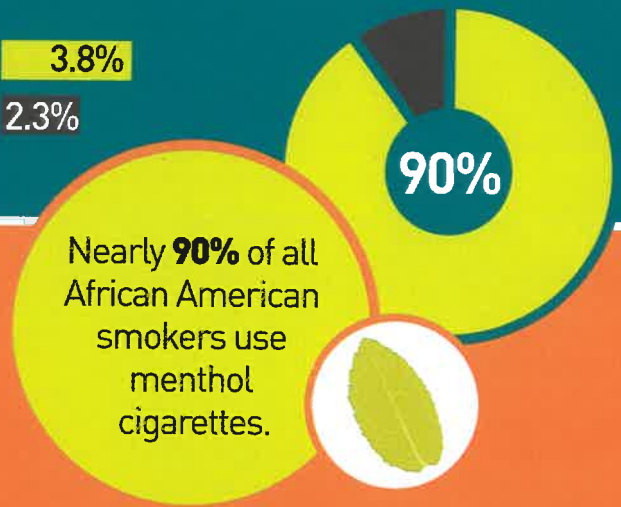
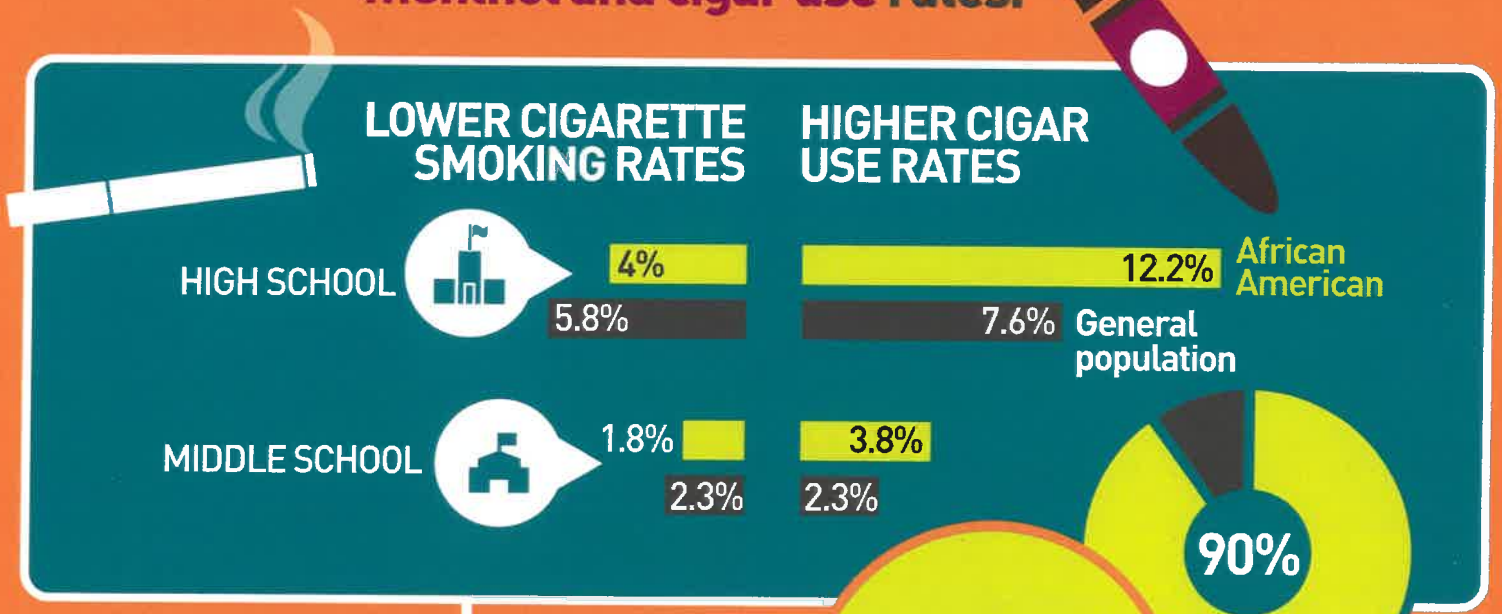


AFRICAN AMERICANS

African American youth tend to smoke cigarettes less than the general population, but they have much higher menthol and cigar use rates.



African Americans have been **targeted with menthol cigarette advertising** in predominantly black neighborhoods and in publications that are popular with black audiences.

More than 39,000 **African Americans die** from tobacco-related cancers each year.

x39,000

LGBT

The **LGBT community** is disproportionately impacted by tobacco.



LGB FEMALE YOUTH

(Aged 14-17 years)

3x more than 3x as likely to use cigarettes and cigars as straight females in the past month.

2x more than 2x to as likely to use e-cigarettes as straight females in the past month.



20.5%
LGB adults

34.9%
transgender adults

15.3%
straight adults

who smokes cigarettes?

Project SCUM

One tobacco manufacturer's marketing strategy called **Project SCUM** targeted gay men and homeless individuals.

