

# INAACP 2011

LOS ANGELES  JULY 23 - 28, 2011

 EDISON  
INTERNATIONAL

TOYOTA

WELLS  
FARGO



WWW.NAACP.ORG

**NAACP**

# Affirming America's Promise 102<sup>nd</sup> Annual Convention





# The African American Tobacco Control Leadership Council

1714 Franklin Street, Ste. 100295 Oakland, CA 94612-3409 888-881-6619





## The African American Tobacco Control Leadership Council

1714 Franklin Street, Ste. 100295 Oakland, CA 94612-3409 888-881-6619

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



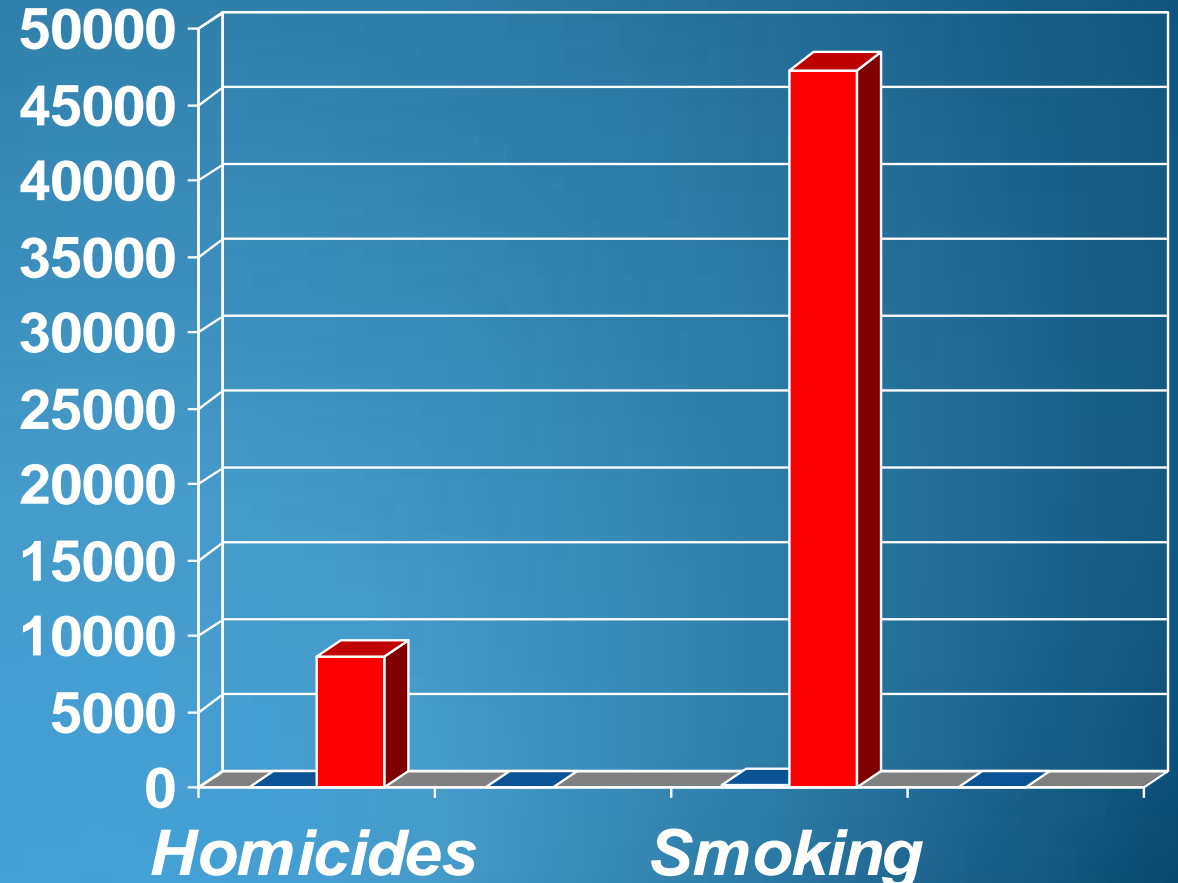
**... COMBINED ...**

**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



# PERSPECTIVE

- In the last ten years...
  - 473,000  
Blacks People Have Died From  
Tobacco Related Diseases



WWW.NAACP.ORG

# NAACP

- Formed in 1909
- Initially formed to stop the lynching of Black men in America
- How many men?????
- 3,446 (1882 - 1968)
- 86 years

- ["Lynchings: By Year and Race"](#). University of Missouri-Kansas City School of Law. Retrieved 2010-07-26. "Statistics provided by the Archives at Tuskegee Institute."

