

The Story of People With Mental Health Challenges

Big Tobacco actively works to ensure that they can profit off people with mental illness and/or substance abuse disorders. They have funded misleading research to show that people with mental illness can use their products to relieve symptoms. The industry has even distributed free cigarettes in psychiatric facilities.

Due to predatory tactics like these, people with mental illness and/or substance abuse disorders have the second highest smoking and tobacco use rates in California. Factors such as stressful living conditions, low income and lack of access to health coverage and care can all make attempts to quit more challenging. People with mental illness and/or substance abuse disorders shouldn't have to fight off Big Tobacco.

The Proof is in the Data

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