

BORN TO BREATHE TOBACCO FACT SHEETS

Tobacco companies spend **\$8.4 billion a year**
ALMOST \$1 MILLION EVERY HOUR
to market their deadly & addictive products

HELLO
my name is
MARKETING/TARGETING
SPECIAL POPULATIONS

Who are the tobacco companies targeting?

LGBTQ+



For years the tobacco industry has made efforts to appeal to **LGBTQ+** consumers through things like targeted advertisements in LGBTQ+ press, cigarette giveaways, and free tobacco industry merchandise. Today, the LGBTQ+ community is among the hardest hit by tobacco.¹

Transgender youth reported using tobacco products at much higher rates compared to cisgender youth:¹

- 3X** the rate of using e-cigarettes
- 4X** the rate of using cigarettes
- 3.5X** the rate of using smokeless tobacco

LGBTQ+
Adults nearly **2X**
as likely to use e-cigarettes and little cigars¹



YOUTH

Tobacco companies know...²

- Exposure to marketing more than doubles the odds that kids will use tobacco.
- Youth are more likely to be influenced by ads than by peer pressure.
- Youth are 3 times more sensitive to tobacco ads than adults.

NATIVE

Commercial tobacco companies have used **native** imagery to sell tobacco products for decades and continue to do so today. These companies misappropriate tribal cultural images for profit.³



A recent congressional investigation found that the e-cigarette manufacturer JUUL targeted at least 8 American Indian tribes with price discounts and referral program pitches in an effort to promote its products.³

American Indians and Alaska Natives use tobacco more than any other racial or ethnic group in the U.S.³

Tobacco companies take advantage of weaker tobacco retail licensing laws in **rural** communities.⁴

RURAL

People who see tobacco promotions in places where tobacco is sold are more likely to smoke.⁴

Rural adults' use of any tobacco product is at higher rates than the California general population.⁴

Youth in rural areas are less likely to be exposed to anti-tobacco messages in the media.⁵

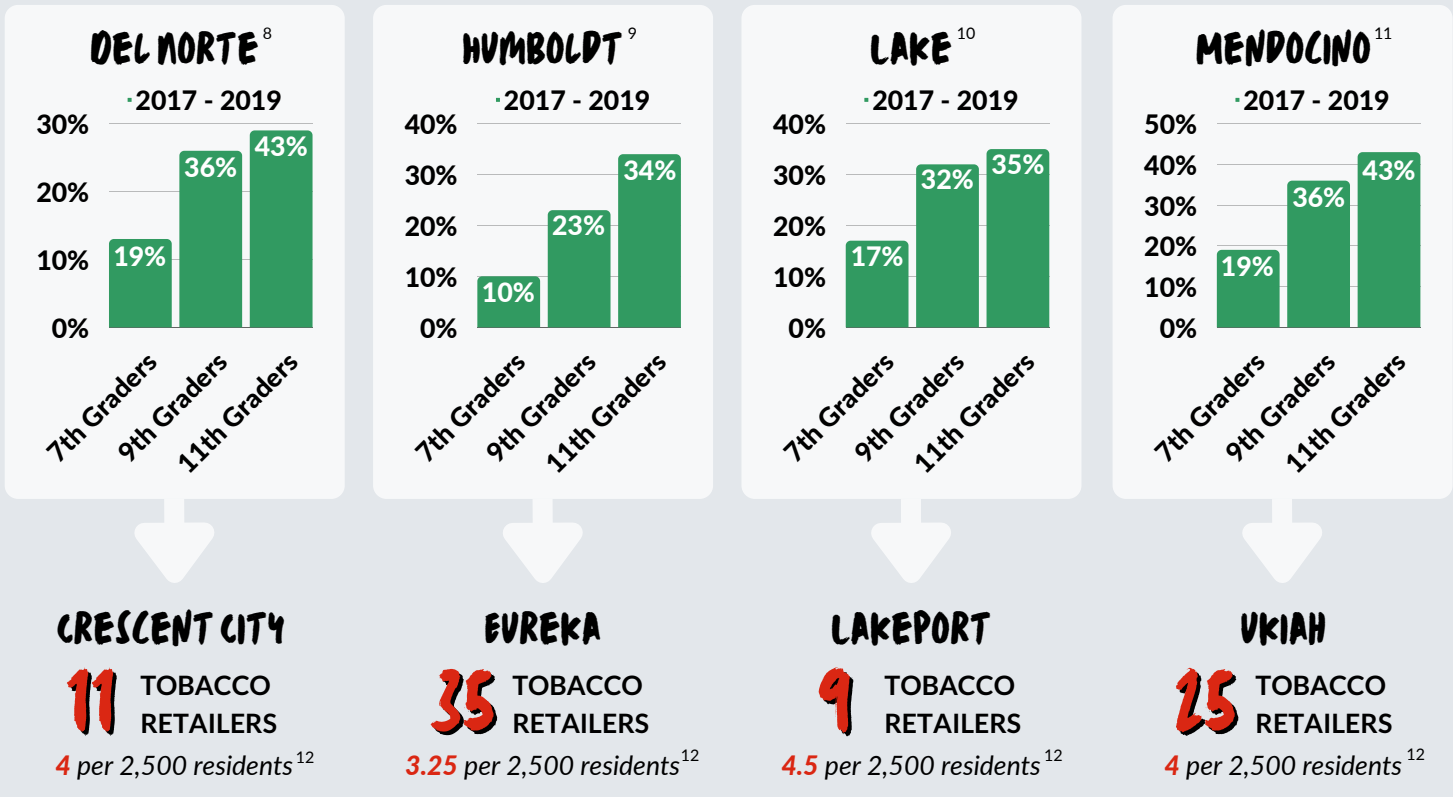
Rural youth start smoking at earlier ages.⁶



