



Why Tobacco-Related Health Disparities?

Current smoking rates are attributed to multiple factors including socioeconomic status, cultural characteristics, acculturation, stress, targeted advertising, price of cigarettes, parental and community disapproval of smoking, and varying capacities of communities to mount effective tobacco control initiatives.

Health Effects of Cigarette Smoking:

Smoking harms nearly every organ of the body; causing many diseases and reducing the health of smokers in general. The adverse health effects from cigarette smoking account for an estimated 438,000 deaths, or nearly 1 of every 5 deaths, each year in the United States. More deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined.

Tobacco Industry Targeting:

Women have been extensively targeted in tobacco marketing, and tobacco companies have produced brands specifically for women. Such marketing toward women is dominated by themes of social desirability and independence, which are conveyed by advertisements featuring slim, attractive, and athletic models.

Certain tobacco products are advertised and promoted disproportionately to members of racial/minority communities. For example, marketing toward Hispanics and American Indians/Alaska Natives has included advertising and promotion of cigarette brands with names such as Rio, Dorado, and American Spirit, and the tobacco industry has sponsored the festivals and activities related to Asian American Heritage Month.

TOBACCO COMPANY MARKETING TO AFRICAN AMERICANS

“We don’t smoke that s_ _ _ . We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.”

R.J. Reynolds Tobacco Company Executive

Research suggests that three African-American publications—Ebony, Jet, and Essence—receive proportionately higher revenues from tobacco companies than do mainstream publications.

Source: Centers for Disease and Control Office on Smoking and Health <http://www.cdc.gov/tobacco/index.htm>

For More Information visit: www.latobaccocontrol.com