

# Big Tobacco targets diverse groups with



# FLAVORS

## GROUP: LGBTQ+



### BIG TOBACCO TACTIC

Take **PRIDE** in Your Flavor

Borrowing of LGBTQ+ culture in ads<sup>1</sup>

### THE RESULT?

**More than 2X**

as many LGBTQ+ people use flavored cigars and menthol cigarettes, compared to non-LGBTQ+ people.<sup>2</sup>



## GROUP: AFRICAN AMERICAN



### BIG TOBACCO TACTIC



Historical targeting of menthol ads in magazines with Black audiences<sup>3</sup>

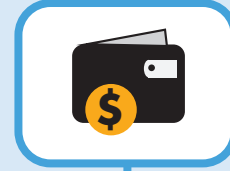
### THE RESULT?

**More than 8 in 10**



Black smokers use menthol cigarettes, compared to only 2 in 10 White smokers.<sup>4</sup>

## GROUP: LOW-INCOME



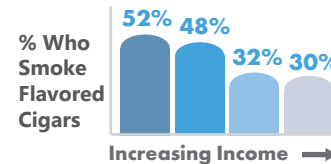
### BIG TOBACCO TACTIC



Selling flavored cigarillos at lower prices in low-income areas<sup>5</sup>

### THE RESULT?

Lower-income cigar smokers are more likely to smoke flavored cigars.<sup>6</sup>



## GROUP: YOUTH



### BIG TOBACCO TACTIC



Social media ads and youth-friendly flavors like cotton candy<sup>7,8</sup>

### THE RESULT?



of US high schoolers surveyed in 2019 reported current use of flavored tobacco.<sup>9</sup>



Sources and more details on each claim are provided on the reverse side.



SAN FRANCISCO  
COMMUNITY  
HEALTH CENTER

Questions about the SFCHC Tobacco Control Program?  
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## DATA SOURCES AND DETAILS



LGBTQ+

- 1 Tobacco companies use LGBTQ+ culture to boost advertisements; the tag line: "Take Pride in Your Flavor" is from a 2011 Camel Snus ad in a print source popular with LGBTQ+ audiences. **Source:** Rutgers School of Public Health. Trinkets and Trash. [https://www.trinketsandtrash.org/detail.php?item\\_number=213662](https://www.trinketsandtrash.org/detail.php?item_number=213662).
- 2 The National Tobacco Survey (2009-2010) showed that current menthol cigarette smoking was higher among LGBT adults than straight adults (9.7% vs. 4.2%). LGBT individuals were also more likely to smoke flavored cigars than straight individuals (8.2% vs. 2.7%). **Source:** California Department of Public Health 2016. Flavored and Mentholated Tobacco Products: Enticing a New Generation of Users. <https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/CDPH%20Document%20Library/Policy/FlavoredTobaccoAndMenthol/FlavoredAndMentholatedTobaccProductsCMAWhitePaperAndExecSummaryMay2016.pdf>



AFRICAN AMERICAN

- 3 A magazine with an African American audience (Ebony) was 9.8 times as likely than a magazine with a White audience (People) to have ads for menthol cigarettes between 1998-2002.\* **Source:** Landrine et al. Cigarette advertising in Black, Latino, and White magazines, 1998-2002: An exploratory investigation. *Ethn Dis* 2005; 15(1):63-7. More recent studies (see Mills et al 2018) have observed higher levels of menthol retail advertising in Black neighborhoods.  
\*Other communities of color have also been targeted with menthol. As one example, the Landrine et al study cited above also found higher likelihoods of menthol ads in a magazine with a Latinx audience (People in Spanish), and tobacco industry attempts to target certain ethnicities can be found on the Phillip Morris USA public document site (e.g. "Marbolo Menthol Hispanic - Buy Two Packs Get One Free.")
- 4 Among U.S. residents with past 30-day cigarette use from 2008-2010, 88.5% of African Americans used menthol cigarettes, compared to 25.7% of non-Hispanic Whites. **Source:** Giovino et al. Differential trends in cigarette smoking in the USA: is menthol slowing progress? *Tobacco Control* 2013; 24(1):28-37.



LOW-INCOME

- 5 The average price for flavored little cigars ("cigarillos") is only \$0.90 (significantly lower) in California low-income neighborhoods, compared to \$0.97 in the general state population. **Source:** Tobacco Free California. The Story of Low-Income. <https://tobaccofreeca.com/story-of-inequity/low-income/>
- 6 Per the graph shown, flavored cigar use was higher among current cigar smokers with lower income: 29.7% use for household incomes of more than \$100,000/year, 31.6% use (\$50,000-\$99,999/year), 47.8% use (\$20K-\$49,999/year), 51.7% use (less than \$20K/year). **Source:** King et al. Flavored cigar smoking among U.S. adults: findings from the 2009-2010 National Adult Tobacco Survey. *Nicotine & Tobacco Research* 2013; 15(2):608-614.



YOUTH

- 7 A study of 2018 JUUL instagram posts found that approximately half of posts featured content related to youth culture and lifestyle. **Source:** Czaplicki et al. Characterising JUUL-related posts on Instagram. *Tobacco Control* 2019; doi: 10.1136/tobaccocontrol-2018-054824.
- 8 Research has shown that youth prefer sweet tastes, are more likely to try flavored (compared to non-flavored) e-cigarettes, and perceive flavored e-cigarettes as less harmful than tobacco-flavored e-cigarettes. **Source:** Truth Initiative. Flavored tobacco use among youth and young adults. <https://truthinitiative.org/research-resources/emerging-tobacco-products/flavored-tobacco-use-among-youth-and-young-adults>
- 9 31% of U.S. high schoolers surveyed reported current (past 30 day) use of a tobacco product in 2019; of those, 73% had current use of a flavored product. **Source:** Wang et al. Tobacco Product Use and Associated Factors Among Middle and High School Students—United States, 2019. *MMWR* 2019; 68(12):1-22.