

Menthol Use in Washtenaw County

Menthol is Dangerous

- Menthol creates a cooling effect that reduces the harshness of cigarette smoke and suppresses coughing.
- Menthol makes cigarettes easier to smoke and harder to quit.
- **Menthol makes cigarette smoking more addictive.**

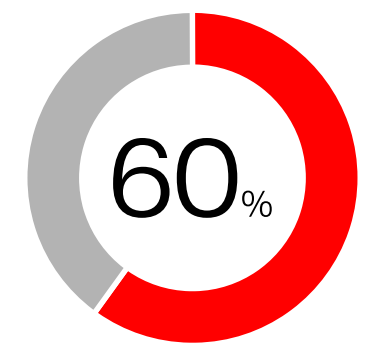
Tobacco use is a major contributor to the 3 leading causes of death among African Americans—heart disease, cancer, and stroke.



Targeting Communities

- Tobacco ads and coupons are more common in communities of color.
- Menthol ads are targeted at:
 - Youth and young adults
 - Black or African Americans
 - Hispanic or Latinos
 - LGBTQ+ communities

African Americans suffer the greatest burden of tobacco-related death of any racial or ethnic group in the United States.



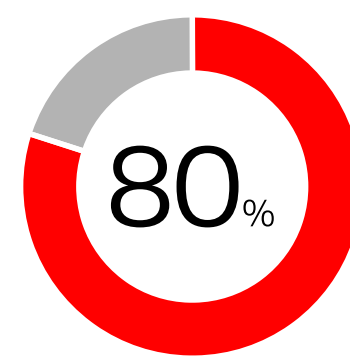
Nearly 60% of US high school students who use e-cigarettes use **mint or menthol-flavored products.**

Menthol Bans Save Lives

- Menthol is the **only** flavor additive allowed in cigarettes.
- The FDA is moving toward banning menthol cigarettes and flavored cigars nationwide.
- Nearly 65% of young menthol smokers say they would quit if menthol cigarettes were banned.

Tobacco Use in Washtenaw County:

- About 11% of Washtenaw County adults smoke cigarettes.
- The 48198 zip code in Ypsilanti has the highest rate of adults who smoke.
- Black/African American residents smoke at a higher rate than white adults.



Over 80% of African American smokers in the US use **menthol cigarettes compared to only 30% of White smokers.**



Want to quit using tobacco? Call or text the Michigan Tobacco Quitline at 1-800-QUIT-NOW (1-800-784-8669) for free information and referrals.