

# CALL TO ACTION BE PART OF THE SOLUTION



## JOIN:

Join the American Cancer Society, American Lung Association, and the American Heart Association advocacy networks to monitor and disrupt Big Tobacco targeting.

## REJECT:

Reject tobacco funding in your organization.

## SPEAK OUT:

Get educated and educate others about targeting of menthol products.

## TAKE ACTION:

Collaborate with local leaders and retailers to reduce menthol advertising and couponing

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majority of African  
American smokers  
use menthol  
tobacco products



[www.waatpn.com](http://www.waatpn.com)  
414-215-0756

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# Menthol is an UNEQUAL OPPORTUNITY KILLER



# Smoking puts individuals at higher risk for becoming seriously ill from COVID-19.

Now is the time to quit.  
Call 1-800-Quit-Now.

Smoking can weaken your immune system and put you at higher risk of severe illness or death from COVID-19. Smoking is also a major cause of heart disease and stroke, which along with lung cancer, are the three leading causes of death among African Americans. A major difference in smoking behavior between African Americans and non-Hispanic whites is that an overwhelming majority of African Americans smokers use menthol tobacco products. Since the 1960s, menthol has been heavily marketed to African Americans. Today, 80-90% of African American smokers use menthol tobacco, compared to less than 30% of non-Hispanic white smokers. The disproportionate use of menthol tobacco among African Americans might contribute to smoking-related health disparities - African Americans who smoke menthols have a lower likelihood of quitting than those who smoke non-menthols.



## Mission

"To save lives, celebrate lives, and lead the fight for a world without cancer."



## Tobacco's Impact on African Americans

Tobacco use continues to be a major contributor to cancer mortality rates in African Americans. Although African Americans usually smoke fewer cigarettes and start smoking cigarettes at an older age, they are more likely to die from smoking-related diseases.

## Working to Eliminate Cancer Disparities

For decades, the tobacco industry has used menthol products to target a wide range of groups including African Americans. 85% of African Americans who smoke, use menthol cigarettes. ACS CAN supports state and local sales restrictions on menthol cigarettes as part of a comprehensive policy to remove all flavored tobacco products from the market.

## Successes in Reducing Cancer Burden in African Americans

The American Cancer Society publishes detailed analyses of cancer in minority populations including incidence and mortality trends, as well as the latest information on risk factors, early detection, treatment, and current research. We also reach underserved populations by collaborating with community partners to build capacity and increase access to free/low-cost cancer screening, among other efforts.

## Mission

The American Lung Association's mission is to save lives by improving lung health and preventing lung disease through education, advocacy, and research.



## Tobacco's Impact On African American Lung and Respiratory Health

African Americans suffer from lung cancer more than any other population group in the U.S. They have greater rates of incidence, late-stage diagnosis, and mortality than non-Hispanic whites.

## Working to Eliminate Lung Cancer Disparities

In partnership with the National African American Tobacco Prevention Network (NAATPN), the American Lung Association looks to serve those who face a disproportionate burden of tobacco use and tobacco-related illness through the American Lung Association's Freedom From Smoking® program, a proven-effective smoking cessation program which has helped more than one million people successfully quit tobacco use. Visit [Lung.org/FFS](http://Lung.org/FFS) or call 1-800-LUNGUSA for more information.

## Successes in Reducing Tobacco-Related Lung Cancer and Respiratory Illness and Disease

The American Lung Association has helped to improve access to regular medical care and coverage for medications. We also focus on educating healthcare providers about the importance of providing smoking cessation interventions for all African Americans who smoke.

## Mission

To be a relentless force for a world of longer, healthier lives.



American Heart Association.

## Tobacco's Impact on African American Cardiovascular Health

Heart disease and stroke are leading causes of death for all Americans. The statistics are even more disheartening for African Americans. Tobacco use is the most preventable cause of death in the U.S. and is linked to about a third of all deaths from heart disease. When people quit smoking, their risk of heart disease is cut in half.

## Working to Improve Health Outcomes and Reduce the Gap in Health Disparities

The American Heart Association works to improve health outcomes and reduce the gap in health disparities among minorities in multicultural communities through the EmPOWERED to Serve platform. Inspired by volunteers, this program seeks to drive change through health justice and empowerment in their communities. More information can be obtained at [EmPOWEREDtoserve.org](http://EmPOWEREDtoserve.org) or [yourethecure.org](http://yourethecure.org).

## Successes in Reducing Tobacco-Related Cardiovascular Disease

The American Heart Association helped lead an effort that resulted in a Federal change in the age of sale for all tobacco products from 18 to 21, reducing the number of adolescents and young adults from starting to smoke. We've also supported efforts to restrict the sale of youth-enticing flavored tobacco products in many cities and states, which will help to reduce youth usage rates.