

# 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

