

2024 | CAPITOL INFORMATION & EDUCATION DAYS



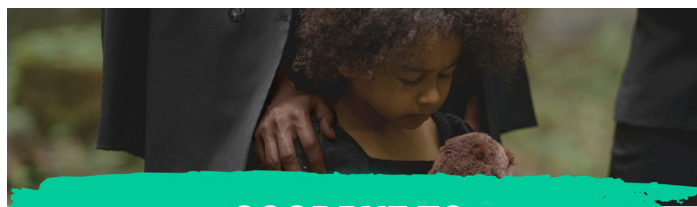
Commercial Tobacco's Impact: Costly for California's African American Community

Historically Disenfranchised Communities

- For centuries, African American people have been harmed by unjust practices related to the sale of commercial tobacco.^{1,2,3} For instance, enslaved people were forced to grow and harvest tobacco that would later be sold.²
- Since the 1950's the commercial tobacco industry has targeted African Americans with predatory marketing of mentholated tobacco products through advertisements, sponsorship of community and music events, free sampling, and more enticing promotions in comparison to other racial groups.^{4,5}
- Communities with a greater proportion of African Americans have a greater density of tobacco retailers and see more mentholated tobacco advertising than other neighborhoods.⁶

Stress & Community Well-Being

- Stress, such as that caused by financial problems, discrimination, or violence, can make people in general more likely to smoke.⁷
- Racism and discrimination are constant sources of stress for many African American people.⁸
- In 2019, the majority of African American people said they had personally been discriminated against because of their race.⁹
- The pressure of discrimination has been associated with tobacco product use behavior and initiation^{10,11} and can also make it harder to quit.¹²



GOODBYE TO MENTHOLATED TOBACCO

- When people experience severe or long-lasting forms of stress, their bodies respond by raising stress hormones and keeping them raised. When this goes on for a long time, they may develop health problems like high blood pressure and diabetes.^{13,14}
- Smoking cigarettes leads to disease and disability and harms nearly every organ of the body.¹¹

Health Care & Discrimination

- One in three Black adults say they have personally experienced racial discrimination when going to the doctor—and many report avoiding seeking medical care because of it.¹²
- African American people also experience discrimination and harm from systems meant to protect and improve health and well-being, including health care and medical science.^{15,16,17}
- Research shows that some African American people may hesitate to seek care because they don't trust the government or healthcare systems^{18,19} that have treated African American people unfairly in the past.

African American smokers need and deserve culturally tailored cessation services/support that address racism and the unique addictive qualities of mentholated tobacco products.

The national fight to ban the sale of mentholated tobacco products has been spearheaded by California's African American Tobacco Control Leadership Council.

www.SavingBlackLives.org

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