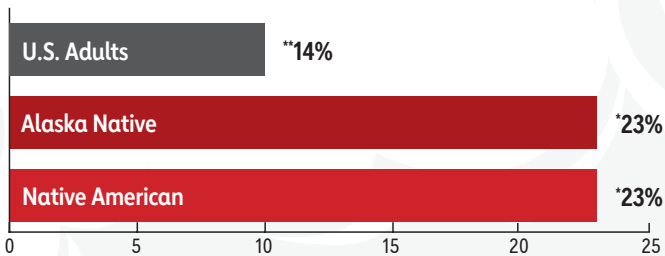


# The truth about... How the Tobacco Industry Targets Native American and Alaska Native Communities

The systemic prejudice and racism many Native American and Alaska Native people in the U.S. 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 Native American and Alaska Native individuals on its products by sponsoring cultural and community events and giveaways, running promotions and exploiting Indigenous cultural imagery and concepts. As a result of this targeting, a disproportionate number of Native American and Alaska Native individuals use tobacco products and experience nicotine addiction.

## NATIVE AMERICAN AND ALASKA NATIVE ADULTS have the HIGHEST SMOKING RATE IN THE U.S.



## TOBACCO USE INCREASES THE RISK OF DEADLY DISEASES: %



- #1 **HEART DISEASE** is the primary cause of death in the U.S. and among Native Americans and Alaska Natives.
- #2 **CANCER** is the second leading cause of death in the U.S. and among Native Americans and Alaska Natives.

R.J. Reynolds and Philip Morris implemented competitive promotional strategies within the Navajo Nation to



**TARGET LOW-INCOME, PRICE-SENSITIVE PEOPLE WITH EXTREMELY LOW PRICES OF CIGARETTES.**



## A 2019 CONGRESSIONAL INVESTIGATION



found that the **E-CIGARETTE COMPANY JUUL TARGETED AT LEAST EIGHT NATIVE AMERICAN TRIBES**

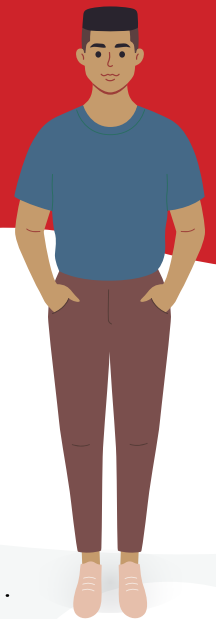
with price discounts and referral program pitches to promote its products among tribal members.

(\*Nearly, \*\*About)



# The truth about... How the Tobacco Industry Targets Native American and Alaska Native Communities

(continued)

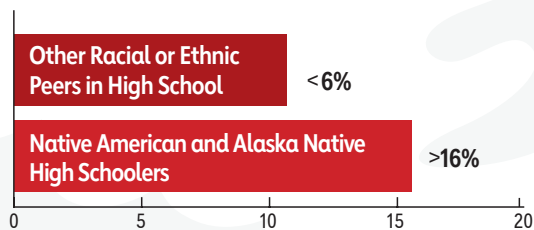


## NATIVE AMERICAN AND ALASKA NATIVE YOUTH USE CIGARETTES AND E-CIGARETTES

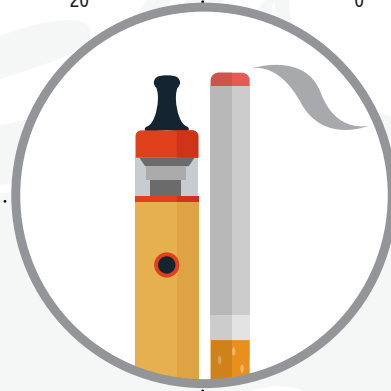
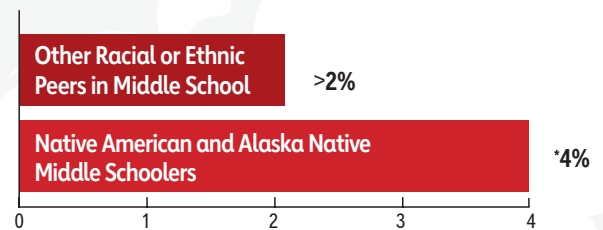
at considerably higher rates than their peers of other racial or ethnic groups.



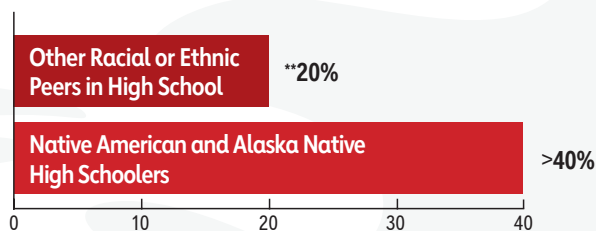
NATIVE AMERICAN AND ALASKA NATIVE **HIGH SCHOOLERS** VS PEERS WHO SMOKE CIGARETTES



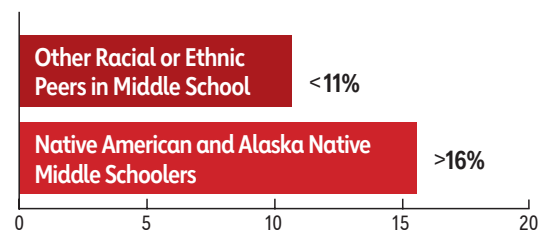
NATIVE AMERICAN AND ALASKA NATIVE **MIDDLE SCHOOLERS** VS PEERS WHO SMOKE CIGARETTES



NATIVE AMERICAN AND ALASKA NATIVE **HIGH SCHOOLERS** VS PEERS WHO USE E-CIGARETTES



NATIVE AMERICAN AND ALASKA NATIVE **MIDDLE SCHOOLERS** VS PEERS WHO USE E-CIGARETTES



(\*Nearly, \*\*About)