

LET'S BE TOTALLY CLEAR.

INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.



SEPTEMBER 2008 TOBACCO INDUSTRY UPDATE BIG TOBACCO HAS A HISTORY OF TARGETING AFRICAN-AMERICANS

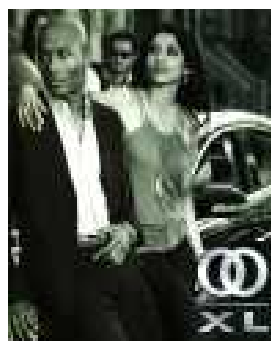
African-Americans suffer the greatest burden of tobacco-related mortality of any ethnic or racial group in the United States. Approximately 47,000 African-Americans die each year from preventable smoking-related diseases. According to the Centers for Disease Control and Prevention, **Louisiana ranks second among the states with the largest percentage of African-American smokers** at 27 percent, behind only Michigan.

Smoking is responsible for 87 percent of lung cancers, the leading cause of cancer deaths in Louisiana. African-American men are at least 50 percent more likely to develop lung cancer than white men. Heart disease, cancer and stroke are the three major causes of death among African-Americans, and smoking and tobacco use are the key contributors to these illnesses.

For years, the tobacco industry has used a variety of tactics to specifically target African-Americans including: advertisements in popular African-American magazines, heavy point of purchase advertising in stores within African-American communities, specially designed products and promotions, community and event sponsorships, charitable gifts and campaign funding.

The use of black middle class imagery is a strategy that is widely used in advertisements targeted to African-Americans. Among adult African-American smokers, studies show that Newport, KOOL and Salem are the most popular cigarette brands. African-American teens also tend to prefer these brands.

Below is a sampling of ads found in national magazines such as: *Rolling Stone*, *GQ* (*Gentleman's Quarterly*), *Sports Illustrated*, *Vogue*, *Ebony*, *Esquire*, and *Essence*. Similar ads also found in local entertainment tabloids and magazines and African-American newspapers.



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What is TFL doing?

TFL is working closely with the Communities of Color (CoC) Networks to address the burden of tobacco on African-American communities. The CoC Networks were created to eliminate health inequalities caused by tobacco use among the African-American population.

What can you do?

At the national level, the tobacco industry has contributed substantial charitable gifts to African-American causes including: Black Dance and Theatre, African-American Historical Museums, Jazz and other Black Music, United Negro College Fund, Congressional Black Caucus Foundation, and the National Urban League among others. Here are some suggestions to take action in your area.

1. Monitor charitable, cultural and community events in your area for tobacco industry sponsorships and promotions.
2. Contact African-American Chambers of Commerce, local non-profit organizations, churches and other organizations to seek opportunities to talk to their constituents about the tactics used by the tobacco industry to target the African-American community and the cessation services available to them.
3. Write letters to your elected officials asking them not to accept contributions from the tobacco industry.

To contact members of the Louisiana Legislative Black Caucus, visit:
http://llbc.louisiana.gov/llbc_members.htm

To contact members of the Louisiana House of Representatives, visit:
http://house.louisiana.gov/H_Reps/H_Reps_Email.asp

To contact members of the Louisiana Senate, visit:
<http://senate.legis.state.la.us/senators/>



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