TOBACCO USE AS A SOCIAL JUSTICE ISSUE: BLACK LUNGS MATTER

Pam Diggs, MPH
Youth Empowered Solutions

Ivy Ferrell
NC Alliance for Health

TOGETHER WE CAN: One Body, One Health HBCU Summit
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Desired Outcomes

- A shared understanding of tobacco use as a social justice issue and the history of predatory marketing by tobacco companies in African American communities

- Identify ways to increase student leadership in policy advocacy on HBCU campuses, within surrounding communities, and statewide

- Create a network of student advocates to lead tobacco-free campus policy advocacy, spread awareness of the issue, and connect with state and local organizations
WHY IS TOBACCO USE A SOCIAL JUSTICE ISSUE?
The Grim Statistics

Between 1964 and 2014:

- Over 20 million Americans died because of smoking, including
  - 2.5 million nonsmokers
  - More than 100,000 babies

- Smoking is still the leading cause of preventable disease and death in the United States.
Tobacco Use Impacts African Americans Disproportionately

Each year approximately 47,000 African American's die from smoking-related disease.

African Americans have the highest death rate and lowest survival rate of any other racial or ethnic group for most cancers.
Smoking Damages Nearly Every Part of the Body

**Cancers**
- Oropharynx
- Larynx
- Esophagus
- Trachea, bronchus, and lung
- Acute myeloid leukemia
- Stomach
- Liver
- Pancreas
- Kidney and ureter
- Cervix
- Bladder
- Colorectal

**Chronic Diseases**
- Stroke
- Blindness, cataracts, age-related macular degeneration
- Congenital defects—maternal smoking: orofacial clefts
- Periodontitis
- Aortic aneurysm, early abdominal aortic atherosclerosis in young adults
- Coronary heart disease
- Pneumonia
- Atherosclerotic peripheral vascular disease
- Chronic obstructive pulmonary disease, tuberculosis, asthma, and other respiratory effects
- Diabetes
- Reproductive effects in women (including reduced fertility)
- Hip fractures
- Ectopic pregnancy
- Male sexual function—erectile dysfunction
- Rheumatoid arthritis
- Immune function
- Overall diminished health
Secondhand Smoke is Dangerous

According to the U.S. Surgeon General,

There is no safe level of exposure to second hand smoke.

Breathing even a little secondhand smoke can be harmful to your health.

There are more than 7,000 chemicals in secondhand smoke.

69 are known to cause cancer
Some groups have higher exposure to secondhand smoke and its harmful effects.

**Exposure to secondhand smoke differs among children ages 3-11 by race/ethnicity**

- **Non-Hispanic black children**
- **Non-Hispanic white children**
- **Mexican-American children**

*Data come from measuring cotinine, which is a marker of secondhand smoke exposure found in the blood.*
How Did We Get Here?

Slave labor helped the Virginians expand tobacco production rapidly. From 60,000 pounds in 1622 to 1.5 million in the 1630's.

At first tobacco planters relied on European indentured servants. By the 1700’s the planters turned solely to enslaving people of African origins to work the field.
Kent Satisfies Your Appetite
For a Real Good Smoke!

You'll feel better about smoking with the taste of Kent!

Kent with the "Micronite" Filter
REFINES away harsh flavor
REFINES away hot taste
...makes the taste of a cigarette mild!

For good smoking taste, it makes good sense to smoke KENT

IT MAKES GOOD SENSE TO GIVE KENT!

1950’s - 1960’s
1970’s

Kent smokes... and that’s where it’s at.

Cool ain’t Cold. Newport is.
In a 1978 research study, Lorillard Tobacco Company, noting the success of its Newport brand and that the brand was being purchased by African-Americans of all ages, emphasized that “the base of our business is the [black] high school student.”
More
Never settle for less.

It's got a style all its own.
More looks as cool as it smokes.
And looks don’t lie.
It's one beautiful cigarette.