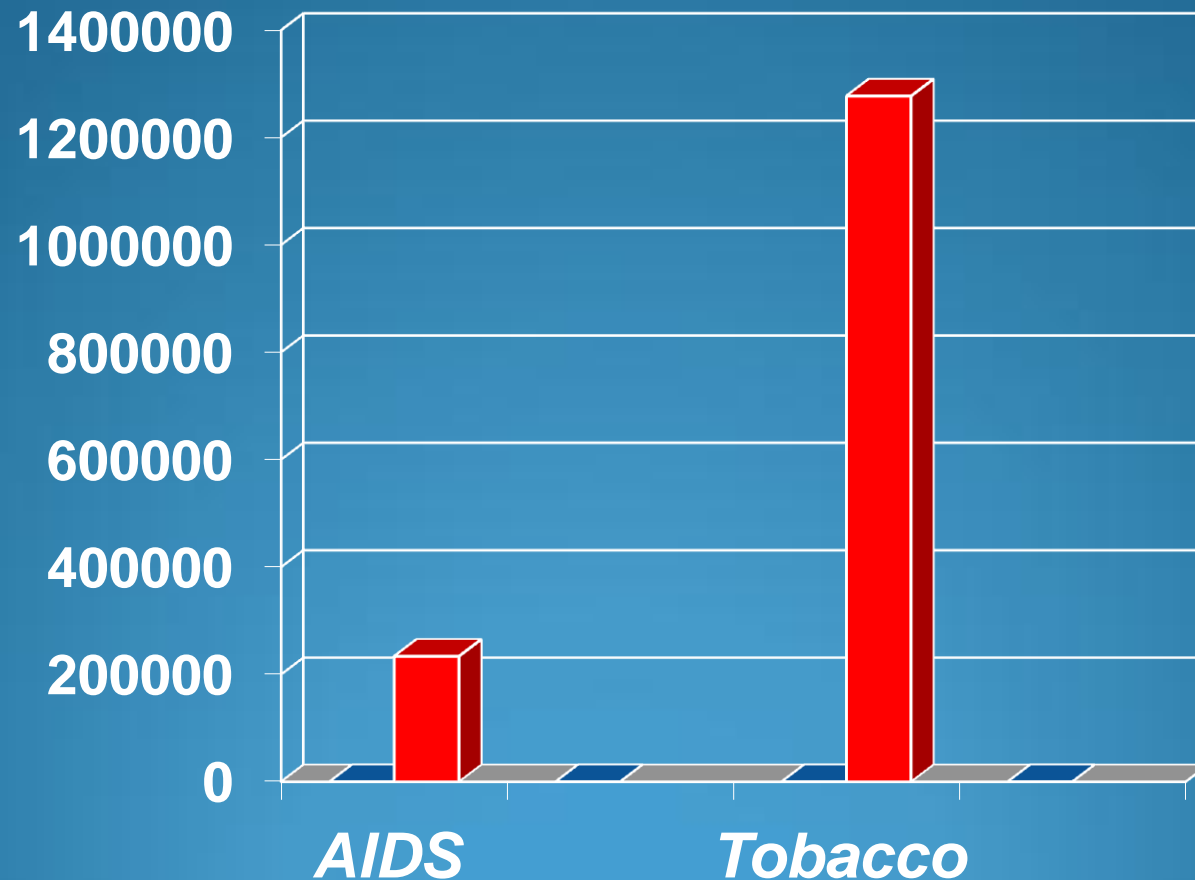




# How Many Black Folks Have Died From AIDS???

- 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



# Since 1987 lung cancer in women surpassed breast cancer as the leading cause of death in women

- <sup>4</sup> Kazerouni, N., Alverson, C., Redd, S., Mott, J., Mannino, D., (2004). Sex Differences in COPD and Lung Cancer Mortality Trends—United States, 1968—1999. *Journal of Women's Health* 13 (1), 17-23<sup>5</sup> Kelly, A., Blair, N., Pachacek, T. (2001). Women and Smoking: Issues and Opportunities, *Journal of Women's Health and Gender-Based Medicine* 10(6), 515-518 <sup>6</sup>Meisler, J. (2003) Toward Optimal Health: The Experts Discuss Lung Cancer in Women. *Journal of Women's Health and Gender-Based Medicine* 10(5), 423-427





## Top 10 Cancers Among Women

Screening tests and the HPV vaccine can help prevent some of the most common types of cancer in women.

