

# THE DEADLY TOBACCO INFLUENCER

The tobacco industry has worked hard to be a big part of African American communities. Tobacco companies support African American organizations, sponsor events, and place more ads in African American neighborhoods. As a result, tobacco has had a devastating effect on African Americans in the U.S.

“We don’t smoke that S#!%. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.”

—R.J Reynolds Tobacco Company Executive

**Menthol cigarettes are easier to smoke but harder to quit. Nearly 90% of all African American smokers use menthol cigarettes.<sup>1</sup>**

**10x**

There are up to **10x more tobacco ads**, mostly for menthol products, in African American neighborhoods.<sup>2</sup>

**50%**

You are **50% more likely** to see Newport ads in African American neighborhoods.<sup>3</sup>



**There are more ads for cheap tobacco in African American, low-income, and rural neighborhoods.**

- Average price for the cheapest pack of cigarettes is lower in African American Communities.<sup>2</sup>
- Average price for a single cigar/cigarillo is lower in African American Communities.<sup>2</sup>

**Tobacco-related death and disease in African American communities.**



African American men have the **highest rates of lung cancer** in the U.S. Lung cancers are mostly caused by smoking.<sup>4</sup>



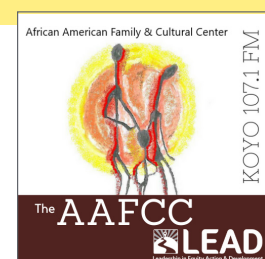
Tobacco is a **major cause of heart disease, cancer, and stroke**, which are the three leading causes of deaths for African Americans in the U.S.<sup>5</sup>

For more information on how you can help make a change, contact The African American Family Culture Center and ask for The LEAD Project:

1-530-532-1205

Facebook:  
@LEAD.Equity.Action

healthcollaborative.org/lead



## References

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5. Centers for Disease Control and Prevention. African American and Tobacco Use. 2020. [www.cdc.gov/tobacco/disparities/african-americans/index.htm](http://www.cdc.gov/tobacco/disparities/african-americans/index.htm) . [Accessed 11/2021].