



American Heart Association.

# The truth about... How the Tobacco Industry Targets Rural Communities

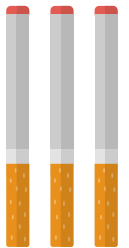
The tobacco industry intentionally deploys predatory tactics to hook people who live in rural communities to its products by spending millions on advertising at fishing, rodeo and baseball events, and through advertising portraying the user as "hard working." As a result, people who live in rural communities are significantly more likely to use cigarettes, chewing tobacco and snuff than those who live in cities.



People who live in **RURAL COMMUNITIES SEE MORE ADS FOR SMOKELESS TOBACCO PRODUCTS** than people who live in cities due to higher concentrations of advertising in rural communities.

**\*6% RURAL VS <2% CITY= 3X RATE OF USE**

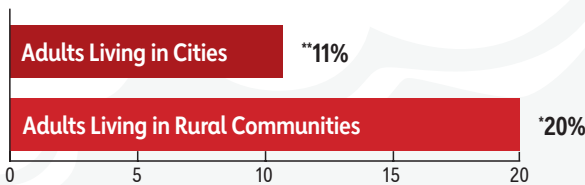
The rate at which adults living in rural communities use smokeless tobacco, including chew and snuff, respectively.



And rural communities are nearly **3X LESS LIKELY TO GET HELP QUITTING SMOKING** than their urban counterparts.

**3X**

## RURAL COMMUNITY ADULTS VS CITY ADULTS WHO SMOKE CIGARETTES



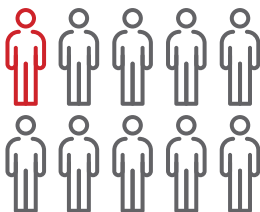
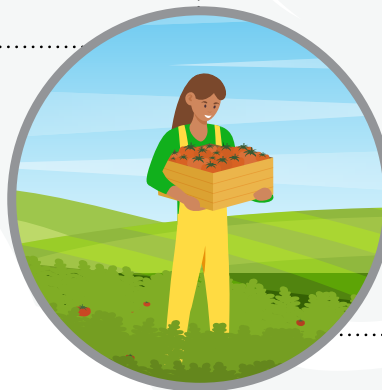
PEOPLE WHO SMOKE AND LIVE IN **RURAL COMMUNITIES** ARE MORE LIKELY TO FACE

**HIGHER RATES OF LUNG CANCER DIAGNOSES AND DEATH.**



This is due to systemic, provider and individual barriers, as well as a lack of smoking cessation counseling and social supports.

People who use tobacco products and live in rural communities are less likely to receive the help they need to kick the habit.



In fact, **FEWER THAN 1 IN 10** receive help with quitting.

**3X** That figure nearly triples for people who live in cities.



**E-CIGARETTE USE IN RURAL COMMUNITIES**

is generally lower than in cities, yet the popularity

**NEARLY DOUBLED FROM 2018-2019**

(\*Nearly, \*\*About)