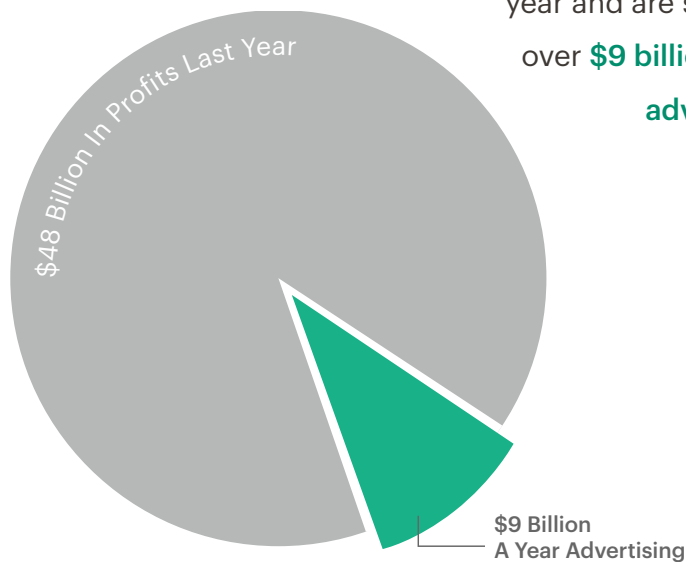


Tobacco and Health Equity, the hidden connection?

Tobacco addiction is a massive, unaddressed health problem, on the rise due to increased stress from COVID-19, housing and job insecurity.

Populations who already lack access to affordable health care also face the overwhelming health burdens caused by tobacco addiction. Black, Latino, Native American and LGBT communities have been heavily targeted with advertising for cigarettes. In addition, Black Americans have been on the receiving end of aggressive campaigns that promote menthol cigarettes which are harder to quit.

American tobacco companies made nearly \$48 billion in profits last year and are spending over **\$9 billion a year advertising.**



If you care about this issue, tobacco cessation solutions can have an immediate, near term impact. People want to quit. New highly effective and scalable solutions are available.

To learn more about **Pivot Tobacco Cessation** Visit pivot.co or Call Us at **650.249.3959**

PIVOT

Smoking-related illnesses cost the U.S. healthcare system **\$300 billion each year**



50 million Americans use tobacco

24.5% of adult Medicaid recipients smoke while just 14% of all adults in the U.S smoke.

Native Americans have the **highest smoking rate** of any racial or ethnic group in the country.

70% of people who smoke want to quit. 50% try to quit every year.



Digital health solutions are highly accessible (**86% of adult Medicaid beneficiaries own smartphones** and 69% own tablets).