



# 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.<sup>1</sup> 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.<sup>2</sup>

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.<sup>3</sup>

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.<sup>4</sup>

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
<b>Adult Tobacco Use</b>		
1. Adult Cigarette Use: Adult cigarette smoking prevalence	10.3%	12.4%
<ul style="list-style-type: none"> <li>UCLA Center for Health Policy Research. AskCHIS 2013-2014. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> </ul>		
2. Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2007 to 2014	-25.2%	-16.1%
<ul style="list-style-type: none"> <li>UCLA Center for Health Policy Research. AskCHIS 2007. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> <li>UCLA Center for Health Policy Research. AskCHIS 2013-2014. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> </ul>		
3. Adult Tobacco Use: Adult tobacco use prevalence (including all tobacco products, e.g. cigarettes, e-cigarettes, other tobacco products)	15.6%	17.4%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Behavioral Risk Factor Surveillance System, 2013-2014.</li> </ul>		
<b>Youth Tobacco Use</b>		
4. Youth Cigarette Use: Youth cigarette smoking prevalence	4.3%	4.3%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. California Student Tobacco Survey, 2015-2016.</li> </ul>		
5. Change in Youth Tobacco Use: Rate of change in youth cigarette smoking, 2002 to 2016	-69.7%	-73.4%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. California Student Tobacco Survey, 2001-2002.</li> <li>California Department of Public Health, California Tobacco Control Program. California Student Tobacco Survey, 2015-2016.</li> </ul>		
6. Youth Tobacco Use: Youth tobacco use prevalence (including all tobacco products, e.g. cigarettes, e-cigarettes, other tobacco products)	13.5%	13.6%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. California Student Tobacco Survey, 2015-2016.</li> </ul>		
<b>Availability of Tobacco &amp; Tobacco Industry Influence</b>		

7.	Cheapest Cigarettes: Average price for the cheapest pack of cigarettes	\$4.53		\$4.58
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>				
8.	Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo	\$0.91	👎	\$0.97
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>				
9.	Tobacco Retail Licensing: Proportion of population protected by a strong tobacco retail licensing law	38.4%		36.6%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Policy Evaluation Tracking System, December 2015.</li> <li>U.S. Census Bureau. American Community Survey, 2009-2013.</li> </ul>				
10.	Tobacco Stores: Density of stores selling tobacco per 100,000 residents	116	👎	86
<ul style="list-style-type: none"> <li>California Department of Tax and Fees Administration. California Cigarette and Tobacco Products Retailer Licensees, October 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>				
11.	Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products	81.3%		81.8%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>				
12.	Menthol Cigarettes: Proportion of stores that sell menthol cigarettes	91.3%		92.2%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>				
13.	Tobacco Advertising: Percentage of stores that keep 90% of their storefronts free from any advertising	32.7%		37%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>				
<b>Secondhand Smoke</b>				
14.	Smoke-free Multi-unit Housing: Proportion of population protected by a smoke-free multi-unit housing law	5.8%	👎	8.6%

- California Department of Public Health, California Tobacco Control Program. Policy Evaluation Tracking System, December 2016.
- U.S. Census Bureau. American Community Survey, 2009-2013.

15. Smoke-free Homes: Proportion of smoke-free homes

95.3%

92.9%

- California Department of Public Health, California Tobacco Control Program. Behavioral Risk Factor Surveillance System, 2013-2014.

## Cessation

16. California Smokers' Helpline Enrollees: Proportion of California Smokers' Helpline enrollees

15.8% 

29%

- California Smokers' Helpline. Helpline Caller Intake Reports, July to December 2016.

17. Quitting: Proportion of smokers who tried quitting in the last 12 months

67.5%

60.6%

- UCLA Center for Health Policy Research. AskCHIS 2013-2014. <http://ask.chis.ucla.edu>.

18. Doctor Advice to Quit: Proportion of smokers whose doctors advised them to quit

41.7% 

47.3%

- California Department of Public Health, California Tobacco Control Program. Online California Adult Tobacco Survey, 2016.

## 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.