

TOBACCO IS A SOCIAL JUSTICE ISSUE

Lower income neighborhoods typically have more tobacco retailers near schools in comparison to other neighborhoods.¹

KEY POINTS:

- Black communities have up to **10 times more tobacco ads**, particularly for menthol cigarettes, which Big Tobacco has specifically pushed in these communities for years.²
- Lung cancer is the **leading cause of cancer deaths** among Hispanic/Latino populations in California.³
- Rural counties have **some of the highest smoking rates in California** and rural residents start smoking at an earlier age.⁴
- LGBTQ+ individuals are **five times more likely** to never seek a smoking cessation Quitline, compared to other groups.⁵
- Tobacco advertisements on billboards and in stores are **more plentiful in predominantly urban Asian American communities** than in other urban neighborhoods.⁶



Despite the gains California has made over the past years in reducing tobacco use, some communities have been left behind. For decades the tobacco industry has aggressively marketed its dangerous products to California's diverse populations and the result has been greater rates of smoking, tobacco-related disease, and death. These diverse populations include African American, Latino, Asian American, Native Hawaiian and Pacific Islander, LGBTQ+, Tribal and rural communities and people with low-economic status.

As the most diverse state in the nation, it is critical that California address tobacco-related inequities and progress towards the ultimate goal of eliminating tobacco use.

¹ *The Story of Low-Income*. (2019). Retrieved from: tobaccofreeca.com/story-of-inequity/low-income/

² Moreland-Russell, S., Harris, J., Snider, D., Walsh, H., Cyr, J., & Barnoya, J. (2013). Disparities and menthol marketing: additional evidence in support of point of sale policies. *International journal of environmental research and public health*, 10(10), 4571–4583. doi.org/10.3390/ijerph10104571

³ CDC Web Archive 1998 Highlights: Hispanics and Tobacco. (2015). Retrieved from: www.cdc.gov/tobacco/data_statistics/sgr/1998/highlights/hispanics/index.htm

⁴ California Department of Public Health, California Tobacco Control Program. *California Tobacco Facts and Figures 2016 [pre-print version]*. (2016). Sacramento, CA: California Department of Public Health. Retrieved from: 3e113223sc6v7z23p1x7dax1-wpengine.netdna-ssl.com/wp-content/uploads/2016/10/2016-California-Tobacco-Facts-Figures.pdf

⁵ Burns, E. K., Deaton, E. A., & Levinson, A. H. (2011). Rates and reasons: disparities in low intentions to use a state smoking cessation quitline.

American journal of health promotion : AJHP, 25(5 Suppl), S59–S65. doi.org/10.4278/ajhp.100611-QUAN-183

⁶ National Cancer Institute. *The Role of the Media in Promoting and Reducing Tobacco Use*. Tobacco Control Monograph No. 19. Bethesda, MD:

U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. NIH Pub. No. 07-6242, June 2008. Retrieved from: cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-19

