Affirming America’s Promise
102nd Annual Convention
Formed in 2008. We educate the African American community about tobacco use and cessation, partner with community stakeholders and public health agencies to inform and affect the direction of tobacco policy, practices, and priorities, as it affects the lives of Black American and African immigrant populations.
Easy Prey:
Help Stop
The Deaths of 47,300
Blacks Folks A Year!

NAACP National Convention
Los Angeles, CA

African American Tobacco Control Leadership Council
In the United States, smoking and tobacco related deaths kill more African Americans than...

- AIDS
- Car Accidents
- Violence
- And other non-tobacco related cancers
... COMBINED ...
Smoking & Tobacco Related Diseases Kill 47,300 African Americans Every Year
In the U.S. Tobacco Use is the Number One Killer of Black Folks

- Tobacco Related Deaths Kill 47,300 African American each year
- Homicides kill 8,650
In the last ten years...

473,000 Blacks People Have Died From Tobacco Related Diseases
• Formed in 1909
• Initially formed to stop the lynching of Black men in America
• How many men??????
• 3,446 (1882 - 1968)
• 86 years

• By the end of 2007, an estimated 233,624 Blacks with a diagnosis of AIDS had died in the US
26 Years of Black Folks Dying

- AIDS
- Tobacco

Bar chart showing the comparison between AIDS and Tobacco-related deaths over 26 years.
Since 1987 lung cancer in women surpassed breast cancer as the leading cause of death in women.

In the U.S. in 2007, 202,964 women were diagnosed with breast cancer, and 40,598 died from the disease.

Mammograms are the best way to find breast cancer early, before it can be felt, and is easier to treat.

Lung Cancer
More women die from lung cancer than any other type of cancer. In the U.S. in 2007, 93,893 women were diagnosed with lung cancer, and 70,354 women died from the disease. In 2007, 55.9 out of 100,000 white women were diagnosed with lung cancer, followed by 50.3 black women, 35.8 American Indian/Alaska Native women, 26.9 Asian/Pacific Islander women, and 26.0 Hispanic women.
In 2007, 93,893 women were diagnosed with lung cancer, and 70,354 women died from the disease.
2007 Deaths For All Women

Breast Cancer  Lung Cancer
WHY DON’T WE HEAR MORE ABOUT THIS ISSUE ????
Our People Our Overwhelmed
PRIORITES & ISSUES

- **African American Issues**
- Economic Development
- Racism-Oppression
- Other Health Concerns
- Chronic Diseases
- AIDS
- Poverty
- Violence

- **African Issues**
- Economic Development
- Post Colonialisation
- Other Health Concerns
- Tropical Diseases
- AIDS
- Poverty
- Political Instability & War
We Need National Institutional Leadership
Tobacco is Not
A Public Health Problem

- It is a problem of Political Will
- Tobacco Industry sanctions are always measured and preserve the status quo
- Sanctions are not designed to stop the number one preventable cause of death, this would be political suicide
- Black, poor, and marginalized folks are the public policy bargaining chips
TOBACCO INDUSTRY TACTICS

- Heavy lobbying and manipulation of the political and public policy process
  - Campaign contributions
- Co-opting legitimate causes—
  - education, domestic violence, the arts, homelessness
- Aggressive marketing & targeting of specific audiences
Targeting

• Analyzing and researching a specific group by age, ethnicity, gender, class, etc...
• Associating use of the product with who the audience is or who they aspire to be
• Creating advertising that speaks to the psychological needs/issues of the group ex.—esteem issues of African Americans
• The Tobacco Industry Wants Our Leadership Organizations
Tobacco Industry Goals

• To increase tobacco use among African Americans by creating and maintaining positive images of tobacco and tobacco companies

• To use African Americans to defend tobacco industry policy positions

• To defuse public health efforts from within African American communities
Internal-Secret Tobacco Industry Documents

• Released during litigation, they tell what they really think/say about us
  • Marketing Plans
  • Reports on African American “psychographics”
  • Plans to link with African American organizations
RJR Tobacco has been a longstanding supporter of groups which serve the Black and Hispanic communities. To reinforce this commitment, RJRT has been a major sponsor of the national conventions and conferences listed below for the past several years:

- Opportunity Industrialization Center
- NAACP National Conference
- National Urban League Conference
- Congressional Black Caucus Weekend
- National Newspaper Publishers Association (NNPA)

RJR practices to give back to the Black community.
Organizations with tobacco ties

