



THE CENTER FOR
BLACK HEALTH & EQUITY

Culturally Responsive Tobacco Cessation: Tailoring Evidence-Based Treatment for African Americans

Michael Scott, CHES

January 11, 2024



WHO WE ARE:

The Center for Black Health & Equity is the leading nationally recognized public health entity for solutions impacting African American health

MISSION:

To facilitate programs and services that promote health equity for people of African descent. We do this by building community capacity, developing community infrastructure, and advocating for equity-centered policies.



THE CENTER FOR
BLACK HEALTH & EQUITY



Objectives:



- Identify tobacco use disparities in AA smokers
- Identify tobacco use cessation disparities/causes among AA smokers
- Discuss menthol's impact on smoking/cessation
- Discuss strategies/efforts to increase AA cessation



African American Tobacco Use Disparities



- 16.8 % of AA adults use tobacco
- 85% AA who smoke cigarettes use menthol
- AA have highest death rates for most cancers
- AA have benefitted less from smokefree laws nationwide

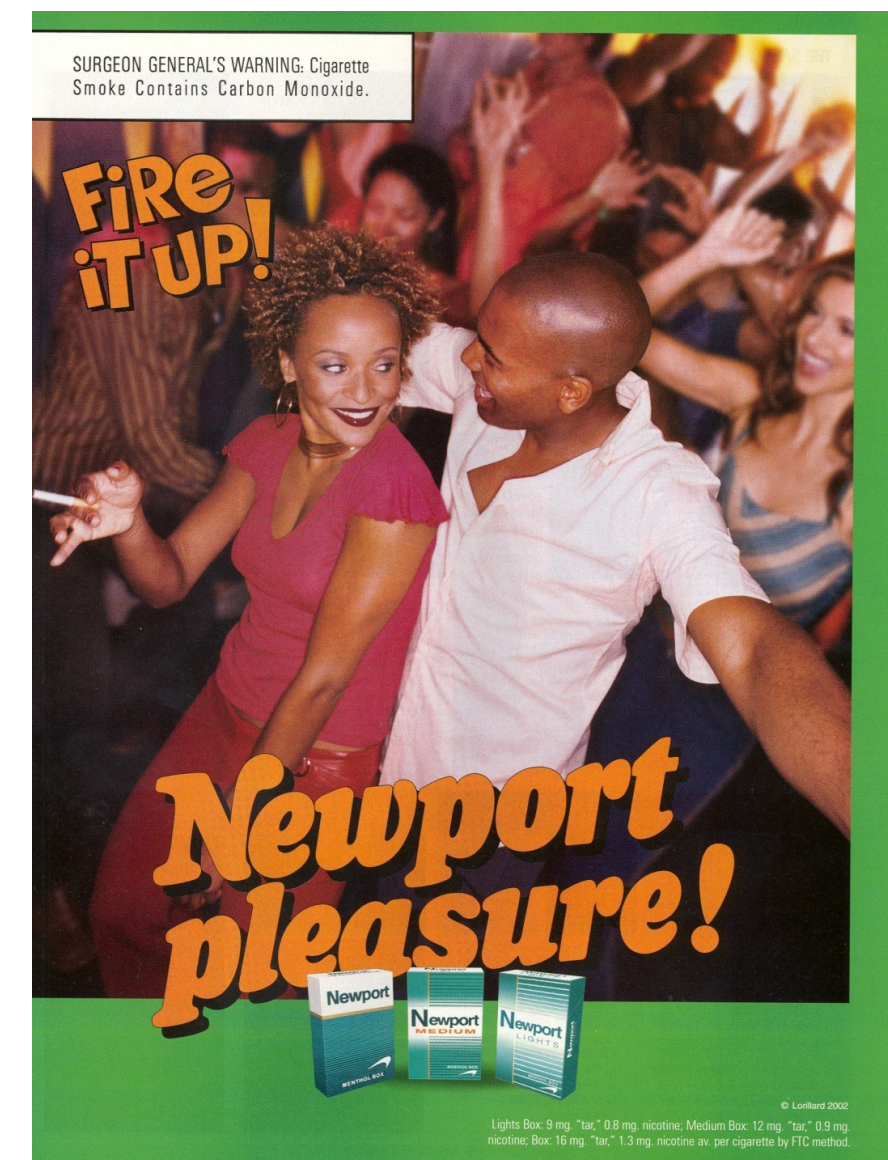


Contributing Factors to Tobacco Use Among African Americans



THE CENTER FOR
BLACK HEALTH & EQUITY

Targeted Marketing of Menthol



Menthol Stats

- Many smokers use menthol cigarettes as their 'starter' product
- Menthol smokers show greater signs of nicotine dependence
- Menthol smokers have a shorter time to the first cigarette of the day than non-menthol smokers
- Targeted marketing
- Connection to melanin
- Almost ALL tobacco products contain some level of nicotine



African American Tobacco Cessation Disparities



- 73% of AA adult smokers report they want to quit
- More AA smokers have attempted to quit in past year, compared to White adults (63% vs. 53%)
- Less likely to be successful in quit attempts



African American Tobacco Cessation Disparities



- Only about 56% AA adults who smoke reported receiving clinical advice to quit smoking
- Less than 30% of AA adults who smoke reported using cessation counseling or medication when trying to quit.
- The use of tobacco-cessation quitlines among AA people remains low



Contributing Factors: Tobacco Use Among African Americans



- **Exposure to stress and trauma**

- Nationally, 61% of Black children have experienced at least 1 ACE
- Intergenerational Trauma
- Racism

- **Environmental**

- High Crime
- Low SES
- Retail Density

Types of Childhood Adversity



Barriers to Cessation



- **Less access to quit resources**
- **Increased access to quit products**
- **One size does not fit all**
- **Non-equitable Policies**
- **Small pool of clinical research addressing culturally competent cessation efforts**



Cessation Strategies to Consider



Improve access to care

Reduce Stigma

Culturally Relevant Programs

Prevent ACES



Cessation Strategies to Consider



Improve marketing

Change the narrative

Equitable policy creation/enforcement



Current Research

Dr. Karen Beard, CTTS

888-881-6619 ext.107

drbeard@amplify.love

www.amplifylove.love



THE CENTER FOR
BLACK HEALTH & EQUITY

Listening circles with menthol smokers in California

- **Culturally appropriate**
- **Cessation should address other products (cigarillos, hookah...)**
- **Delivery to include text, group work, social bonding**
- **Marketing- utilize the tobacco industry playbook**
- **Make the connection to comorbidities**



THANK YOU



Michael Scott

mscott@centerforblackhealth.org

www.centerforblackhealth.org

