

Targeted Marketing: Flavored Tobacco and the AA & NH/PI Community

Targeted Marketing to AA & NH/PI Communities

Tobacco companies have historically:

- Sponsored **cultural festivals and events**
- Advertised in **AA & NH/PI in-language media**
- Used culturally relevant imagery and flavors
- Products often include **flavors familiar to AA & NH/PI communities** (e.g., tropical fruit, herbal blends)



Flavors Mask Harm

- Flavors like mango, lychee, mint, and candy hide the harsh taste of tobacco.
- This increases the risk of addiction—especially among youth and young adults.

Why Flavors Matter in Our Communities

- Cultural targeting increases exposure and normalization
- Language-specific marketing reduces awareness of risks
- Community-specific flavors make products more appealing

Key Facts

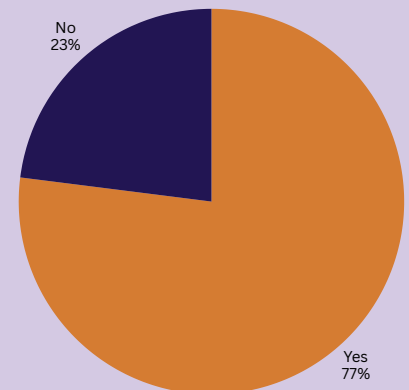
High Use of Menthol & Flavored Products

Menthol makes tobacco easier to start and harder to quit.

Growing Use in NH/PI Communities

Among Native Hawaiian and Pacific Islander adults who smoke, about 77% use menthol cigarettes.

Self-Reported Menthol Cigarette Use in NH/PI Adults



Flavored Products and AA & NH/PI Youth

Flavored e-cigarettes are especially popular among youth.



For inquiries please contact:
rodlew@appealforhealth.org

References

Campaign for Tobacco Free Kids. (n.d.). *The tobacco industry's social media marketing tactics*. Campaign for Tobacco-Free Kids. <https://www.tobaccofreekids.org/what-we-do/industry-watch/tobacco-industry-social-media-marketing-tactics>
 CDC. (2023). *Tobacco use - Health, United States*. www.cdc.gov. <https://www.cdc.gov/nchs/has/topics/tobacco-use.htm>
 Truth Initiative. (2021). *Flavored tobacco use among youth and young adults*. Truth Initiative. <https://truthinitiative.org/research-resources/emerging-tobacco-products/flavored-tobacco-use-among-youth-and-young-adults>