- Alpha Kappa Alpha
- National Association of Black Social Workers
- Randolph Foundation
- American Association for Affirmative Action
- Opportunity in Higher Education
- National Association of Black Charities
- Coalition of Minority Enterprises of New York
- National Association of Women Business Owners
- Congressional Black Caucus Foundation
- National Bar Association
- National Black Caucus of State Legislators
- National Black Chamber of Commerce
- National Black MBA's Association
- National Black Media Coalition
- National Black Police Association
- National Coalition of 100 Black Women
- National Conference of Black Mayors
- National Council of Negro Women
- National Newspaper Publishers Association
- National Urban League, Inc.
- Operation PUSH (Rainbow/PUSH Coalition)
- Opportunities Industrialization Centers of America
- Southern Christian Leadership Conference
- Tuskegee Airmen
- United Negro College Fund (UNCF)
- Alpha Phi Alpha
- American Association for Affirmative Action
- Associated Black Charities
- Association of Minority Enterprises of New York
- Black Elected Democrats of Ohio (Ohio Legislative Black Caucus)
- National Bankers Association
- National Black Child Development Institute
- Publishing
- National Black Women's Publishing
- National Bar Association
- National Black Business and Professional Women
- Congressional Black Caucus Foundation
- National Black Chamber of Commerce
- Delta Sigma Theta
- National Minority Supplier Development Council
- National Organization of Black Law Enforcement Executives
- National Political Congress of Black Women
- National United Affiliated Beverage Association
- New York State Black, Puerto Rican, and Hispanic Legislative Caucus
- North Carolina A&T State University
- Omega Psi Phi
- Phi Beta Sigma
- South Carolina Legislative Black Caucus
- Tennessee Caucus of Black State Legislators
- United Black Church Appeal
- National Black Chamber of Commerce
- National Association of Black County Officials
- Minority Business, Legislative, Black Caucus
- Omega Psi Phi
- Phi Beta Sigma
- South Carolina Legislative Black Caucus
- Tennessee Caucus of Black State Legislators
- United Black Church Appeal
- National Black Chamber of Commerce
- National Association of Black County Officials
- Omega Psi Phi
- Phi Beta Sigma
- South Carolina Legislative Black Caucus
- Tennessee Caucus of Black State Legislators
- United Black Church Appeal
Clearly, the sole reason for B&W's interest in the black and Hispanic communities is the actual and potential sales of B&W products within these communities and the profitability of these sales.

However, this relatively small and often tightly knit community can work to B&W's marketing advantage, if exploited properly.

Method:
Develop a centrally directed marketing, advertising, promotional and public relations unit (or specialized division of existing functional units) to plan, implement and evaluate all corporate communications and other programs involving the minority community. By coordinating all efforts and maximizing the effect of communications vehicles available in the minority community, B&W can realize a positive impact on increasing sales of B&W products in this community.

Discussion
With limited access to mass media for cigarette advertising, every available method of communication with the smoking public should deliver a central message, which should be both consistent and dominant in the minority community, given Kool's marketplace position, in order to overshadow competition.

Consistency and dominance is acutely necessary in addressing the minority community because of its relatively small size and its highly developed methods of informal communications. If B&W
It's like a savings account. The analogy is an important thing. One has to keep on making deposits into the savings accounts. Goodwill deposits, deposits of getting to know people, deposits of listening to their problems, deposits of gently bringing them along about what our problems are and how our problems impinge upon their livelihood, their well-being, their economic futures and so forth. And you make those deposits in the savings account so that when you have to make a withdrawal, the bank balance is there. You can
Tobacco industry’s pervasive presence is meant to keep African Americans engaged as consumers and silent as opponents.

What are the true costs for accepting money and support from an industry that kills 47,300 African Americans every year?
What Our Leadership Groups Must Do

- Advocate for adequate funding for tobacco prevention and cessation programs for African Americans
- Maintain the focus on how Blacks are disproportionately affected by tobacco use and targeted by the tobacco industry
- Inform and affect the direction of tobacco control policies, practices and priorities
- Partner with community stakeholders, public health agencies, and legislators in saving Black lives
- Have a conversation with Dr. Louis Sullivan
Crack Cocaine

There are no “pro-crack” forces that promote the use of crack through association or advertising, yet because cigarettes are legal it is framed as an individual rights issue even though by sheer numbers alone it is actually more harmful to our community than crack cocaine.
Smoking is a problem of political will

Tobacco Industry sanctions are measured and always preserve the “status quo”

Sanctions are never designed to stop the number one preventable cause of death, this would be political suicide

Tobacco Industry should be framed as a “pro-crack or pro-meth” force
Marie Evans a Casualty of Lorrillard’s Newport Cigarette Wars

- Grew up in Boston public housing
- Free cigarettes at the age on nine
- Addicted to cigarettes at age 13
- Dead at 54
Justice for Marie Evans

• In 2010, family awarded $151 million dollars

• Compensatory and punitive damages
We must create a social climate where it is totally unacceptable to “be friends” with the tobacco industry.
What Can You Do?

• Always remember that tobacco control is a “local” grassroots fight

• Empower yourselves to impact the process at every level

• Incorporate health issues into your work
What Can You Do?

• Ask elected officials what they are doing about this problem
  • CONCRETE Things
  • Ask if they accept tobacco industry contributions

• Get involved in community coalitions

• Demand that Black and Latino youth receive same health and policy protections as mainstream youth.
Our Lives Have Value!
Don’t let our yesterday become our tomorrow,
Protect our children!
A healthy community is a civil right!

www.savingblacklives.org