



THE CENTER FOR  
BLACK HEALTH & EQUITY

# Brief History of Tobacco, Slavery, and Health

Michael Scott  
June 24, 2022

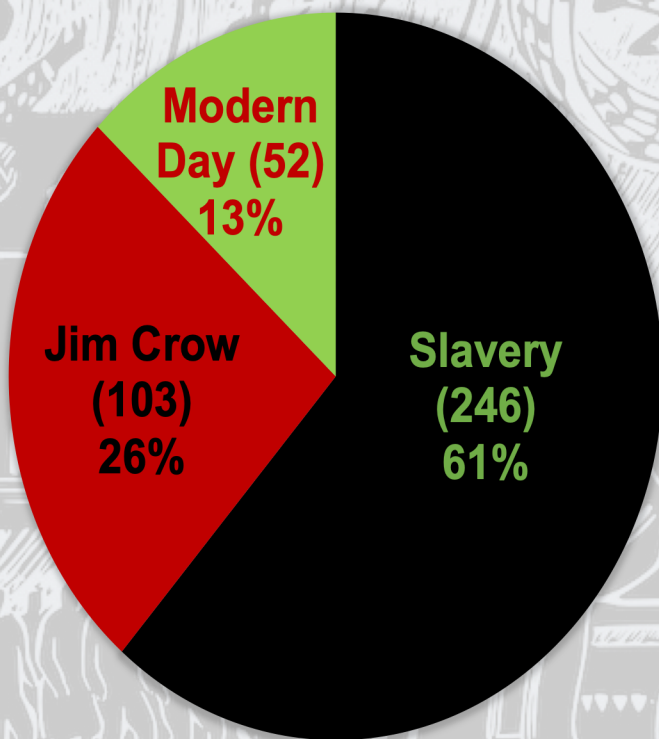


# Objectives:

- the historical context of mentholated tobacco use from slavery to the present
- an understanding of how tobacco and racism impact African American health and wellness



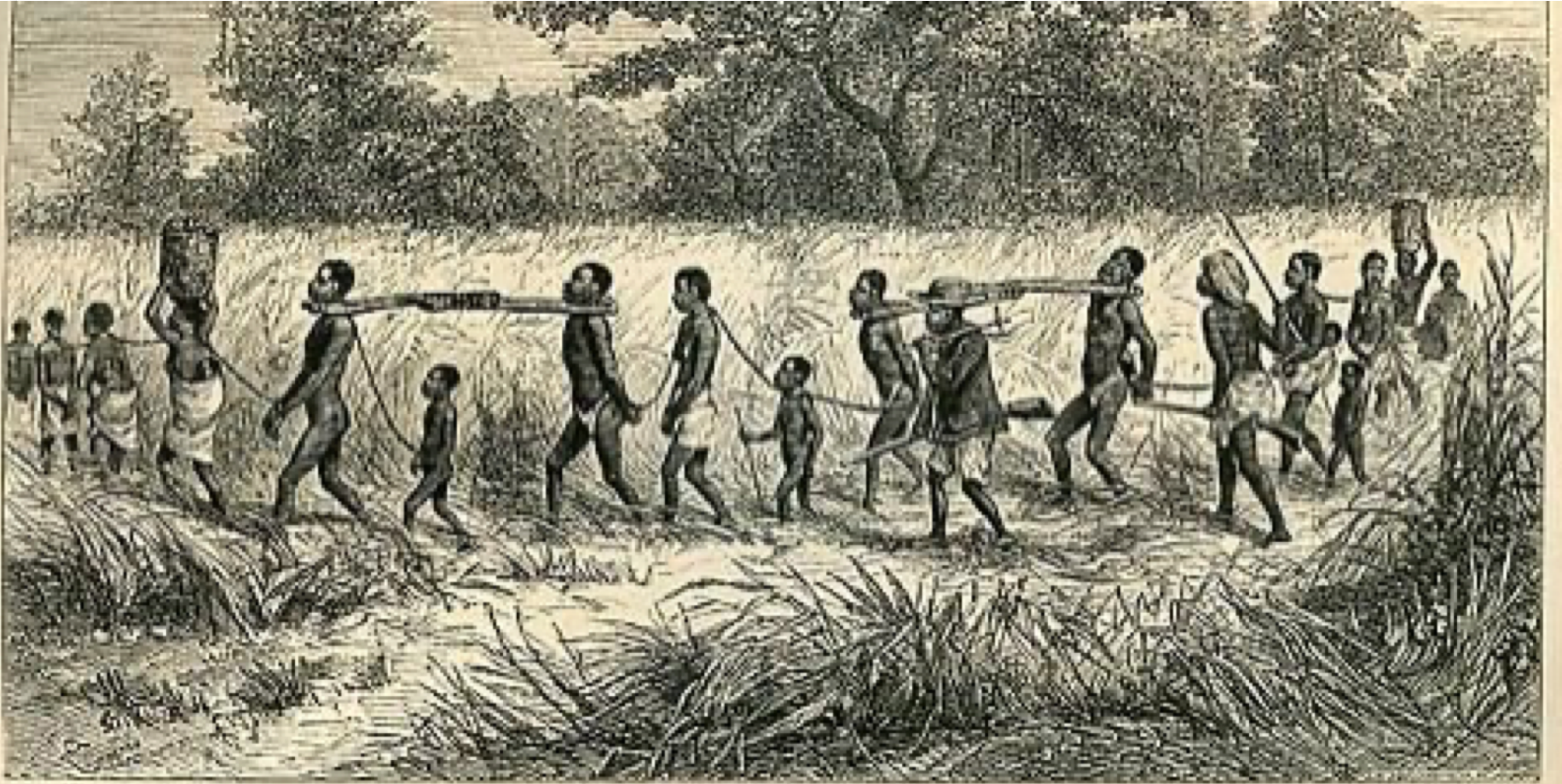
**AFRICAN AMERICAN HISTORICAL PERSPECTIVE**



