



AJAMOU BUTLER

Born and raised on Milwaukee's Northside, author and lecturer Brother Ajamou Butler has always been one to progress from his pain. Growing up in Milwaukee's notorious 53206 zip code, Butler was exposed to the uglier sides of poverty. His experiences with poverty up-close as a child have shaped his outlook on life as an adult. In May 2012, Butler launched his Non-Profit organization, Heal the Hood MKE. Heal the Hood MKE has grown to be an example of pushing against social injustice and rewriting the narrative of inner-city Milwaukee. Heal the Hood MKE has 2 Major arms: 1) Our Annual Block Parties/Outreach Fairs and 2) Our in-school curriculum called "We are Not Poets, We Are Messengers!" Ajamou Butler is known to use his experiences in Milwaukee and his spirituality mixed together to come up with his own style of spoken word ministry. Mr. Butler is an educator, a brother, a father, a child of God and a community activist who lives by the motto "Heal the Hearts, Heal the Homes, Heal the Hoods"!

MY TOBACCO STORY

I can recall the first time I saw a middle school kid hit a square. It messed my head up and broke my heart at the same time. I didn't know the young man but it crushed me because he couldn't have been any older than 12. For me that image of that young man walking down the street smoking shook me in a way I can't really describe. This had to have been more than seven or eight years ago but it left such a bad taste in my mouth that it led me to be more vocal about being anti-tobacco.



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No Menthol SUNDAY



FOCUS ON VICTORY, GO AGAINST THE GRAIN.

JOIN THE FAITH COMMUNITY ON
A NATIONAL OBSERVANCE DAY

MAY 21, 2023

INSPIRE

A MOVEMENT
TOWARD BETTER
BLACK HEALTH

ABOUT NO MENTHOL SUNDAY

No Menthol Sunday, a national observance day led by *The Center for Black Health & Equity*.

This year's theme, "**Focus on Victory, Go Against the Grain**" encourages us to stand up against the tobacco industry and create healthy and just tobacco-free communities.

Each year we encourage faith leaders to dedicate this day to educating congregants about smoking, vaping and the role of menthol and other flavors. The pandemic has increased the risk of smoking-related deaths in our communities, but there is so much we can do to focus on victory! This is our time to go against the grain and reject the tobacco industry's tactics.

GET INVOLVED

DOWNLOAD THE TOOLKIT: NoMentholSundayWI.com

Share this with members of your congregation and community in many ways:

- Share this brochure via email or print
- Share it on Facebook, Instagram, and YouTube
- Partner with your local radio station. Ask them to play the provided audio on No Menthol Sunday.

AJAMOU'S POEMS

BIG FAITH

(60 SECONDS)

PLAY

Focus Your Faith, Fight your fears!

You can do this...one day at a time, your victory is near!

When you quit them cancer sticks, you'll add years to your life and you'll add some life to your years!

Your victory is close, your victory is almost here!

You will be delivered from the tobacco demon when you look towards God!

The road won't be easy, the road to quitting might be hard!

But you have courage in your heart, and you'll have a healthier heart, so today make the choice to start!

Start with prayer, give yourself grace!

Big tobacco won't win this race!

Big is your God and big is your faith!

Big is your freedom and when you win, you'll have a big smile on your face!

Think of all the money you could save, when you stop smoking cancer sticks, you'll have a big back!

A clean bill of health is the ultimate goal!

Put down that tobacco smoke and save your soul!

VICTORIOUS

(30 SECONDS)

PLAY

I will Continue to use my voice to fight for victory!

Its no mystery that big tobacco is on the attack!

But because we are taught to go against the grain, we shall fight back!

Focus your love on God, and you will be delivered from the cigarette packs!

Breathing in cigarette free air will feel as refreshing as a dip in the Jordan River!

We, Will, WIN!

No Menthol Sunday is the mission!

Get Connected, join the movement!