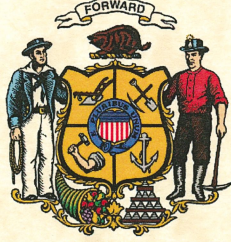


STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

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

WHEREAS; the need for healthy lungs and healthy bodies overall has never been more pressing, as we are seeing that smoking puts folks at a higher risk of severe illness or death from COVID-19, a disease that further exacerbates the inequities we know exist in communities of color; 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 disproportionately hurt, the Black community; and

WHEREAS; No Menthol Sunday is a national observance that brings awareness to the disparate impacts 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 poor choices, 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 healthcare and education for communities of color; and

WHEREAS; the state of Wisconsin renews its commitment to educating and engaging folks about why menthols and other tobacco products will harm them, and to continuing efforts to change the policies that set Black Wisconsinites up for poorer health outcomes on the front end; and

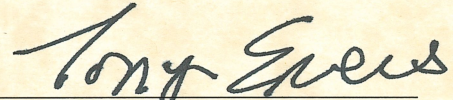
WHEREAS; now is the time to quit smoking, and folks everywhere can be involved in helping their family members, friends, and neighbors who might be struggling with addiction by offering them support and letting them know they are not alone;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim May 17, 2020, 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 8th day
of May 2020.


TONY EVERS
GOVERNOR



By the Governor


DOUGLAS LA FOLLETTE
Secretary of State