

MENTHOL TOBACCO

A Pervasive Threat in Minnesota's African American Community



A 2016 survey reveals the Twin Cities African American community recognizes tobacco as a serious health problem and identifies menthol tobacco as a pervasive threat in the community.

According to Respondents (407 people)



86%

support more laws
to reduce the
harms of smoking



88%

believe tobacco use is
a **significant health issue**
in the African American
community



61%

feel menthol cigarettes
are marketed to African
Americans **more than**
other racial groups.

According to African American smokers (94 people)

72%

menthol makes it
harder to quit



84%

smoke
menthol
cigarettes



57%

noticed coupons
for cigarettes
in the last 30 days

69% believe menthol makes it easier
for young people to start smoking

Menthol use patterns and perceptions are revealed in a 2016 survey of 407 U.S.-born African Americans in Hennepin and Ramsey counties. This survey was made possible by a two-year Statewide Health Improvement Partnership (SHIP) grant, which was funded thanks to action of the Minnesota Legislature in 2015. The survey work was carried out under the leadership of the African American Leadership Forum. Partners include the Hennepin County Public Health Assessment Team — local health departments of Hennepin and Saint Paul-Ramsey Counties, Minneapolis, Bloomington, Edina and Richfield.

This menthol use and perception information is important in exploring ways to reduce tobacco's harm among African Americans in Minnesota. Engagement and education of members of the local African American community are the focus of the second part of the two-year SHIP grant.