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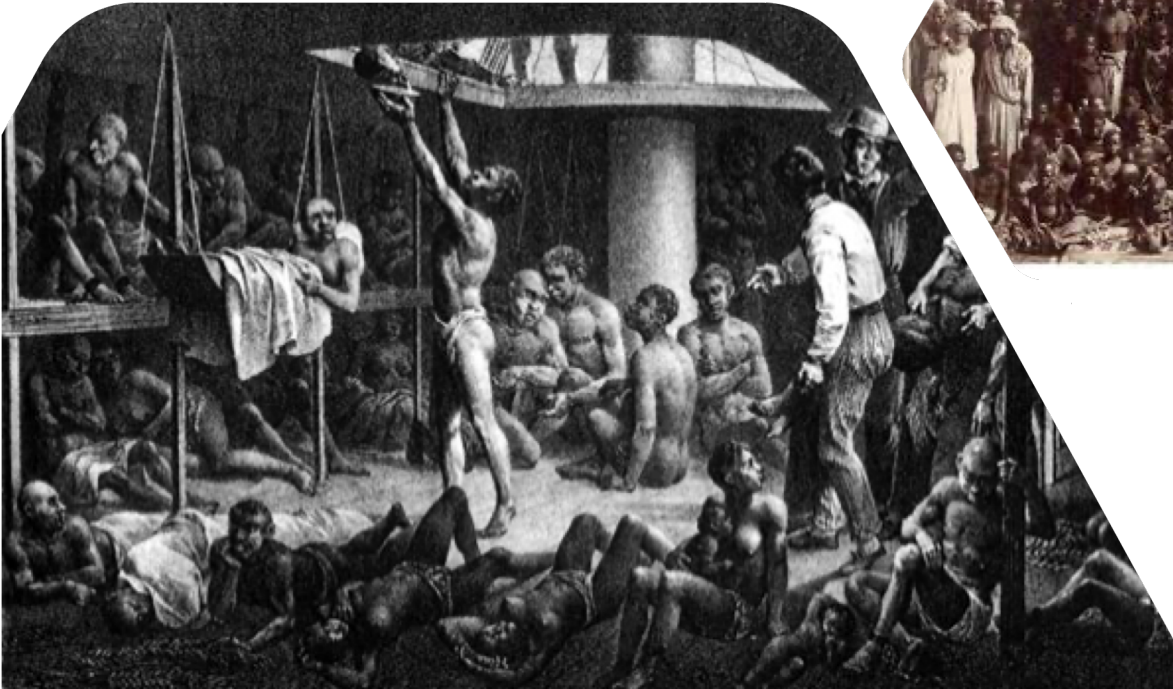
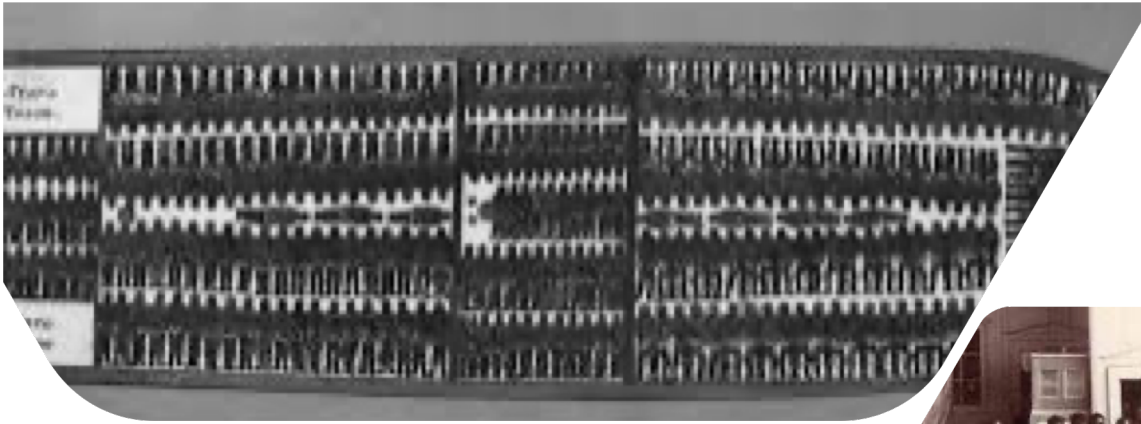




