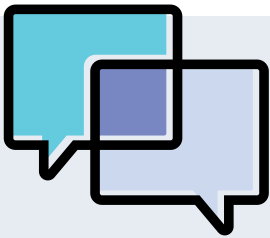


AFRICAN AMERICANS

Tobacco use is the #1 cause of preventable disease, disability, and death among African Americans, causing 45,000 DEATHS AMONG AFRICAN AMERICANS EVERY YEAR.



The tobacco industry uses **culturally tailored advertising** to target African Americans.

In fact, the tobacco industry often promotes its products at **events, stores, and other locations popular with African Americans.**

Approximately **85%** of African American adults who smoke use

MENTHOL CIGARETTES.

Menthol has been found to make tobacco products more addictive. African Americans have been targeted by aggressive menthol tobacco marketing since the 1950s. **93% of African Americans chose menthol cigarettes when they first tried smoking.**

The FDA's proposal to ban menthol and other flavors in cigarettes and cigars can help reduce the toll of tobacco on the health of African Americans.

Additionally, African Americans are more likely to experience secondhand smoke exposure than other racial or ethnic groups.

27.4% of African American adults in Nevada smoke,

compared to the state average of 16.5% of all adults. African American smoking rates in Clark County, Nevada have been the **highest among any race for nearly two decades.**

In Nevada, about 33% of African American adult smokers want to quit

and have a higher average of quit attempts compared to white smokers.



To increase the number of successful quit attempts among African Americans, **the SNHD Tobacco Control Program:**

Encourages healthcare providers to **ask about tobacco use at every patient visit.**

Shares quitting resources developed specifically for African Americans through the **Because We Matter LV Initiative.**

Promotes the **Nevada Tobacco Quitline at 1-800-QUIT-NOW** to increase access to nicotine replacement therapy and counseling.