

TOBACCO USE AMONG BLACK AMERICANS



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




In 2020, **80.9%** of Black American adult smokers used menthol cigarettes.

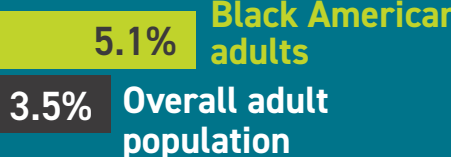


Menthol cigarettes are easier to smoke and **harder to quit.**


Black American children and adults are more likely to be exposed to secondhand smoke than any other racial or ethnic group.



Cigar, cigarillo, and little cigar use prevalence among Black Americans is the highest relative to the overall population, with 5.1% of Black American adults using cigars compared to the overall adult prevalence of 3.5%.



5.1%	Black American adults
3.5%	Overall adult population



72,000 Black Americans are diagnosed and **39,000 die from tobacco-related cancer** each year.