GROUP OF CARRIERS WITH THE TRUNKS OF BULLS NEAR THE RIVER

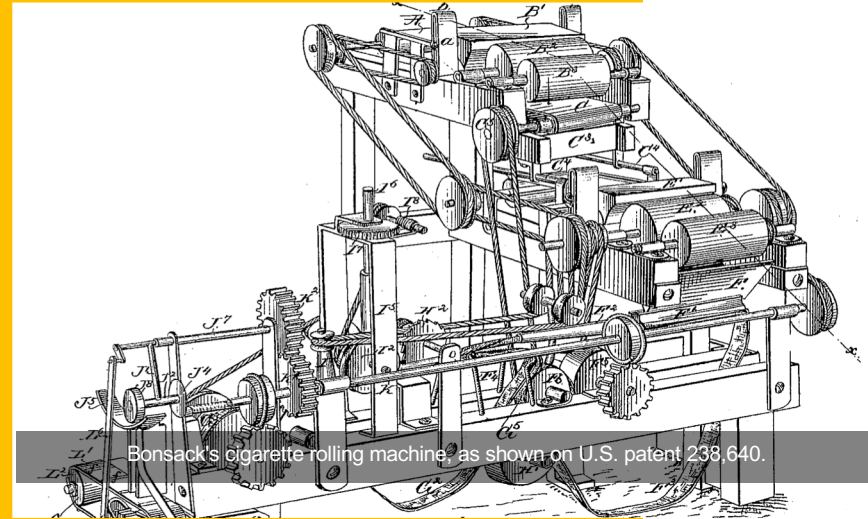






# The Middle Passage: 246 Years of Slavery

JUNETEENTH



# Tobacco and Emancipation



# Birth of Jim Crow

- State Sanction Economic Disenfranchisement
  - Education
  - Healthcare
  - Housing
  - Taxes
  - Insurance
  - Voting
  - Marriage
  - Parks and recreation



