



Hispanic/Latino

The Story of Hispanic/Latino




What's one of the most insidious ways to infiltrate a community? Gain favor for your deadly products by funding schools and children's educations. Big Tobacco financially supported primary and secondary schools, universities and colleges, and even scholarship programs for Hispanic/Latino communities to create the illusion that they're supporting the future of the community.¹ Big Tobacco lobbied and donated large amounts of money to the Hispanic Chamber of Commerce to oppose tobacco tax increases, trying to make elected officials their puppets.²

All this money from the tobacco industry is devastating to the health of Hispanic/Latino communities. Lung cancer is the leading cause of cancer deaths among Hispanic/Latino populations in California, and smoking causes 80-90% of lung cancer cases.³

But Big Tobacco doesn't stop there – the industry also aggressively discounts flavored cigar and cigarillos in pre-dominantly Hispanic/Latino neighborhoods to hook new customers.⁴

Stay aware of Big Tobacco's predatory tactics—they're going to do everything they can to keep a deadly grip on Hispanic/Latino communities.

The Proof is in the Data

Indicator	Hispanic/Latino	General Population
Adult Tobacco Use		
1. Adult Cigarette Use: Adult cigarette smoking prevalence	10.2%	11.0%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. 		
2. Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2014 to 2017	-1.0%	-11.3%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. California Health Interview Survey, 2013-14. Los Angeles, CA: UCLA Center for Health Policy Research. 		
3. Adult Tobacco Use: Adult tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)	13.6%	14.6%
<ul style="list-style-type: none"> California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health. 		
Youth Tobacco Use		
4. Youth Cigarette Use: Youth cigarette smoking prevalence	1.6% 	2.0%
<ul style="list-style-type: none"> California Student Tobacco Survey, 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego. 		
5. Change in Youth Cigarette Use: Rate of change in youth cigarette smoking, 2016 to 2018	-62.8% 	-53.5%
<ul style="list-style-type: none"> California Student Tobacco Survey, 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego. California Student Tobacco Survey, 2015-16. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego. 		
6. Youth Tobacco Use: Youth tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)	10.3% 	12.7%
<ul style="list-style-type: none"> California Student Tobacco Survey, 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego. 		
Availability of Tobacco & Tobacco Industry Influence		
7. Cheapest Cigarettes: Average price for the cheapest pack of cigarettes	\$4.53	\$4.58
<ul style="list-style-type: none"> Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau. 		
8. Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo	\$0.91	\$0.97
<ul style="list-style-type: none"> Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau. 		

9. **Tobacco Retail Licensing: Proportion of population protected by a strong tobacco retail licensing law** 39.4% 36.9%

- Policy Evaluation Tracking System, December 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau.
- Decennial Census, 2010. Suitland, MD: U.S. Census Bureau.

10. **Tobacco Stores: Density of stores selling tobacco per 100,000 residents** 106.7 📉 79.6

- California Cigarette and Tobacco Products Retailer Licensees, October 2016. Sacramento, CA: California Department of Tax and Fee Administration.
- American Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau.
- Decennial Census, 2010. Suitland, MD: U.S. Census Bureau.

11. **Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products** 81.3% 81.8%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

12. **Menthol Cigarettes: Proportion of stores that sell menthol cigarettes** 91.3% 92.2%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

13. **Tobacco Advertising: Proportion of stores that keep 90% of their storefront free from any advertising** 32.7% 37.0%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

Secondhand Smoke

14. **Adult Secondhand Tobacco Exposure: Proportion of adults exposed to secondhand smoke** 48.8% 45.3%

- California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health.

15. **Youth Secondhand Tobacco Exposure: Proportion of youth exposed to secondhand smoke or vape** 41.3% 👍 46.8%

- California Student Tobacco Survey, 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego.

16. **Smoke-free Multi-unit Housing: Proportion of population protected by a smoke-free multi-unit housing law** 22.2% 29.0%

- Policy Evaluation Tracking System, December 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau.
- Decennial Census, 2010. Suitland, MD: U.S. Census Bureau.

17. **Smoke-free Homes: Proportion of adults with smoke-free homes** 89.3% 86.6%

- California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health.

Cessation

18. California Smokers' Helpline Enrollees: Proportion of California Smokers' Helpline enrollees 18.2%  33.0%
of smokers are Hispanic/Latino

- California Smokers' Helpline Caller Intake Reports, 2018. San Diego, CA: California Smokers' Helpline, University of California, San Diego.
- California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research.

19. Quitting: Proportion of smokers who tried quitting in the last 12 months 63.0% 58.4%

- California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research.

20. Doctor Advice to Quit: Proportion of smokers whose doctors advised them to quit 35.0% 47.6%

- Online California Adult Tobacco Survey, 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.

References

1. <https://www.tobaccofreekids.org/assets/factsheets/0134.pdf>
2. [Invisibly, Tobacco Firms Back Campaign Against Higher Cigarette Taxes, Washington Post, August 26, 1994.](#)
3. [Smoking & Tobacco Use: Highlights: Hispanic and Tobacco, Centers for Disease Control & Prevention](#)
4. 2017 Story of Inequity, Indicator: Average price for a single of the leading brand of flavored little cigar/cigarillo by priority population group.