The 10 most commonly diagnosed cancers among women in the United States in 2007 (the most common are breast, lung, colon and rectum, and uterine; and cancers of the

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

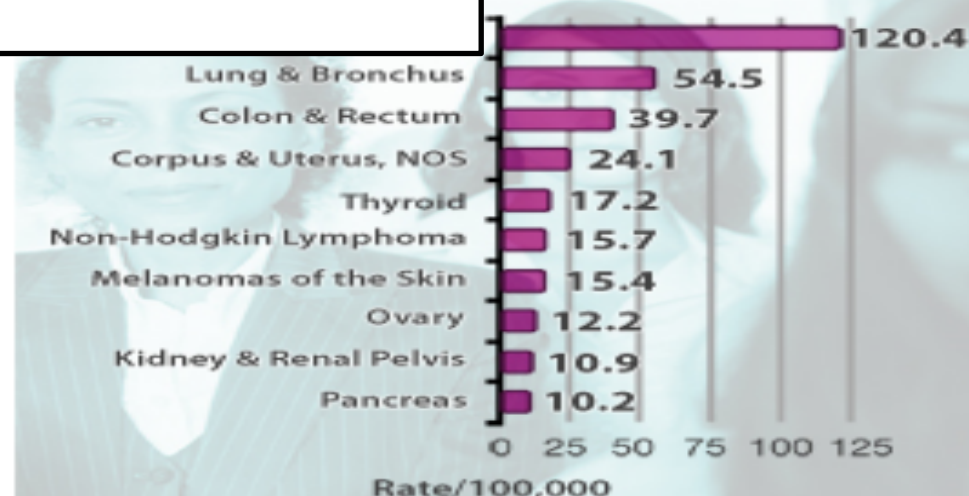
with breast cancer, followed by 117.0 black women, 88.2 Hispanic† women, 83.4 Asian/Pacific Islander women, and 67.3 American Indian/Alaska Native women.

[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.

### Sites in Women, United States



Rates are age-adjusted to the 2000 U.S. standard population. Data from 2007, the most recent year for which statistics are available.



## Top 10 Cancers Among Women

**Screening tests and the HPV vaccine can help prevent some of the most common types of cancer in women.**

The 10 most commonly diagnosed cancers among women in the United States in 2007 (the most recent year for which statistics are available) included cancers of the breast, lung, colon and rectum, uterus, and thyroid; non-Hodgkin lymphoma; melanomas of the skin; and cancers of the ovary, kidney, and pancreas.

