

# Prey of the Tobacco Industry?



Did You Know?

Tobacco is not an equal opportunity killer...it's a social justice issue.

## The tobacco industry has targeted marginalized populations.<sup>4</sup>

Some examples of this include:

- Low-income communities are targeted with more advertising and product availability.
- Social media and marketing is directed at racial and ethnic groups, LGBTQ+ and mental health populations.
- The industry even called one of their targeting campaigns “Project Scum.”<sup>3</sup>



This targeting has created these disparities:

- LGBTQ+ adults being 2.5x as likely to smoke.<sup>3</sup>
- 40% of all cigarettes sold are consumed by those with mental illness or substance use disorders.<sup>2</sup>
- 10x more tobacco ads in Black neighborhoods than others.<sup>1</sup>

**Let's not be prey of the tobacco industry any longer.**

**Fight back and address your tobacco use.**



Your counselor or other health care provider is here to support you. Ask them for assistance quitting tobacco.

*Tobacco in this document refers specifically to the use of manufactured commercial tobacco products, and not to the sacred, medicinal, and traditional use of tobacco by American Indians and other groups.*

#### References:

1. Truth Initiative. (2017, February 3). Tobacco is a social justice issue: Racial and ethnic minorities. Truth Initiative. <https://truthinitiative.org/research-resources/targeted-communities/tobacco-social-justice-issue-racial-and-ethnic-minorities>
2. Centers for Disease Control and Prevention (2020). Tobacco Use and Quitting Among Individuals With Behavioral Health Conditions. Centers for Disease Control and Prevention, accessed March 3, 2020. [cdc.gov/tobacco/diseases/what-we-know/behavioral-health-conditions/index.html#:~:text=Smoking%20is%20associated%20with%20worse,%20%20and%20alcohol%20use%20relapse.](https://www.cdc.gov/tobacco/diseases/what-we-know/behavioral-health-conditions/index.html#:~:text=Smoking%20is%20associated%20with%20worse,%20%20and%20alcohol%20use%20relapse.)
3. Truth Initiative. (2018, February 13). Tobacco use in LGBTQ communities. Truth Initiative. <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-lgbt-communities>
4. American Lung Association. (2020, December 10). Tobacco Industry Marketing. American Lung Association. <https://lung.org/policy-advocacy/tobacco/tobacco-industry-marketing>