

Tobacco Prevention Toolkit

Menthol Unit 2 Quiz

1. In 2009 Family Smoking Prevention and Tobacco Control Act failed to ban which flavor?
a. Menthol
b. Candy
c. Fruit
d. Drink
2. Why does Big Tobacco use menthol in cigarettes?
a. Cures cancer
b. Makes cigarettes safer
c. Soothes the throat
d. Freshens breath
3. What was the first mentholated cigarette widely sold in America?
a. Newport
b. Spud
c. Salem
d. Kool
4. Why is adding menthol to cigarettes dangerous?
a. Masks the harshness of cigarettes
b. Menthol smokers take deeper hits
c. Menthol smokers are less likely to quit
d. All of the above
5. In 2014, which age group of menthol cigarette users (past 30-day usage) had the highest percentage of use?
a. 12-17
b. 18-25
c. 26-34
d. 35+
6. Which of these groups has the highest percentage of menthol cigarette usage?
a. Asian
b. Black
c. Hispanic
d. Native American
7. In cities like Washington DC, there are up to how many more tobacco ads in black neighborhoods than other neighborhoods?
a. 2x
b. 6x
c. 10x
d. The same



8. What percentage of African American smokers who smoke use menthol cigarettes?
- a. 17%
 - b. 46%
 - c. 69%
 - d. 85%
9. In the 1980's, how did Big Tobacco get African Americans addicted to their menthol cigarettes?
- a. Free samples
 - b. Sold single cigarettes
 - c. Paid people to try them
 - d. Internet Ads
10. A 1982 tobacco company's report on how to "win in the young black menthol market," they said they'd need a brand...
- a. "Endorsed by a black celebrity"
 - b. "With a short, easily pronounced name"
 - c. "That was cheaper than the rest"
 - d. All of the above

