



# **TOBACCO-CAUSED DISPARITIES IN THE BLACK COMMUNITY: U.S. DOMESTIC LAW/POLICY SOLUTIONS**

# THE PUBLIC HEALTH LAW CENTER COMMERCIAL TOBACCO TEAM



## Equality



## Equity



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# WHAT ARE WE TALKING ABOUT?

## HEALTH EQUITY

- Equity
  - “[J]ust and fair inclusion into a society in which all can participate, prosper, and reach their full potential. Unlocking the promise of the nation by unleashing the promise in us all.” (PolicyLink)
  - **We all win when we all win.**
- Health equity
  - The highest possible standard of health for all people and giving special attention to the needs of those at greatest risk of poor health, based on social conditions. (Braveman)
  - **We all win when we all win. Advancing public health is advancing health equity.**



# WHAT ARE WE TALKING ABOUT? HEALTH EQUITY, DISPARITIES

## health disparities

[helth de'speredēz]  
noun, plural

1. Social, economic, environmental conditions can affect health disparities
2. Differences in health, among groups of people

*Health Equity Institute, YouTube*

# WHAT ARE WE TALKING ABOUT?

## HEALTH EQUITY, DISPARITIES: TOBACCO

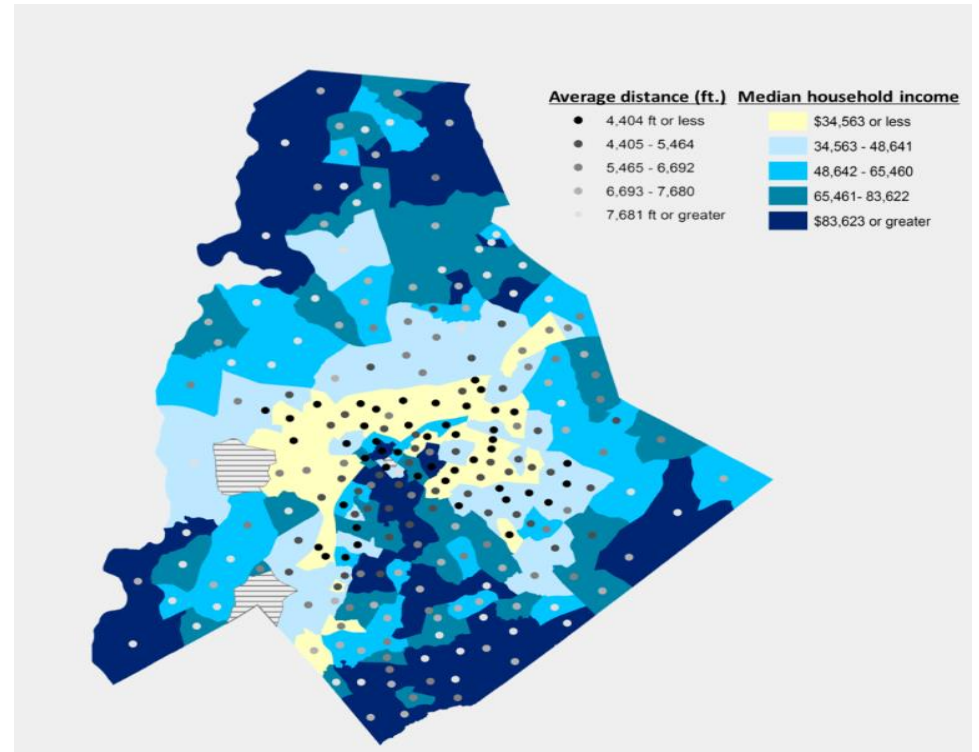
- Commercial tobacco use is a major contributor to the **three leading causes of death among Black Americans—heart disease, cancer, and stroke.**
  - Black Americans are more likely to be diagnosed with and die from **lung cancer** than any other population group in the U.S. (NIH, NCI)
- The tobacco industry has historically and aggressively marketed commercial tobacco products, and particularly menthol-flavored products, to young people and African Americans, especially in urban and low socioeconomic neighborhoods.



HealthITAnalytics

# WHAT ARE WE TALKING ABOUT?

## HEALTH EQUITY, DISPARITIES: TOBACCO



CounterTools  
UNC Chapel Hill | Amanda Kong

# **COVID-19 & AFRICAN-AMERICANS** **HEALTH EQUITY, DISPARITIES: TOBACCO**

The ongoing devastation of COVID-19 in the Black community reminds us that U.S. public health laws addressing chronic disease through the regulation of commercial tobacco have always been important and are even more important now.

Now is the time to push for equitable, evidence-based, preventative commercial tobacco laws and policies that support healthy, resilient communities.



# PREVENTION: CREATE SMOKE-FREE ENVIRONMENTS

- Multiunit Housing:
  - Federal: HUD Rule
  - State: Clean Air Acts – common areas
  - Local: Smoke-free multiunit housing ordinances
- Worksites and public places:
  - State Executive Orders – reopening businesses on smoke-free conditions
  - State Clean Air Acts
  - Local clean indoor/outdoor air ordinances
- Prisons, jails, immigrant detention centers



# PREVENTION: STOP THE FLOOD

- End flavored tobacco sales
  - FDA: prohibit menthol in cigarettes and all other tobacco products
  - State and local: prohibit the sale of all flavored tobacco products (e.g., Massachusetts; Aspen, Oakland)
- Reduce the density of tobacco retailers
  - State COVID-19 executive orders: tobacco/vape shop closures
  - Limit the location, number and density of tobacco retailers
- Remove products from the market
  - Federal: Premarket review
  - End game: State and local governments can phase out the sale of all tobacco products (e.g., Manhattan Beach)



# PREVENTION: INCREASE PRICES



- Taxation: Increase taxes of products (e.g., California, NYC, Juneau); direct revenue to public health and prevention
- Minimum price/pack: Increase the minimum price of cigars, especially little, cheap cigars; establish minimum number of cigars per pack
- Discounts: Prohibit the redemption of coupons/price promotions

# PREVENTION: PROVIDE INFORMATION AND SUPPORT

- Graphic warning labels: essential and overdue; on their way.
- Cessation:
  - Allocate funding for culturally-specific resources and education; young people
  - Comprehensive insurance coverage (e.g., Medicaid)
  - Availability from pharmacies (standing order)





# CONTACT US



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