

# LIVE TOBACCO-FREE



## BIG TOBACCO

targets you with African American images and hip hop culture.



## MENTHOL PRODUCTS

marketed to African Americans are harder to quit.



## SMOKING KILLS

45,000 African Americans each year.

## The Benefits of Quitting Start Right Away.



**12 minutes:** Carbon monoxide levels in your blood drop to normal.

**20 minutes:** Heart rate and blood pressure drop.

**Two to three months:** Circulation and lung function improve.

**One year:** Heart disease risk lowers.

**Five years:** Risk for cancer of the mouth, throat, esophagus, and bladder are cut in half.

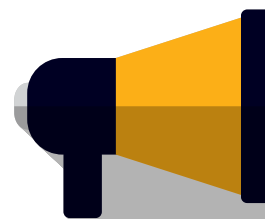
# MAKE YOUR CAMPUS TOBACCO-FREE



**SECONDHAND SMOKE** kills 53,000 non-smokers each year.



**1,300+ CAMPUSES** ban smoking and/or tobacco.



**TELL YOUR SCHOOL'S** leaders you want a tobacco-free campus.

**LEARN HOW:  
NO-SMOKE.ORG**



NAACP

