

TOBACCO USE STATISTICS

HISPANIC YOUTH USE (MIDDLE & HIGH SCHOOLERS)

- Any Tobacco Product: 12.4%
- E-Cigarettes: 9.7%
- Cigarettes: 2.2%
- Cigars: 2.3%
- Hookah: 1.0%



FLAVORED E-CIGS

HISPANIC ADULT USE

- 7.7% of Hispanic adults in the United States are current cigarette smokers and 12.4% of Hispanic adults use any kind of tobacco product.
- Current cigarette smoking prevalence among Hispanics reflects about a 50% decrease since 2005, when the rate was 16.2%.
- Smoking rates are also higher among Hispanics of lower socioeconomic status, but more research is needed to understand and monitor trends among them.
- Smoking rates differ widely across Hispanic/Latino subgroups. Puerto Ricans are more likely to smoke than other Hispanic subgroups.

YOUTH E-CIGARETTE USE: A SERIOUS PUBLIC HEALTH CONCERN

ELECTRONIC CIGARETTES

- Over 2.1 million youth use e-cigarettes. Each day, more than 4,300 youth try their first e-cigarette.
- Youth are using e-cigarettes frequently, a sign of serious addiction. In total, 740,000 middle and high school students are frequent e-cigarette users, including 530,000 who vape every day.
- Many e-cigarettes contain massive levels of nicotine, a highly addictive drug. Youth use of nicotine in any form is unsafe.

FLAVORS

- Flavors play a major role in youth use of tobacco products because they mask the taste of tobacco and make it easier to initiate use.
- 4 out of 5 youth who have ever used a tobacco product started with a flavored product.
- Nearly 90% of youth e-cigarette users (1.9 million youth) use flavored products.
- Half of all Hispanic smokers use menthol cigarettes.

All sources listed here:

<https://www.tobaccofreekids.org/assets/factsheets/O134.pdf>

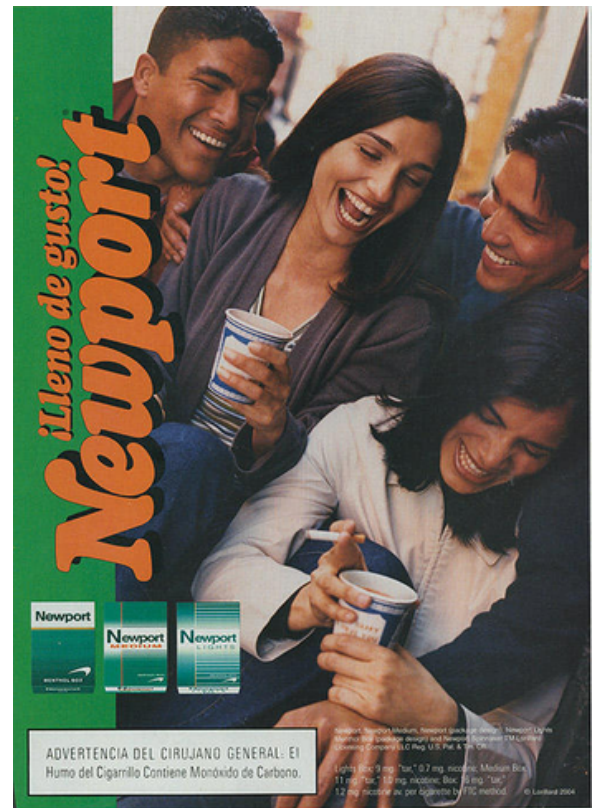
<https://www.tobaccofreekids.org/assets/factsheets/O379.pdf>

HEALTH IMPACTS

- Cancer is the leading cause of death among Hispanics. Each year, **more than 43,000 Hispanics are diagnosed with a tobacco-related cancer** and more than 18,000 die from a tobacco related cancer.
- **Lung cancer is the leading cause of cancer death** among Hispanic men and the second leading cause among Hispanic women.
- **E-Cigarettes are not harmless water vapor**: e-cigarette aerosol contains nicotine, cancer-causing chemicals and other toxins.
- Research continues to emerge about the toxins in e-cigarettes, and the potential to increase cardiovascular and respiratory risks.

INDUSTRY TARGETING

- **Tobacco companies have targeted Hispanic communities** with marketing and advertising for decades.
- The tobacco industry has targeted Latinas and Black women with a broad range of marketing efforts, including magazine advertising and sponsorship of community and music events.
- **Tobacco companies heavily advertise Spanish language cigarette brand names** such as “Rio” and “Dorado” to the Hispanic/Latino community, including ads in many Spanish-language publications.
- Tobacco companies have used price promotions and discounts **to make their products cheaper** in neighborhoods with a higher concentration of Hispanic/Latino people.



CESSATION RESOURCES

- Learn about the real stories of Hispanics and Latinos who have suffered from smoking-related diseases and disabilities at <https://www.cdc.gov/tobacco/campaign/tips/groups/hispanic-latino.html>
- If you or a loved one are looking for help to quit smoking or vaping these resources may help you:
 - Call 1-800 QUIT NOW or 1-800-784-8669 for **free support**
 - [Smokefree.gov](https://smokefree.gov): a National Cancer Institute website with tips and tools on how to quit
 - Spanish language website: <https://espanol.smokefree.gov>
 - Spanish language texting resource: <https://smokefree.gov/consejos-herramientas/smokefreeTXT>
- To help a teen quit smoking e-cigarettes:
 - Teen.SmokeFree.gov/quit-vaping
 - Truth Initiative: This is Quitting