

# STRONGER TOGETHER

## AFRICAN AMERICANS & TOBACCO

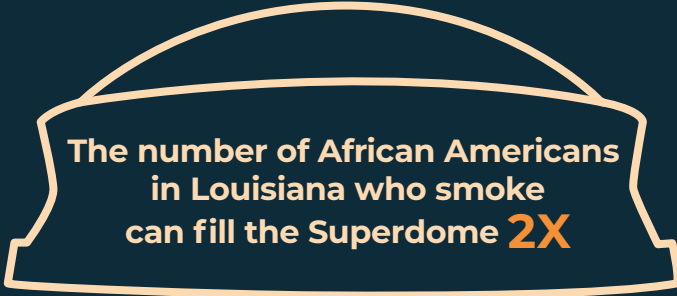
- **Don't get burned by big tobacco.** Tobacco companies continue to market heavily to African Americans in popular publications, events, and in our neighborhoods. We are Stronger Together by educating and empowering our community about the dangers of tobacco.
- **Dispel the myths.** Menthol cigarettes have no health benefits. The menthol in cigarettes make it easier to start and harder to quit!
- **Be your community resource!** Connect your community members to Louisiana's free tobacco quitline. Promote 1-800-QUIT-NOW at your community event.



THAT'S **3X**  
THE RATE  
AMONG  
WHITE  
SMOKERS!



African American children and adults are **more likely** to be exposed to secondhand smoke than any other racial or ethnic group



All Louisiana residents deserve the opportunity to live a healthy, tobacco-free life, regardless of their race, education level, gender identity, sexual orientation, the job they have, the neighborhood they live in, or whether or not they have a disability. **For help in quitting smoking or using tobacco, call 1-800-QUIT-NOW or visit [QuitWithUsLa.org](http://QuitWithUsLa.org).**



Sources: **1.** Louisiana Behavioral Risk Factor Surveillance System, 2018. **2.** Louisiana Adult Tobacco Survey, 2014. **3.** Centers for Disease Control and Prevention. (2018). Tobacco-related disparities: African Americans and tobacco use. Retrieved from: <https://www.cdc.gov/tobacco/disparities/african-americans/index.html> **4.** Centers for Disease Control and Prevention. (2015). Best practices user guide: Health equity in tobacco prevention and control. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office of Smoking and Health. Retrieved from: <https://www.cdc.gov/tobacco/stateandcommunity/best-practices-health-equity/pdfs/bp-health-equity.pdf> **5.** U.S. Department of Health and Human Services. (1998). Tobacco use among U.S. racial/ethnic minority groups—African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health. American Lung Association. (2018). **6.** American Lung Association. (2018). Tobacco use in racial and ethnic populations. Retrieved from: <http://www.lung.org/stop-smoking/smoking-facts/tobacco-use-racial-and-ethnic.html>