### Breast Cancer

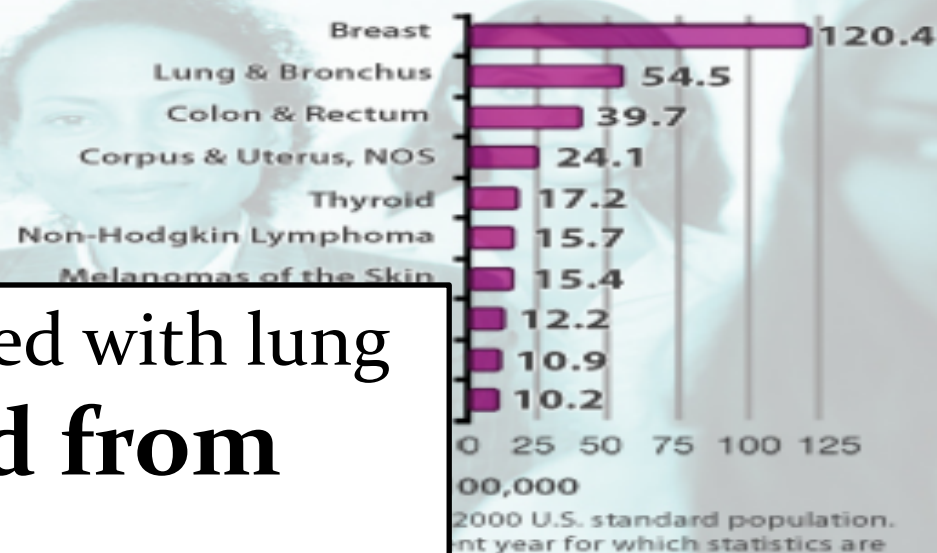
[Breast cancer](#) is by far the most commonly diagnosed cancer in women. In the U.S. in 2007, 202,964 women were diagnosed with breast cancer, and 40,598 died from the disease. In 2007, 121.0 out of 100,000 white women were diagnosed with breast cancer, followed by 117.0 black women, 88.2 Hispanic† women, 83.4 Asian/Pacific Islander women, and 67.3 American Indian/Alaska Native women.

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

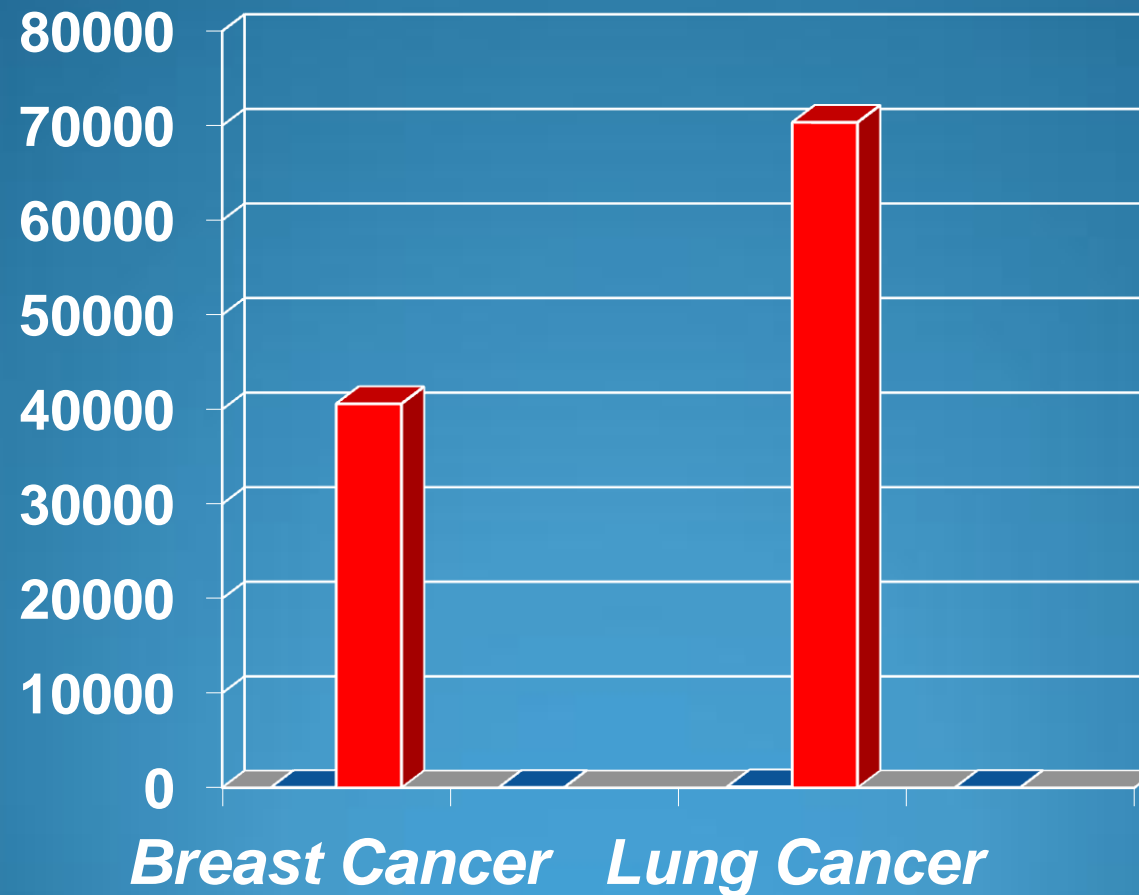
In 2007, 93,893 women were diagnosed with lung cancer, and **70,354 women died from the disease.**

