

# AFRICAN AMERICANS & TOBACCO

## Get the facts!

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 (1-800-784-8669) at your community event.



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

THAT'S 3X  
THE RATE  
AMONG  
WHITE  
SMOKERS!

**77.4%**  
of African Americans  
who smoke  
prefer menthols

The number of African Americans in Louisiana who smoke can fill the Superdome **2X**



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).

**QUIT**  
**WITH US, LA**  
— LIVE LIFE —  
TOBACCO-FREE