

2023 | CAPITOL INFORMATION & EDUCATION DAYS



The Fight is Not Over: The Tobacco Industry Harms California's African American Community

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

- Since the 1950's the commercial tobacco industry has targeted African Americans with predatory marketing of tobacco products through advertisements, sponsorship of community and music events, free sampling, and more lucrative promotions in comparison to other racial groups.^{1,2}
- 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.³
- Communities with a greater proportion of African Americans have a greater density of tobacco retailers and see more tobacco advertising than other neighborhoods.⁴

For each 10% increase in the proportion of African American students in California, the odds of a Newport promotion² were 50% higher, and the cost of Newport was 12 cents lower.⁵

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.⁶



- In California, 20.7% of African American adults smoke cigarettes compared to 12.4% of California adults overall.⁷
- Over 85% of African American cigarette smokers smoke menthol cigarettes, which are more addictive and more difficult to quit than non-menthol cigarettes.⁸
- 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.⁹
- 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 2022, it was predicted that 25,690 Black people would be diagnosed with lung cancer. 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-Cigarettes, Cigars, Cigarillos, and Hookah

- 11.1% of African-American high schoolers and 4.1% of middle schoolers, were current e-cigarette users in 2022.¹¹
- E-cigarettes are the most commonly used tobacco product among African-American youth.¹¹
- Combustible tobacco product use is highest among African American middle and high school students, specifically for cigar and hookah use.¹¹

REFERENCES

- 1 "Stopping Menthol, Saving Lives". Campaign for Tobacco-Free Kids, 2021, https://www.tobaccofreekids.org/assets/content/what_we_do/industry_watch/menthol-report/2021_02_tfk-menthol-report.pdf
- 2 "Targeted Advertising, Promotion, and Price for Menthol Cigarettes in California High School Neighborhoods." Nicotine & Tobacco Research : Official Journal of the Society for Research on Nicotine and Tobacco, U.S. National Library of Medicine, Jan. 2012, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3592564/>
- 3 Balbach, Edith D et al. "R.J. Reynolds' targeting of African Americans: 1988-2000." American journal of public health vol. 93,5 (2003): 822-7. doi:10.2105/ajph.93.5.822
- 4 CDC. "African Americans and Tobacco Use." Centers for Disease Control and Prevention, 26 Mar. 2019, www.cdc.gov/tobacco/disparities/african-americans/index.htm.
- 5 Henriksen, Lisa et al. "Targeted advertising, promotion, and price for menthol cigarettes in California high school neighborhoods." Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco vol. 14,1 (2012): 116-21. doi:10.1093/ntr/ntr122
- 6 "American Medical Association (AMA) Joins Lawsuit against FDA." American Medical Association, www.ama-assn.org/press-center/press-releases/american-medical-association-ama-joins-lawsuit-against-fda#:~:text=%E2%80%9CThe%20results%20are%20clear%20and%20grim%3B%20although%20African. Accessed 20 Apr. 2022.
- 7 "Tobacco Industry & African American/Black Community." EC Reems Community Services, 1 Aug. 2021, ecreemscommunityservices.org/tobacco-industry-african-american-black-community/#:~:text=In%20California%2C%2020.7%25%20of%20African%20American%20adults%20smoke. Accessed 20 Apr. 2022.
- 8 "What Is Menthol?" www.lung.org, www.lung.org/quit-smoking/smoking-facts/health-effects/what-is-menthol#:~:text=More%20than%208%20in%2010%2C%20or%2085%25%20of. Accessed 20 Apr. 2022.
- 9 "Tobacco Industry & African American/Black Community." EC Reems Community Services, 1 Aug. 2021, ecreemscommunityservices.org/tobacco-industry-african-american-black-community/#:~:text=A%20study%20by%20the%20CDC%20showed%20that%20African. Accessed 20 Apr. 2022.
- 10 Giaquinto, AN, Miller, KD, Tossas, KY, Winn, RA, Jemal, AM, Siegel, RL. Cancer statistics for African American/Black People 2022. CA Cancer J Clin. 2022. <https://doi.org/10.3322/caac.21718>
- 11 Park-Lee E, et al. "Tobacco Product Use Among Middle and High School Students — United States, 2022." MMWR 71(45):1429–1435, November 11, 2022, <https://www.cdc.gov/mmwr/volumes/71/wr/pdfs/mm7145a1-H.pdf>