

## References in the Public Health Literature Related to the Targeting of African Americans by the Tobacco Industry

The 72 listed articles, selected from more than 400 that were identified through PubMed searches under “African Americans,” “Latinos,” “Cigarette Smoking,” “Marketing,” “Advertising,” and “Tobacco Industry,” help elucidate the subject of the targeting of African Americans by the tobacco industry. However, most of these studies and commentaries were published years or even decades after the various tobacco industry marketing programs were launched. No studies or commentaries on cigarette marketing targeted to African Americans appear to have been published prior to 1980, and only a handful were published between 1980 and 2000. Many more substantive, though duplicative, papers have been published since 2000, but as a whole they represent a delayed, hand-wringing effort to describe and catalogue injustices without offering solutions. Publication of academic research serves the dual purposes of identifying a problem and of helping to provide a basis for taking action to solve it. Regrettably, actions to counteract the targeting of tobacco products to African Americans have been few and far between, largely symbolic, and flailing.

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