1980’s
1990's
2000’s
Facts on Menthol

- Menthol reduces the harshness of cigarette smoke
- Research shows that menthol cigarettes may be more addictive than non-menthol cigarettes
- Research shows that smokers who use mentholated tobacco products, have a harder time quitting.
- Menthol cigarettes are disproportionately smoked by certain groups, such as adolescents, African Americans, adult females, and families with lower income
Menthol Is a Threat

Overall more than 88% of African American smokers smoke menthol cigarettes.

The prevalence use of menthol-flavored cigarettes among African American ages 12-17 is 72%.

The trend continues into young adulthood, with 85% of African American smokers using a mentholated brand compared to 28.8% of Whites.
Tobacco Companies Continue to Market to Youth

FACT: In 2011 cigarette companies spent the bulk of their marketing dollars (93.5 percent, or roughly $7.8 billion) on strategies that facilitated retail sales, such as price discounts, ensuring prime retail space and point-of-sale advertising.
There are up to 10x more tobacco ads in Black neighborhoods than in other neighborhoods.


(2-5x increase)

Moreland-Russell S, Harris J, Snider D, Walsh H, Cyr J, Barnoya J. Disparities and menthol marketing: Additional evidence in support of point of sale policies. Int J.
Who Is Still Left Using Commercial Tobacco Products?

I didn’t survive HIV so I could die from cancer.

I had to stop smoking.

-Mike

Michael, Age 57
Alaska

FIGURE OUT HOW TO TELL YOUR GRANDKIDS YOU WON’T BE AROUND ANYMORE.

Cigarettes are my greatest enemy

For information call 1-800-QUITNOW
www.quitnow.gov
Adult Smoking Prevalence Differs by Race / Ethnicity

- Hispanic: 8.6%
- Non-Hispanic Other: 14.1%
- Non-Hispanic White: 19.5%
- Non-Hispanic Black: 21.6%

NC BRFSS 2015
NEW TOBACCO PRODUCTS

Same threats
Flavored Cigars and Cigarillos

DOUBLE UP ON SATISFACTION

Our resealable foil pouch delivers a second cigarillo as fresh as the first - GUARANTEED!
Hookah Bars are Targeting YOU

They are popping up in restaurants and bars near college and university campuses

During a typical 1-hour hookah session, a person may inhale as much smoke as smoking 100 or more cigarettes.
E-Cigarettes Are Not Safe

Between 2011 and 2015 current use of electronic cigarettes among NC high school students jumped by **888%**, from 1.7% to 16.8

Electronic cigarettes generate aerosols containing a mixture of potentially harmful ingredients including nicotine, fine particulates, heavy metals, VOC’s, and other compounds.

![Image of E-Cigarettes Are Not Safe]

![Image of Why Quit?]

**WHY QUIT?**

**SWITCH TO BLU**

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com

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**PREMIUM ELECTRONIC CIGARETTE**

18+ only. | CALIFORNIA PROPOSITION 65 · Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

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**WELL YES**

**THIS IS IN YOUR E-CIGARETTE**
And They Can Explode!

Cumberland County Courthouse 9-22-16
CALL TO ACTION
What is a 100% Tobacco-Free Campus?

No tobacco use anytime, anywhere by anyone on campus grounds, in vehicles or at campus events – 24/7
Why Make The College Campus Tobacco-Free?

- Secondhand Smoke is unsafe
- Perimeters and designated areas don’t work
- Tobacco litter defaces the campus environment
- Prepares students for tobacco-free workplaces
- Respect for ourselves and others
- Promotes a pro-health environment
Tobacco-Free HBCU Activism

Andre graduated from NCCU and served as the HBCU Student Ambassador for their Tobacco free HBCU project.

As the Attorney General Student Government Association at NCCU, Andre took his training from Truth Initiative and his leadership role to advocate for a tobacco free campus.

This work led him to speak before the North Carolina General Assembly to advocate for tobacco prevention funding which NC received in 2017!
HBCUs Spreading the Truth

Campus wide assessment
Town Hall meetings
Basketball tournaments
Skate parties
Plays and theatrical performances
Forums with students, faculty and staff
Social media contests for campaign slogans
   Instagram
   Twitter
Tabling/ Petitions