlight: Ariana Olivera



Hello! My name is Ariana Olivera. I am currently an intern at Koreatown Youth Community Center (KYCC), as well as the co-chair of Project Development Committee at the Los Angeles Youth First Tobacco Coalition (LAYFTC). I am currently attending Santa Monica College and this year is my first year at college! My current major is General Science. However, once I transfer to a different university, I plan to change my major to Biology. My dream job is to be an orthopedic surgeon so I plan on pursuing medical school after graduating from university. Last year, I was able to graduate a year early from high school to get a head start! My hobbies are drawing, doing digital art, and being a fan of EXO!



Resources and Articles

[Quitting Smoking & Vaping
Resources During COVID](#)

[Adopting Tobacco-Free Policies
on Campuses](#)

[Slideshow: Exploiting COVID-
19 to Market E-Cigarettes](#)

[Tips From Former Smokers](#)



Benefits of Quitting Smoking During COVID-19

1

Your lungs and immune system become healthier

2

Decreases risk of serious illness

3

Lowers risk of COVID-19 infection

Cessation Resources

+ For smokers, call 1-800-NO-BUTTS

+ For vapers, call 1-844-8-NO-VAPE



DID YOU KNOW?

Young people who have used e-cigarettes at anytime in their life are **5 times more likely** to be diagnosed with COVID-19

