

Tobacco is still the #1 killer

Together We Can Change That



PROTECTING OUR YOUTH FROM A LIFETIME OF TOBACCO ADDICTION

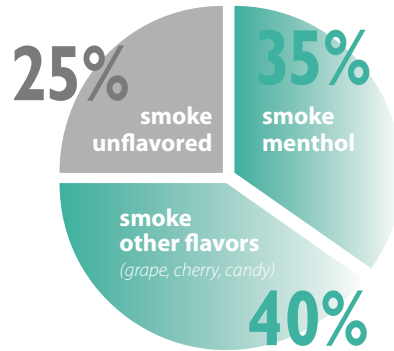
Together, our community has the power to stop the influence of big tobacco and regulate the sale of menthol and flavored tobacco products.

JOIN US!

 Move menthol and other flavors to adult only tobacco stores.

This will greatly reduce the exposure of youth from the influence of big tobacco marketing techniques designed to recruit the next generation of tobacco addicts.

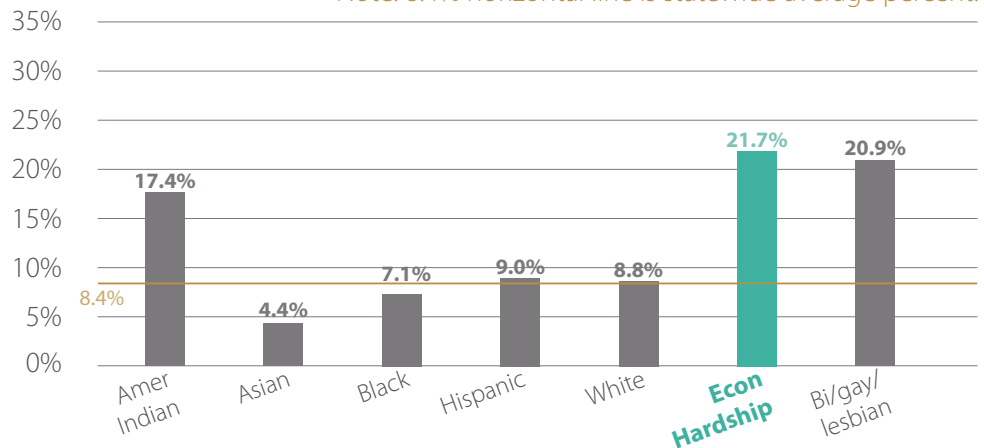
YOUNG TOBACCO USERS IN MINNESOTA



75%
CHOOSE
FLAVORED
TOBACCO

ECONOMIC HARDSHIP IS THE #1 INDICATOR OF TOBACCO USE 11th Grade Students Who Smoke - Statewide Demographics

Note: 8.4% horizontal line is statewide average percent.



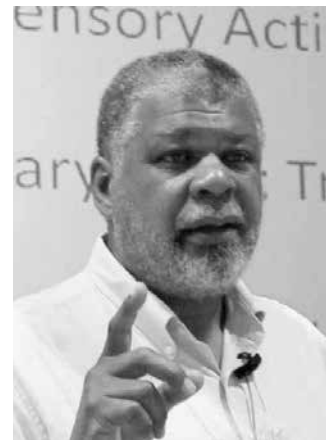
25%

(4,025) OF CHILDREN
IN DULUTH LIVE IN
POVERTY

KNOW YOUR HISTORY

Big tobacco has targeted the African American community, women, LGBTQ and youth with menthol tobacco marketing since the early 1960's.

No one really knows how African Americans came to prefer menthol cigarettes in the first place. But relentlessly targeted marketing campaigns locked the preference in place, part of what Phillip Gardiner, a research scientist at the Tobacco Related Disease Research Program at the University of California calls the "African-Americanization of menthol cigarette use."