Local Statistics

Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth and is more powerful than peer pressure. Middle school youth exposed to tobacco products in a retail setting multiple times per week are twice as likely to start smoking.⁷

YOUTH THAT HAVE EVER TRIED E-CIGARETTES.



Call To Action

- Smart tobacco policies can help create an environment where community leaders and families feel empowered to reject the culture of tobacco use and choose healthier, tobacco-free futures.
- Local retail licensing policies can reduce youth access to tobacco by banning the sale of all flavored tobacco products, address retail density, tobacco displays and advertising proximity to youth friendly areas, and tobacco free pharmacies.
- Ask communities to pass smoke free policies to protect community spaces such as fairs, rodeos, and shared shared living spaces such as apartment complexes.
- Smokefree outdoor air laws can protect rural Californians from the secondhand smoke they want to avoid.



www.NorCal4Health.org



A PROJECT OF CALIFORNIA HEALTH COLLABORATIVE

1. <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-lgbt-communities>
2. The Association between Point-of-Sale Advertising Bans and Youth Experimental Smoking: Findings from the Global Youth Tobacco Survey (GYTS). DECEMBER, 2015. AIMS Public Health, 2 (4): 832-843 DOI: 10.3934/publichealth.2015.4.832
3. <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-american-indianalaska-native-community>
4. <https://tobaccofreeca.com/story-of-inequity/rural/#:~:text=The%20California%20Health%20Collaborative%27s%20Gold%20Country%20Rural%20Regional,reduce%20exposure%20to%20secondhand%20smoke%20and%20tobacco%20use.>
5. <https://www.cdc.gov/tobacco/disparities/geographic/index.htm>
6. <https://tobaccofreeca.com/story-of-inequity/rural/>
7. <https://www.tobaccofreekids.org/assets/factsheets/0072.pdf>
8. https://data.calschls.org/resources/Del_Norte_County_1719_Sec_CHKS.pdf
9. https://data.calschls.org/resources/Humboldt_County_1719_Sec_CHKS.pdf
10. https://data.calschls.org/resources/Lake_County_1719_Sec_CHKS.pdf
11. https://data.calschls.org/resources/Mendocino_County_1719_Sec_CHKS.pdf
12. <https://cthat.org/>

bit.ly/borntobreath



SCAN ME

RESOURCES