



American Heart Association.

# The truth about... How the Tobacco Industry Targets Black American Communities



The systemic prejudice and racism many Black Americans experience can cause extremely high levels of stress. As a result, they may develop unhealthy coping mechanisms – like tobacco use – as an outlet. The tobacco industry knows this and intentionally deploys predatory tactics to hook Black American individuals on its products by supporting Black organizations, donating to historically Black colleges and universities (HCBUs) and contributing to political campaigns of Black lawmakers. As a result of this targeting, a disproportionate number of Black Americans use tobacco products and experience nicotine addiction.

Tobacco companies have historically **MARKETED MENTHOL PRODUCTS to BLACK CONSUMERS** by offering them

**FREE** admission to music festivals, product giveaways, nightclub and neighborhood events, and free product samples and coupons.



**BLACK PEOPLE WHO SMOKE ARE THE LEAST LIKELY TO HAVE RECENTLY QUIT SMOKING.**

## QUIT SMOKING



➤ Despite being the most likely to attempt cessation,

**ONLY ABOUT 5% OF BLACK PEOPLE WHO SMOKE HAVE BEEN ABLE TO QUIT RECENTLY.**



This targeting has resulted in a very **HIGH RATE OF MENTHOL CIGARETTE USE AMONG BLACK AMERICANS WHO SMOKE.**

FOR EXAMPLE:

**In the 1950s, only 5% OF BLACK AMERICANS WHO SMOKED USED MENTHOLS.**

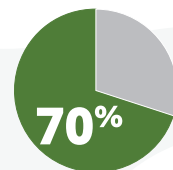


AFTER DECADES OF INDUSTRY TARGETING, NEARLY

**90% OF BLACK AMERICANS WHO SMOKE USE MENTHOLS.**



**MORE THAN 70% OF BLACK STUDENTS WHO SMOKE USE MENTHOL CIGARETTES**



## VS

**ABOUT 1/2 OF HISPANIC AND WHITE MIDDLE AND HIGH SCHOOL STUDENTS WHO SMOKE USE MENTHOL CIGARETTES**

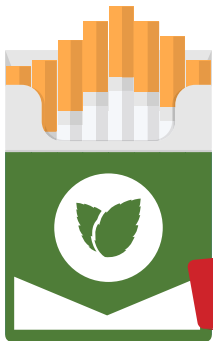


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(continued)

The **TOBACCO INDUSTRY** not only **HEAVILY ADVERTISES** its products and makes them widely available to people living in **PREDOMINANTLY BLACK COMMUNITIES**

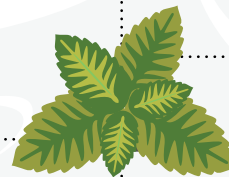


but also lowers the prices of some products there.

**CHEAP**



For example, Newport, a popular menthol cigarette among Black people who smoke, is **SIGNIFICANTLY LESS EXPENSIVE IN PREDOMINANTLY BLACK COMMUNITIES.**



Researchers have found that **THE MORE BLACK CHILDREN WHO LIVE IN A NEIGHBORHOOD,**



the **MORE LIKELY IT IS THAT MENTHOL TOBACCO PRODUCTS WILL BE ADVERTISED** near candy displays in stores.



Neighborhoods with **PREDOMINANTLY BLACK RESIDENTS** have a disproportionate number of **TOBACCO RETAILERS, HIGH AMOUNTS OF TOBACCO ADVERTISING AND MORE MARKETING OF MENTHOL PRODUCTS.**

Nearly **15% OF BLACK ADULTS** WHO SMOKE USE CIGARETTES EVERY DAY OR MOST DAYS.

