

INFORMATION & EDUCATION

VIRTUAL DAYS OF ACTION 2022

THE TOBACCO INDUSTRY HARMS CALIFORNIA'S AFRICAN AMERICAN COMMUNITY

The Tobacco Industry has targeted African Americans for over half a century:

- ▶ The Tobacco Industry has a long history of predatory targeting of African Americans with menthol and other flavored tobacco products, which are deadlier and more addictive than non-flavored products.¹
- ▶ Communities with a greater proportion of African Americans have a greater density of tobacco retailers and see more tobacco advertising than other neighborhoods.²
- ▶ For each 10% increase in the proportion of African American students in California, the odds of a Newport promotion were 50% higher, and the cost of Newport was 12 cents lower.³

African Americans are disproportionately affected by tobacco:

- ▶ African Americans are more likely to be exposed to secondhand smoke than any other racial group.²
- ▶ Despite smoking fewer cigarettes, African American tobacco users are more likely to die from smoking-related illness than white tobacco users.⁴
- ▶ In California, 20.7% of African American adults smoke cigarettes compared to 12.4% of California adults overall.⁵
- ▶ Over 85% of African American cigarette smokers smoke menthol cigarettes, which are more addictive and more difficult to quit than non-menthol cigarettes.⁶



- ▶ A study by the CDC showed that African Americans who live in multi-unit housing are significantly more likely to experience unwanted secondhand smoke than non-African American multi-unit housing residents.⁷
- ▶ 72.8% of African Americans who smoke reported an interest in quitting, higher than any other population.²
- ▶ Research shows that African American young adults ages 18 - 24 are vulnerable to tobacco use and addiction.⁵
- ▶ Lung cancer is the second most common cancer in both African American men and women, but it kills more African Americans than any other type of cancer.⁵

- In 2019, it was estimated that 25,390 African Americans will be diagnosed with lung cancer and 16,550 African Americans will die from it.⁵
- The relative five-year survival rate for lung cancer is lower among African Americans than among whites (16% compared to 19%).⁵

African Americans, E-Cigarette, Cigars, Cigarillos and Hookah

- In 2019, 17.7% of African American high school students and 8.6% of African American middle school students admitted to using e-cigarettes.⁸
- In 2018 The National Health Survey reported that 4.9% of African Americans aged 18 and over used cigars, cigarillos and filtered little cigars “every day” or “some days.”⁸
- One study supports that African Americans were at higher odds of being a hookah-only and a dual hookah and cigarette user when they had a smoke occasion.⁹

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www.organizingtoendtobacco.org | organizingtoendtobacco@heart.org