women.

### Top 10 Cancer Sites in Women, United States



# 2007 Deaths For All Women





**WHY DON'T WE HEAR MORE ABOUT  
THIS ISSUE ?????**

**Our People Our Overwhelmed**

# PRIORITIES & 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

# Aggressive marketing & targeting of specific audiences

- 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 COMPANY  
PUBLIC/COMMUNITY RELATIONS CAMPAIGN  
CREATIVE WORK PLAN  
SEPTEMBER, 1990

KEY FACT ON WHICH ADVERTISING CAN TAKE ACTION

Anti-smoking forces have been successful in placing tobacco companies in a negative light.

CONSUMER PROBLEM THE ADVERTISING MUST SOLVE

Consumers are not aware of RJR Tobacco's policies and philosophies which

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
- American Association of Black Social Workers
- Alpha Phi Alpha
- Randolph Foundation
- American Association for Affirmative Action
- National Association for Equal Opportunity in Higher Education
- Associated Black Charities
- National Center for Political and Economic Development
- Association of Minority Enterprises of New York
- National Association of Women Business Owners
- Black Elected Democrats of Ohio (Ohio Advancement of Colored People)
- Legislative Black Caucus
- National Bankers Association
- Black Expo USA
- National Black Caucus of Black Journalists
- Black Women in Publishing
- International Bar Association
- Conference of Negro Business and Professional Black Caucus of State
- National Business League
- Congressional Black Caucus Foundation
- National Conference of Black Lawyers
- Dallas Black Chamber of Commerce
- National Black Association
- Delta Sigma Theta
- National Minority Supplier Development Council
- National ABLM University Coalition
- National Organization of Black Law Officers
- National Black Police Association
- National Coalition of 100 Black Women
- Georgia Legislative Black Caucus
- National United American Beverage International Association of Black Professional Fire Fighters
- National Council of Negro Women
- National Newspaper Publishers Association
- Jackie Robinson Foundation
- National Urban League, Inc.
- Krona College PS&T State University
- Operation PUSH (Rainbow/PUSH Coalition)
- California Legislative Black Minority Business Assets Legislative Black Caucus
- Opportunities Industrialization Centers of America
- Omega Psi Phi College
- Phi Beta Sigma Leadership Conference
- South Carolina Legislative Black Caucus
- National Association of Black & Minority Chambers of Commerce (State)
- United Negro College Fund (State)
- National Association of Black County Officials
- United Black Church Appeal

DISCUSSION PAPER  
TOTAL MINORITY MARKETING PLAN  
LIMITED

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.

minority buying power.

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.

improve product position as well as expand volume within this segment.

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 Koal'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

531000141

B&W Bates# 531000141/0144, 1984



PHILIP MORRIS INCORPORATED  
1984 CORPORATE AFFAIRS WORLD CONFERENCE  
EYE BROOK, NEW YORK  
SEPTEMBER 13, 1984  
WORKSHOP - DEALING WITH THE ISSUES  
INDIRECTLY: CONSTITUENCIES

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

# Conclusion

- 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.

# Reframe Nicotine Addiction as a Social Justice Issue

- 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!**







## The African American Tobacco Control Leadership Council

1714 Franklin Street, Ste. 100295 Oakland, CA 94612-3409 888-881-6619

[www.savingblacklives.org](http://www.savingblacklives.org)

**A healthy community  
is a civil right!**