



FETTERMAN & ASSOCIATES

AI-DRIVEN TOBACCO PREVENTION PODCAST

APRIL 2026 PREPARED BY DR. DAVID FETTERMAN AND DR. LINDA DELANEY

AI, EMPOWERMENT EVALUATION, AND TOBACCO PREVENTION

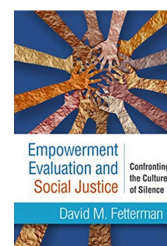
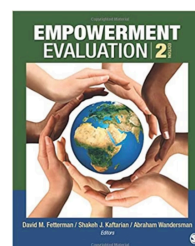
WANT TO UNDERSTAND HOW
POWER, POLICY, AND PUBLIC
HEALTH REALLY WORK?

IF YOU WANT FAST, DATA-DRIVEN
INSIGHT INTO ONE OF THE MOST
PREVENTABLE CAUSES OF DEATH,
THIS SHORT PODCAST DELIVERS:

[HTTPS://DAVIDFETTERMAN.COM/
AR-KANSAS COMMUNITIES FIGHTIN
G MENTHOL TOBACCO.M4A](https://davidfetterman.com/ar-kansas-communities-fighting-menthol-tobacco.m4a)

KEY TAKEAWAYS (WITH TIMESTAMPS):

- **THE SCALE** (0:00–0:41)
SMOKING KILLS MORE PEOPLE
THAN ALCOHOL, AIDS, CAR
CRASHES, ILLEGAL DRUGS,
MURDER, AND SUICIDE
COMBINED.



Podcast
GEMS

Key Takeaways (with timestamps):

- **The product** (3:02–4:51)
Menthol numbs the throat—making inhalation easier and addiction stronger.
- **Targeting** (4:54–6:16)
85% of Black smokers use menthol vs. 30% of White smokers—driven by decades of targeted marketing.
- **Setbacks** (6:16–8:50)
Youth vaping surged from 15.4% to 26.3% in just four years.
- **Policy gaps** (6:16–10:50)
Flavor bans left a critical loophole: menthol.
- **The bigger picture** (10:50–13:43)
Secondhand smoke, COVID vulnerability, and systemic inequities compound the harm.
- **What's working** (13:44–17:34)
Community-based action. The Minority Sub-Recipient Grant Office funds local groups—not distant bureaucracies.
- **The shift** (14:37–17:34).
Empowerment Evaluation builds local capacity to track progress, use data, and lead change—turning targeted communities into agents of resistance.

Bottom line:

The industry weaponizes something seemingly innocent, such as a peppermint compound to bypass your brain's pain receptors, and policy loopholes are crafted to protect corporate profits at the expense of marginalized youth. However, combating these forces is the unparalleled power of localized data; it gives local communities the analytical tools to track their own performance in real time. This enables them to punch wildly above their weight class. This shifts the narrative from systemic despair to actionable hope (17:34-19:22). If you care about health equity, strategy, and real-world impact, this is worth 17 minutes.

The podcast is at:

https://davidfetterman.com/Arkansas_Communities_Fighting_Menthol_Tobacco.m4a

For additional information and AI-created products, contact Fetterman & Associates: [David Fetterman](mailto:David.Fetterman@fettermanassociates@gmail.com) (fettermanassociates@gmail.com) and Linda Delaney.



Artificial
Intelligence

BUILDING CAPACITY