

# RAISING OUR VOICES FOR HEALTH JUSTICE

## California Communities Against the Commercial Tobacco Industry

*Health justice means bringing communities to the table, so everyone's voices are heard and people from all walks of life achieve the health and wellness they deserve.*

### The Commercial Tobacco Industry Targets California's Diverse Communities

- The tobacco industry targets California's African American, Latino, Asian American Native Hawaiian and Pacific Islander, LGBTQ+, Tribal and rural communities, resulting in higher rates of commercial tobacco product use and tobacco-related disease.<sup>i</sup>
- The tobacco industry has continued to aggressively market its dangerous products to California's diverse communities – especially during the COVID-19 pandemic - on social media, in print, and at the retail counter.
- The tobacco industry blocked the law (Senate Bill 793) that would have ended the sale of flavored and menthol tobacco products in California. Instead, communities continue to be targeted by an industry intent on profiting off addiction and the death and disease they create.

### Tobacco is Still the Leading Cause of Death

- Tobacco use remains the leading cause of premature death and disease in California; an estimated 40,000 Californians die each year due to smoking.<sup>ii</sup>

#### Call to Action

***Make it a state priority in 2021 to ensure that every Californian has equitable opportunities to achieve and maintain health and wellness, especially as it relates to tobacco's impact on health justice in our communities.***

<sup>i</sup> "A Story of Inequity." *Tobacco Free CA*, 26 Mar. 2021, [tobaccofreeca.com/story-of-inequity/](http://tobaccofreeca.com/story-of-inequity/).

<sup>ii</sup> Extinguishing the Tobacco Epidemic in California." *Centers for Disease Control and Prevention*, Centers for Disease Control and Prevention, 21 Apr. 2020, [www.cdc.gov/tobacco/about/osh/state-fact-sheets/california/index.html](http://www.cdc.gov/tobacco/about/osh/state-fact-sheets/california/index.html).



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