

Programs and Resources for Addressing Tobacco Use in Black Communities

Addressing Tobacco Use in Black Communities Toolkit | American Lung Association

Description: This toolkit aims to increase education, awareness and build confidence among public health professionals and community-based individuals addressing tobacco disparities in the Black community. This information serves to help deconstruct racial injustices and health inequalities faced by the Black community surrounding tobacco use.

Access the toolkit here: <https://www.lung.org/getmedia/a13f1949-8d58-4e99-bed0-f28bcd18acfc/addressing-tobacco-use-in-black-comm-toolkit.pdf>

Black Lives/Black Lungs | Truth Initiative

Description: This Truth Initiative short was film developed and directed by Lincoln Mondy. The 15-minute film documents how the tobacco industry transformed menthol into a “Black cigarette”.

Watch Black Lives/Black Lungs here: <https://www.youtube.com/watch?v=Eeg5BNx--uQ>

More information here: <https://truthinitiative.org/research-resources/targeted-communities/black-lives-black-lungs-documentary-shows-how-menthol>

Read Between the Lies | Truth Initiative

Description: This Truth Initiative campaign is driven by Black community members and activists to reveal the deliberate and exploitive ways Black communities are targeted through predatory marketing by the tobacco industry.

Visit Read Between the Lies here: <https://www.thetruth.com/video/read-between-the-lies-bigger-picture>

More information here: <https://truthinitiative.org/research-resources/targeted-communities/tracing-racist-tactics-tobacco-industry>

A Self-Help Intervention for African American Smokers | National Cancer Institute: Evidence-Based Cancer Control Programs

Description: This intervention is delivered through a self-help guide and telephone counseling. Completion of this intervention has proven to display higher quit attempts and higher rates of maintaining 7-day abstinence.

Download the program materials here:

<https://ebccp.cancercontrol.cancer.gov/productDownloads.do?programId=312567>

Download the implementation guide here:

<https://ebccp.cancercontrol.cancer.gov/productDownloads.do?programId=312567#implGuide>

More information here:

<https://ebccp.cancercontrol.cancer.gov/programDetails.do?programId=312567>

Programs and Resources for Addressing Tobacco Use in Black Communities (continued)

For Our Future: African American/Black Youth Across America Speak Out About Health Disparities in Their Communities | Campaign for the Culture

Description: This series of conversations focuses on the tobacco industry's influence on Black communities. This includes a variety of speakers advocating for change by developing effective strategies and discussing the prevalence of chronic physical and mental health issues throughout the Black community.

Watch the series of conversations here: <https://youtu.be/Wdf3xaSx6xM>

More information here: <https://www.tobaccofreekids.org/campaign-for-the-culture/april-28-event>

Real Stories: African Americans Featured in Tips from a Former Smoker | Center for Disease Control and Prevention

Description: This initiative aims to increase awareness of smoking-related diseases and disabilities in Black communities through the sharing of real stories of African Americans who are suffering from these diseases and disabilities including the family member who must take care of them.

Access their real stories here: <https://www.cdc.gov/tobacco/campaign/tips/groups/african-american.html#real-stories>

More information here: <https://www.cdc.gov/tobacco/campaign/tips/groups/african-american.html#real-stories>

Fresh Empire Campaign | U.S. Food & Drug Administration

Description: The goal of this campaign (which ran from 2015-2020) was to prevent and reduce cigarette smoking among Black/African American, Hispanic/Latino/a/x, and Asian American and Pacific Islander youth. Interactive marketing techniques were used to incorporate hip-hop, fashion, music, dance, and art with facts about tobacco use that resonate with youth audiences.

More information here: <https://www.fda.gov/tobacco-products/public-health-education-campaigns/fresh-empire-campaign>

Pathways to Freedom: Winning the Fight Against Tobacco | Center for Disease Control and Prevention

Description: This guide has three components: (1) educational information about the impact of tobacco use on the Black community; (2) tailored information on how to quit smoking, manage the side effects, and maintain abstinence; and (3) how Black communities can work to fight back against the tobacco industry, which has utilized predatory marketing targeting Black communities for decades.

More information here:

https://www.cdc.gov/tobacco/quit_smoking/how_to_quit/pathways/pdfs/pathways.pdf