

THE HIDDEN TOLL: TOBACCO AND MENTHOL IN AFRICAN AMERICAN COMMUNITIES

Smoking can lead to Heart Disease, Cancer & Stroke

Smoking is a major contributor to heart disease, cancer, and stroke, the leading causes of death among African Americans.⁴

African Americans also face higher mortality rates from smoking-related illnesses such as heart disease, diabetes, and especially tobacco-related coronary heart disease and stroke.⁴



Black people are more likely to try quitting smoking but less likely to receive cessation advice from healthcare providers¹

In 2002, tobacco use cost African Americans in California \$1.4 billion, including \$626 million in health care expenses, an average of \$4,910 per African American smoker.⁶



Menthol Cigarettes are responsible for 157,000 premature deaths among African Americans²

Menthol cigarettes are aggressively marketed to Black/African American communities, contributing to the fact that 81% of African American adult smokers use them³

Menthol affects your quit attempts by enhancing the effects of nicotine, making it more difficult to quit smoking³

Freedom from Smoking Starts Today!

Visit Amplify today for tobacco cessation resources!



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AMPLIFY!
FOSTERING A LEGACY OF
PHYSICAL-MENTAL-SPIRITUAL WELLNESS

California Tobacco Prevention Program, contract #22-10399

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