

# Big Tobacco Tactics

Tobacco companies are good at marketing, but the outcomes are deadly. Their aggressive marketing tactics also create health inequities. Health inequity is when some groups have worse health because of unfair treatment.

**Example:** Compared to other young adults, bisexual women and Black women have the highest exposure to tobacco advertising.

## Three Ways Tobacco Companies Target Groups Who Have Been Marginalized

### #1 Donations

Tobacco companies donate money to make their brands familiar to groups who have been marginalized, including:

- BIPOC\* communities
- LGBTQ+ communities
- Women
- Youth
- Individuals with lower incomes

**Example:** Tobacco companies donate to historically Black colleges and universities, LGBTQ+ events, and civil rights causes to get life-long customers.

\*BIPOC: Black, Indigenous, people of color

### #2 Marketing

Tobacco companies target communities with lower incomes using the following tactics:

- Discounts on e-cigarette starter kits
- Product giveaways and free samples
- Social media marketing
- Aggressive advertising in stores

**Example:** People from lower-income households are more likely to be diagnosed with smoking-related diseases including cancer and lung disease.

### #3 Fighting New Laws

Tobacco companies use money and influence to stop new tobacco laws.

**Example:** In 2022, tobacco companies opposed a ban on menthol cigarettes. This ban could save up to 238,000 Black lives.

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