



Addiction vs. Slavery Fact-Sheet



- It has been said that blacks were “ideal” for slavery because of their strength—physical and spiritual.
- During slave auctions, slaves were examined from head to toe by those masters interested in purchasing them.
- Slaves between the ages of 18-30 were usually sold for more money than any other age group.
- Slaves were forced to pick tobacco.
- Slaves were branded.
- Slave labor made the tobacco industry rich.
- Slaves died from flogging and severe mistreatment.
- African Americans are primarily **TARGETED** by the tobacco industry.
- **EVERYTHING** about African Americans ranging from their music, art, slang, stress factors, income, education, and reproduction rates are studied by the tobacco industry to assist in their marketing tactics and development of products.
- **ALL** African Americans under the age of 30 (especially youth) are **SPECIFICALLY** targeted by the tobacco industry. More money is spent to addict them than any other race and/or age group.
- Cigarettes are more **ADDICTIVE** than heroine; therefore, the African American smoker is often hooked on smoking throughout their lifetime.
- African American communities are “Branded” with the advertising of **KOOL**, **NEWPORT**, and **CAMEL**—mentholated cigarettes that might be more harmful than non-mentholated cigarettes.
- The tobacco industry lures thousands of African Americans into smoking with their advertising and continues to generate huge profit.
- African Americans suffer and die disproportionately from smoking-related diseases.