TEEN TOBACCO USE

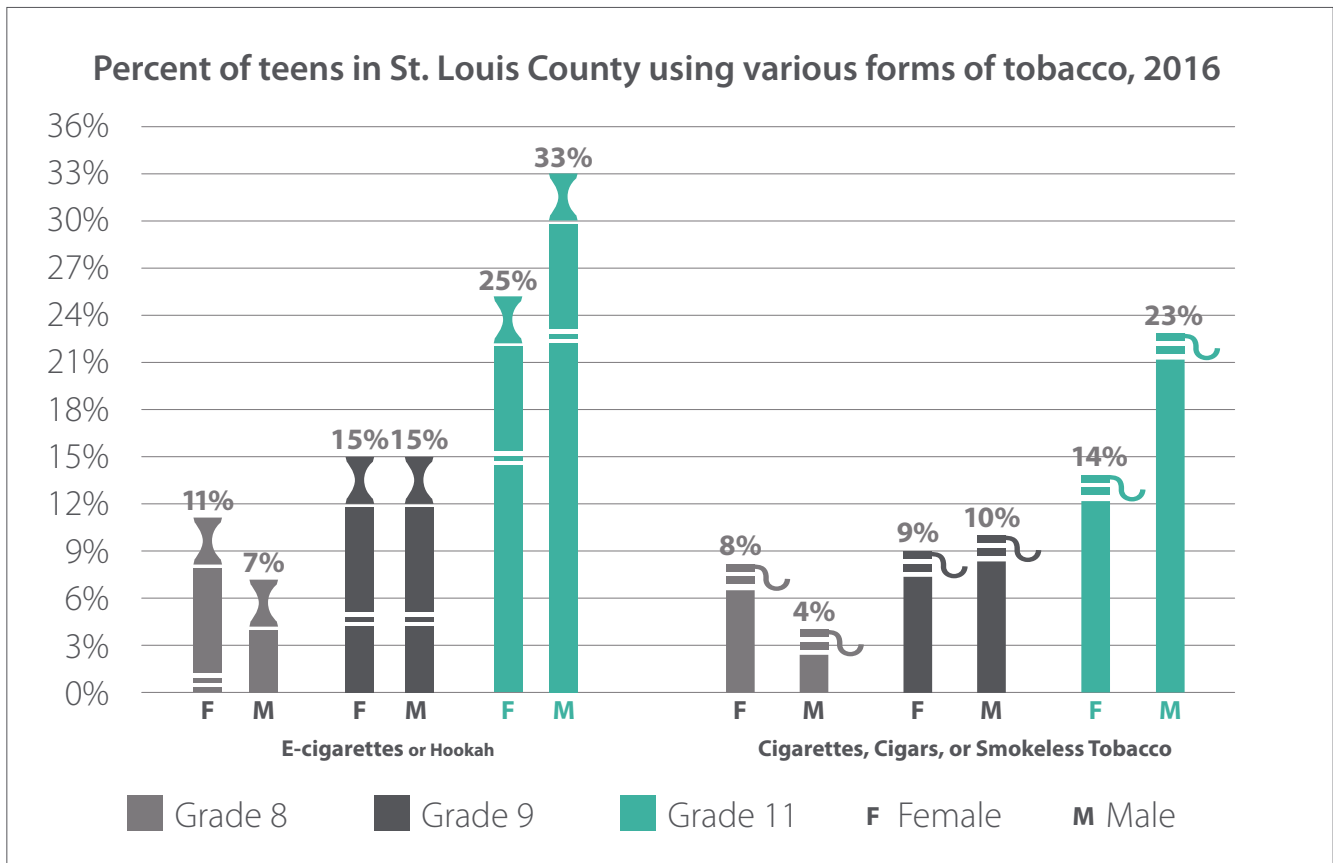
Smokers and non-smokers from all sectors and political affiliations agree that *reducing tobacco use among teens is a top priority.*

THE GOOD NEWS FEWER KIDS ARE SMOKING.

THE BAD NEWS NEARLY 1 IN 3 11th GRADERS ARE USING E-CIGARETTES.

TEENS WHO TRY FLAVORED TOBACCO ARE 3X MORE LIKELY TO SMOKE.

3x



23% OF 8th GRADERS BELIEVE

there is little or no health risk in smoking.

TOBACCO IS STILL THE #1 OF PREVENTABLE DEATH IN MINNESOTA, KILLING MORE PEOPLE THAN THE OTHER TOP FIVE CAUSES COMBINED.



“DULUTH HAS A HISTORY OF LEADING ON ISSUES OF HEALTH AND CLEAN AIR ... WE KNOW THAT IF BIG TOBACCO PUTS UP A FIGHT ON THIS, THEY WILL LOSE.”

~ Pat McKone, Regional Senior Director, American Lung Association

MENTHOL!

EASIER TO START, HARDER TO QUIT.



We are committed to PREVENT

the initiation of tobacco use among youth and young adults.

We are ENGAGING with community

members and organizations most affected by tobacco-related inequities to identify and eliminate disparities

Tell your CITY COUNCILORS that you want

menthol and other flavored tobacco products moved to adult only tobacco shops.

JOIN US AT LETHALLURE.ORG

DEBRA SMITH

AMERICAN LUNG ASSOCIATION IN MINNESOTA

424 W. SUPERIOR STREET, SUITE 400 | DULUTH, MN 55802

218.726.4858 | WWW.LUNGMN.ORG | DEBRA.SMITH@LUNG.ORG