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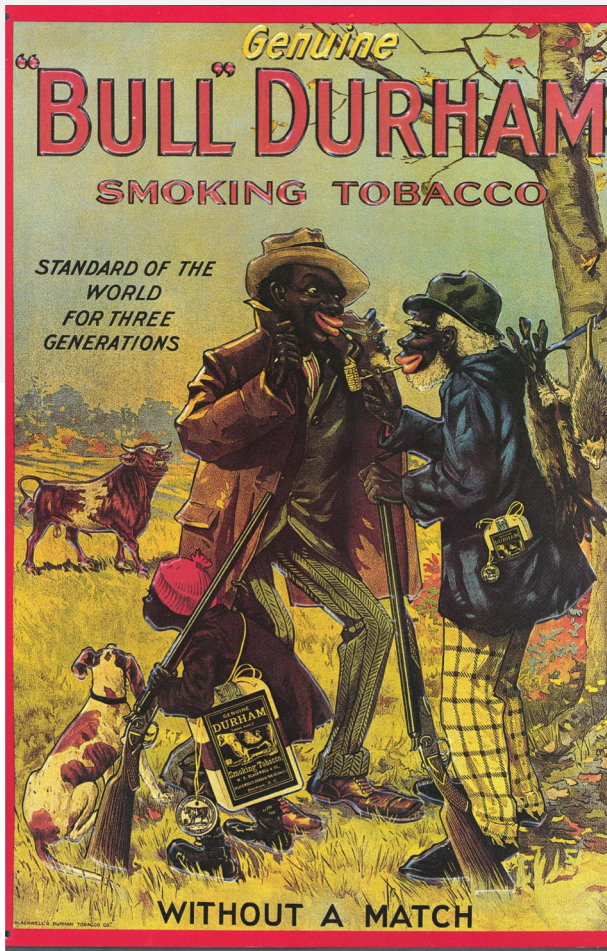




