

Industry targeting and other factors drive up tobacco use.

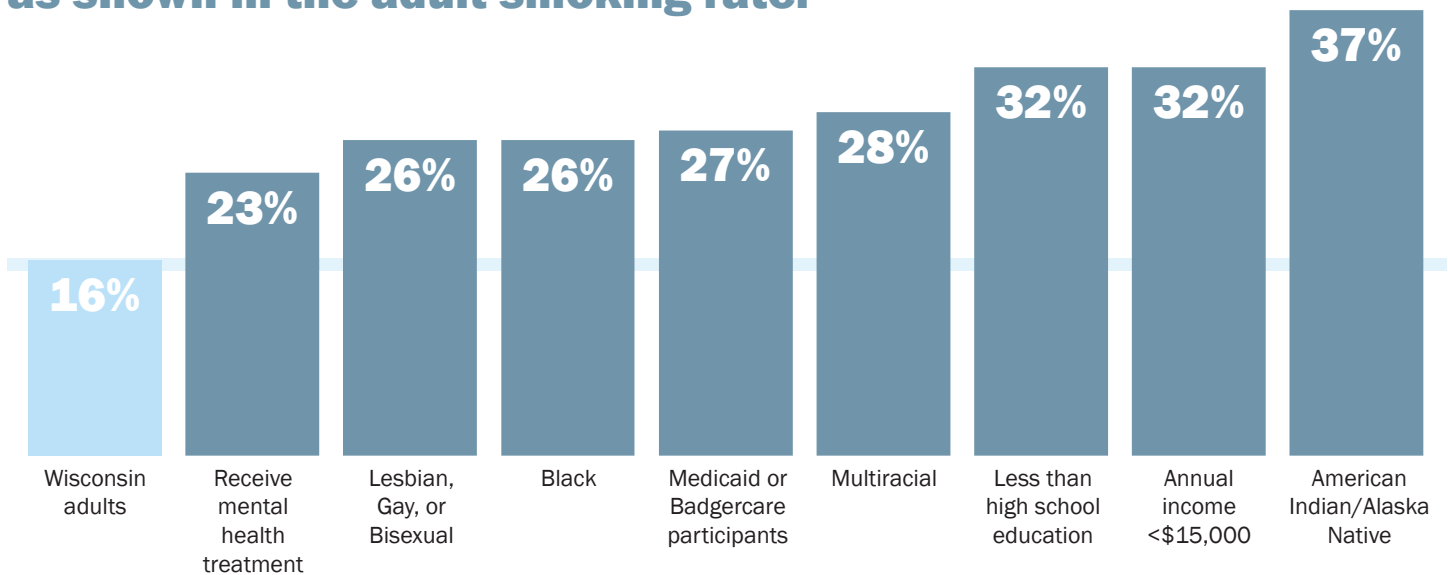
Communities of color are a key target of the tobacco industry.

Tobacco retailers in Milwaukee's African American and Latinx neighborhoods are **more likely to sell cheaper tobacco products** than in White neighborhoods.

Milwaukee retailers in African American and Latinx neighborhoods **more often display cigarettes at a child's eye level and near candy** than in White neighborhoods.

African American neighborhoods often have **more outdoor advertisements of menthol cigarettes** than their White and Latinx neighbors.

Some communities have been targeted more than others and haven't had a fair chance to achieve their best level of health, as shown in the adult smoking rate.



Obstacles like **poverty and discrimination increase rates of commercial tobacco use**. This leads to poorer health outcomes for those with fewer resources and less power in society.

