

STRONGER TOGETHER

AFRICAN AMERICANS & TOBACCO

- **Don't get burned by big tobacco.** Tobacco companies continue to market heavily to African Americans in popular publications, events, and in our neighborhoods. We are Stronger Together by educating and empowering our community about the dangers of tobacco.
- **Dispel the myths.** Menthol cigarettes have no health benefits. The menthol in cigarettes make it easier to start and harder to quit!
- **Be your community resource!** Connect your community members to Louisiana's free tobacco quitline. Promote 1-800-QUIT-NOW at your community event.

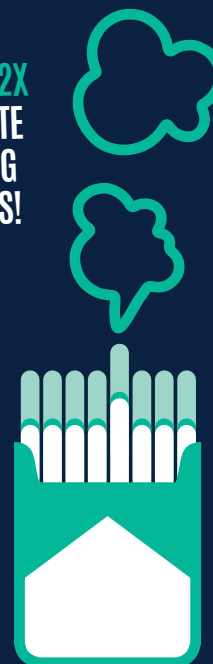


African American children and adults are **more likely** to be exposed to secondhand smoke than any other racial or ethnic group.

All Louisiana residents deserve the opportunity to live a healthy, tobacco-free life, regardless of their race, level of education, gender identity, sexual orientation, the job they have, the neighborhood they live in, or whether or not they have a disability. For help in quitting smoking or using tobacco, call 1-800-QUIT-NOW or visit QuitWithUsLA.org.



THAT'S 2X THE RATE AMONG WHITES!



The number of African Americans in Louisiana who smoke can fill the Superdome **13X!**

QUIT WITH US, LA
1.800.QUIT.NOW
QuitWithUsLa.Org