# Menthol

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Spud Cigarettes

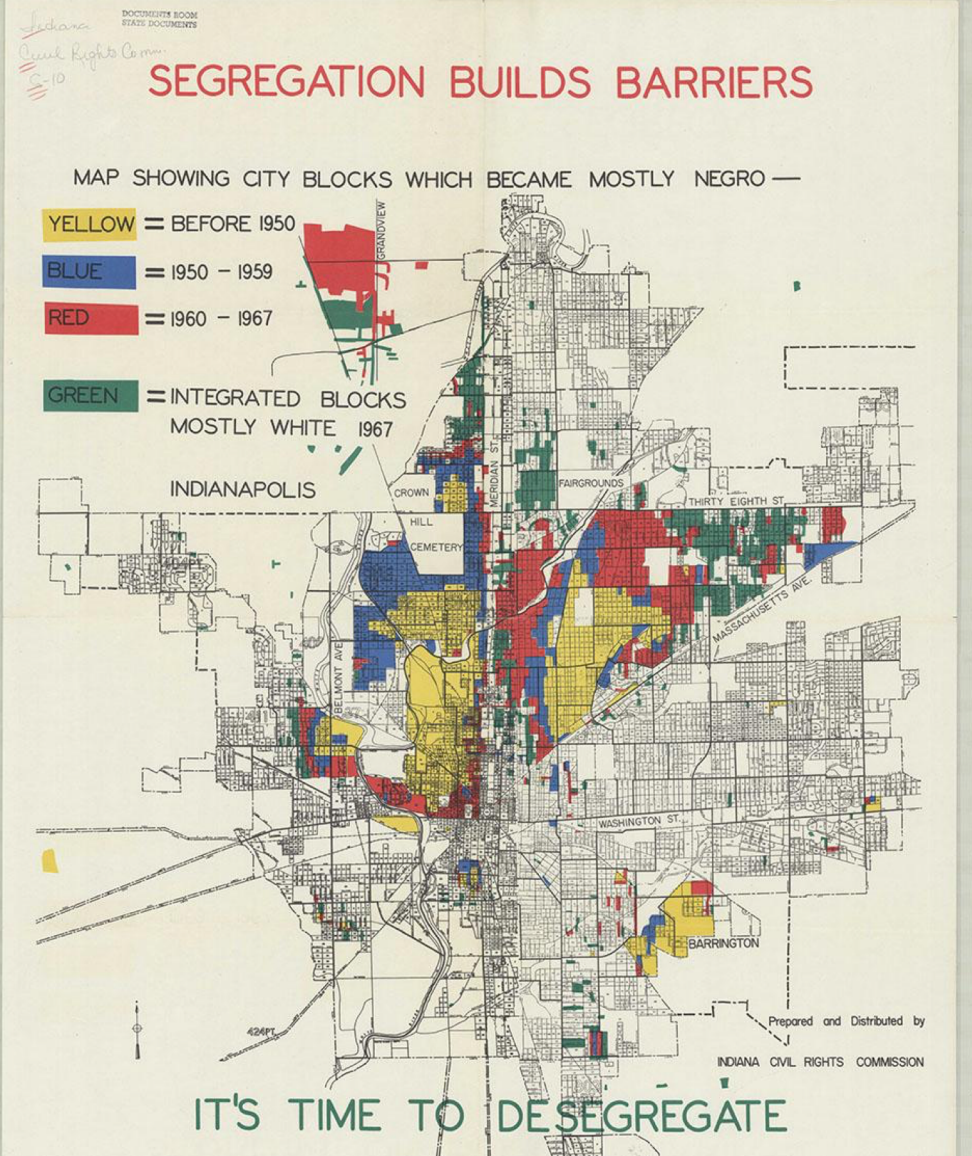


## Advertisements Changed



Advertisements  
Changed

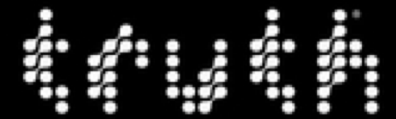
# Redlining: Structural inequality



**Home  
ownership  
is wealth.**



**TOBACCO USE IS NOT AN EQUAL OPPORTUNITY KILLER.**  
SMOKING DISPROPORTIONATELY AFFECTS THOSE MOST IN NEED SUCH AS THE POOR,  
THE HOMELESS, RACIAL MINORITIES, LGBTQ PERSONS AND THOSE SUFFERING FROM  
MENTAL ILLNESS AND SUBSTANCE USE DISORDERS.



**THERE ARE UP TO  
10X MORE TOBACCO ADS  
IN BLACK NEIGHBORHOODS  
THAN IN OTHER  
NEIGHBORHOODS.**



SEIDENBURG AB, CAUGHEY RW, REES VM, CONOLLY GN. STOREFRONT CIGARETTE ADVERTISING  
DIFFERS BY COMMUNITY DEMOGRAPHIC PROFILE. AM J HEALTH PROMOT. 2010; 24(4): E26-E31.  
(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  
ENVIRON. RES PUBLIC HEALTH. 2013; 10:4571-4583. (10X INCREASE)

# Predatory Practices and Menthol

Cheaper to buy in African American communities

Advertised more prominently in AA neighborhoods

The greater the concentration of AA students, the greater the number of menthol ad





## It Worked...

- About 90% of cigarettes marketed in the United States contain menthol, even if they are not advertised as menthol cigarettes.
- 32% of all cigarettes sold in U.S. are menthols (Up from 22% in 2010)
- Newport has the second leading market share

Box: 17 mg. "tar", 1.1 mg. nicotine; 100's: 18 mg. "tar", 1.3 mg. nicotine av. per cigarette. FTC Report Nov. 1975.

*Alive with pleasure!*  
**Newport**

*After all, if  
smoking isn't  
a pleasure,  
why bother?*





**Racism is a  
public health  
issue.**





## Menthol Cigarettes

*“Menthol cigarettes are unequal-opportunity killers that disproportionately hook young people, African-Americans and other people of color, harming their health and reducing their life expectancy. We urge the FDA to ban menthol in cigarettes and help reduce the vast, avoidable differences in health that continue to separate Americans according to race and wealth.”*

-Dr Phil Gardiner





## Legislation and Menthol

### Family Smoking Prevention and Tobacco Control Act

- Proposed in 2008, enacted in 2009
- Designed to eliminate 13 flavors in cigarettes only
- Excluded menthol
- The [Tobacco Control Act](#) gave FDA broad authority to regulate the manufacture, marketing, sale, and distribution of tobacco products.

# Present Day:

**FDA announces it will begin the rule making process in banning menthol cigarettes and flavored cigars**



**FEDERAL REGISTER**  
The Daily Journal of the United States Government



PR Proposed Rule

### Tobacco Product Standard for Menthol in Cigarettes

A Proposed Rule by the Food and Drug Administration on 05/04/2022

This document has a comment period that ends in 29 days. (07/05/2022)

[SUBMIT A FORMAL COMMENT](#)

[Read the 59352 public comments](#)



# Submit Public Comment & Continue Passing State/Local Policy



[Submit comment on CBHE page](#)

[Menthol Comment](#)

[Flavored Cigar Comment](#)



**What If.....  
Menthol Was included in 2009  
Flavor Ban.... 100,000s of Lives  
could have been saved**

2010 – 2050		
	All Menthol Smokers	Black Menthol Smokers
10%	323,107	91,744
20%	478,154	164,465
30%	633,252	237,317

(Levy, et al., 2011)



*Thank you*

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