

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.

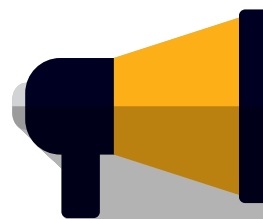
MAKE YOUR CAMPUS TOBACCO-FREE



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

