

# UPROOT

THE TRUTH

## TOBACCO USE IN THE **BLACK COMMUNITY**



*Tobacco has taken a heavier toll on Black lives than almost any other racial or ethnic group. It's time to unearth the root causes of these issues.*

### THE ORIGIN

Big Tobacco's targeting has had lasting negative consequences on the Black community.

- Tobacco companies have historically placed **larger amounts of advertising in African-American publications**, exposing African Americans to more cigarette ads than white Americans.
- Menthol products are given **more shelf space in retail outlets** within African-American neighborhoods.
- For years, the tobacco industry has **heavily marketed and promoted menthol cigarettes to the Black community** using culturally tailored advertising images and messages.

As a result, Black smokers are nearly **11 times more likely to use menthol cigarettes** compared to white smokers.

**11x**



*These photos are from real tobacco advertisements targeting the Black community.*

# THE EFFECTS

The tobacco-related health impacts on the Black community are devastating.

- People in the Black community may **hesitate to seek care because they distrust healthcare systems**, which have been responsible for inequities in treatment.
- African Americans usually smoke fewer cigarettes and start smoking at older ages, but are **more likely to die from smoking-related diseases** compared to white Americans.
- Tobacco use is a **major contributor to leading causes of death** among African Americans: heart disease, cancer and stroke.



*African-American children and adults are more likely to be exposed to secondhand smoke*



## GET INVOLVED

Take action to rectify this societal imbalance.



**EDUCATE** yourself on the tobacco-related social justice issues deeply rooted in the Black community.



**ENGAGE** local community groups to raise awareness about these issues.



**EMPOWER** others to fight against these injustices.

Tobacco Free Florida works year-round to highlight how tobacco use disproportionately affects certain disenfranchised populations, including the Black community.