



## Stop Big Tobacco

### Stop Big Tobacco from Marketing to Minorities

- The smoking rate among African American men is 26.7 percent, compared to 24 percent among white men. This year, it is expected that the rate of lung cancer deaths for white males will be 73.8 per 100,000 while for African Americans it will be 98.4 per 100,000.
- Each year, approximately 45,000 African-Americans die from a smoking-related illness. It is estimated that 1.6 million African-Americans alive today under the age of 18 will become regular smokers and about 500,000 of these will die prematurely from a tobacco-related disease.
- The tobacco industry has gone to great lengths to target minority communities over the past 30 years. They have successfully penetrated these populations and not surprisingly, their investment in these communities has been destructive, as African-Americans suffer the greatest burden of tobacco-related mortality of any ethnic or racial group in the U.S.
- Kool cigarette's recent Kool Mixx marketing campaign shamelessly targeted African-American and Latino youth. Hosting 14 hip hop music concerts around the country, the campaign featured images of rappers, DJs and dancers on their cigarette packs and their advertisements and included DJ competitions and radio giveaways – all things that are tremendously appealing to young black and Hispanic populations.
- Flavored cigarettes, another tactic used by tobacco companies to lure children into smoking, like Brown & Williamson's Caribbean Chill, Mocha Taboo and Midnight Berry use images and themes attractive to young African-Americans. Not surprisingly, the cigarettes were promoted at numerous dance clubs and hip hop concerts.
- Brown and Williamson also placed advertisements in publications popular with Latino youth, including Latina and Cosmopolitan en Espanol. The slogans used in these ads included, "It's about old world class and new world style" and "It's about pursuing your ambitions and staying connected to your roots," aimed at appealing to the aspirations of ethnic minorities.
- Brown and Williamson is not alone in its target of minority populations. In 1999 and 2000, Philip Morris started a magazine ad campaign for Virginia Slims using the slogan "Find Your Voice." The ads featured Latinas and other ethnic women, suggesting that independence and allure could be achieved by smoking.
- Don't allow tobacco companies to continue getting away with targeting innocent children and especially minorities, who disproportionately suffer from tobacco-related diseases. Passing FDA regulation of tobacco products is a critical step towards curtailing shameful and effective marketing and advertising aimed at young Americans.

**For More information on Stop Big Tobacco Month, go to [www.acscan.org](http://www.acscan.org)**