

It's Always the  
Right Time to Do  
the Right Thing

- Martin Luther King Jr.

A Conversation About  
Tobacco, Wellness and  
Justice

# Resources



## Social Justice:

1. Tobacco is a social justice issue.
  - a. For decades in the US, African Americans have been targeted with advertisements for menthol cigarettes, and as a result, 85% of African Americans who smoke use menthol cigarettes.
  - b. Learn more about how tobacco is a barrier to achieving social justice <https://ash.org/social-justice-in-public-health/>
2. Center for Black Health Equity- Website <https://centerforblackhealth.org/>
  - a. Check out **The Center for Black Health & Equity's** Health Justice Guide: In Tobacco Control [2022] : [https://issuu.com/centerforblackhealth/docs/add\\_20a\\_20heading-2-combined](https://issuu.com/centerforblackhealth/docs/add_20a_20heading-2-combined)
3. NAACP Baton Rouge Chapter
  - a. Facebook- <https://www.facebook.com/naacpbrbranch/>
  - b. Website- <https://www.brnaacp.com/>
4. Video:  
Black Lives / Black Lungs: <https://www.youtube.com/watch?v=Eeg5BNx--uQ> - 3:17 thru 7:03



## [Black Lives / Black Lungs](#)

Nearly 9 in 10 African American smokers use menthol cigarettes. That's no coincidence. Black Lives / Black Lungs is a short film investigating the tobacco industry's successful infiltration into the black community.. Visit [BlackLivesBlackLungs.com](http://BlackLivesBlackLungs.com) to learn more.

## Quitline:

- Quitline:
  - 1-800-QuitWithUs
  - <https://quitwithusla.org/>
  - Text2Quit feature text "READY" to 200-400
  - Live Vape Free- Any teen in Louisiana can enroll by texting "VAPEFREE" to 873373
- Louisiana Tobacco Control Initiative (LA-TCI)
  - Email: [latci@lsuhsc.edu](mailto:latci@lsuhsc.edu) or website: [www.latci.org](http://www.latci.org)
- Smoking Cessation Trust Management Services (SCTMS)
  - [www.smokingcessationtrust.org](http://www.smokingcessationtrust.org)