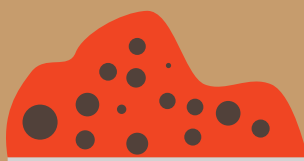


DID YOU KNOW TOBACCO COMPANIES TARGET MINORITY COMMUNITIES?

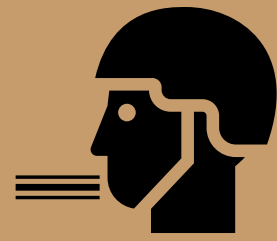


As of 2019, 85% of black adults smoke menthol cigarettes.



85%
OF BLACK
ADULTS

Menthol
CIGARETTES



Tobacco companies “menthol push” included ad campaigns with messages tailored to Black people and images featuring Black models or hip-hop icons.



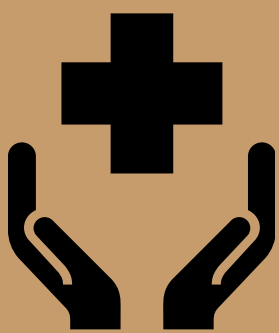
The more Black children who live in a neighborhood, the more likely it is that menthol specific marketing will be advertised near candy displays in stores.

Black
CHILDREN

Cultural
EVENTS

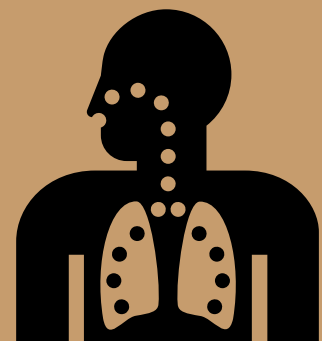


Tobacco companies support cultural events designed to draw in certain groups in the Black community.



Stress, such as that caused by financial problems, discrimination, or violence, can make people in general more likely to smoke.

Stress
RELIEF



45,000
DEATHS

Tobacco use is the number one cause of preventable death among Black Americans, claiming 45,000 Black lives each year.

