

## AFRICAN AMERICANS

African American youth tend to smoke cigarettes less than the general population, but they have much higher menthol and cigar use rates.



LOWER CIGARETTE SMOKING RATES

5.8%

MIDDLE SCHOOL

HIGH SCHOOL



1.8%

4%

HIGHER CIGAR USE RATES

12.2%

7.6% General population

3.8% 2.3%

90%

African Americans have been targeted with menthol cigarette advertising in predominantly black neighborhoods and in publications that are popular with black audiences.

Nearly 90% of all African American smokers use menthol cigarettes.



More than 39,000 **African Americans die** from tobacco-related cancers each year.

**x39,000** 



## LGBT

The LGBT community is disproportionately impacted by tobacco.

## LGB FEMALE YOUTH (Aged 14-17 years)

more than 3x as likely to use cigarettes and cigars as straight females in the past month.

more than 2x to as likely to use e-cigarettes as straight females in the past month.

LEAGH ADULTS

ADULTS

nearly 2x as likely to use e-cigarettes

and little cigars.

20.5% LGB adults <u>34.9%</u>

transgender adults 15.3<sub>%</sub> straight adults

who smokes cigarettes?

## Project SCUM

SCUM Sub-Culture Urban Marketing:

One tobacco manufacturer's marketing strategy called Project SCUM targeted gay men and homeless individuals.