



**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**
A project of the American Heart Association.

The Industry Harms California's African American Community
Nearly 40,000 Californians are Killed by the Tobacco Industry's
Practices.

The tobacco industry has targeted African Americans for over half a century:

- The tobacco industry has a long history of predatory targeting of African Americans with menthol and other flavored tobacco products, which are deadlier and more addictive than non-flavored products.
- Communities with a greater proportion of African Americans have a greater density of tobacco retailers and see more tobacco advertising than other neighborhoods.¹

For each 10% increase in the proportion of African American students in California, the odds of a Newport promotion were 50% higher, and the cost of Newport was 12 cents lower.¹⁰

African Americans are disproportionately affected by tobacco:

- African Americans are more likely to be exposed to secondhand smoke than any other racial group.²
- Despite smoking fewer cigarettes, African American tobacco users are more likely to die from smoking-related illness than white tobacco users.³
- In California, 20.7% of African American adults smoke cigarettes compared to 12.4% of California adults overall.⁶
- Over 85% of African American cigarette smokers smoke menthol cigarettes, which are more addictive and more difficult to quit than non-menthol cigarettes.^{4,5,6}
- A study by the CDC showed that African Americans who live in multi-unit housing are significantly more likely to experience unwanted secondhand smoke than non-African American multi-unit housing residents.⁷
- 72.8% of African Americans who smoke reported an interest in quitting, higher than any other population.^{7,8}
- Research shows that African American young adults ages 18 - 24 are vulnerable to tobacco use and addiction¹⁶

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Funded by the California Department of Public Health, Grant Number: 19-10090

www.organizingtoendtobacco.org | organizingtoendtobacco@heart.org

- Lung cancer is the second most common cancer in both African American men and women, but it kills more African Americans than any other type of cancer.¹⁶
- In 2019, it is estimated that 25,390 African Americans will be diagnosed with lung cancer and 16,550 African Americans will die from it.¹⁷
- The relative five-year survival rate for lung cancer is lower among African Americans than among whites (16% compared to 19%).¹⁸

African Americans and E-Cigarettes

- In 2019, 17.7% of African American high school students and 8.6% of African American middle school students admitted to using e-cigarettes.¹⁹
- In 2017, 10.3% of African American adults acknowledged trying an e-cigarette.¹⁹
- One study supports that African Americans were at higher odds of being a hookah-only and a dual hookah and cigarette user when they had a smoke occasion.²⁰

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