

TOBACCO'S IMPACT ON HISPANIC POPULATIONS



TOBACCO'S IMPACT ON THE HISPANIC COMMUNITY

ADULTS

- **7.8%** of Hispanic adults in the United States are current cigarette smokers.
- Current cigarette smoking prevalence among Hispanics reflects a **52% 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.

TEENS

Tobacco Use Among Hispanic Youth in 2024:

- Any Tobacco Product: 9.8%
- E-Cigarettes: 7.4%
- Cigarettes: 1.7%
- Cigars: 1.6%
- Hookah: 1.0%



NEW GENERATION OF E-CIGARETTES

YOUTH E-CIGARETTE USE: A SERIOUS PUBLIC HEALTH CONCERN

ELECTRONIC CIGARETTES

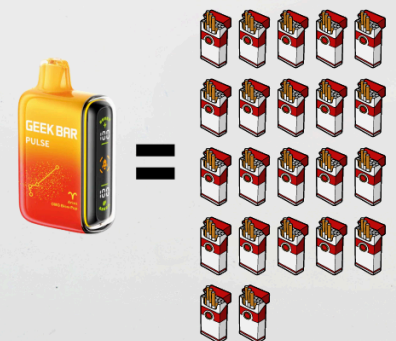
- In 2024, **over 1.6 million youth** were current e-cigarette users.
- Youth are using e-cigarettes frequently, **a sign of serious addiction.** In total, 740,000 middle and high school students are frequent e-cigarette users, including **530,000 who vape every day.**
- Many **e-cigarettes contain massive levels of nicotine**, a highly addictive drug. Youth use of nicotine in any form is unsafe.
- The next generation of e-cigarettes delivers addictive levels of nicotine **with animation, games and Bluetooth capabilities** in a pocket-sized, affordable device.

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 88%** of youth e-cigarette users (1.4 million youth) use flavored products.
- **Half of all Hispanic smokers** use menthol cigarettes.

DISPOSABLE E-CIGS TODAY CAN
CONTAIN THE SAME NICOTINE AS:

**20+ PACKS
OF CIGARETTES**

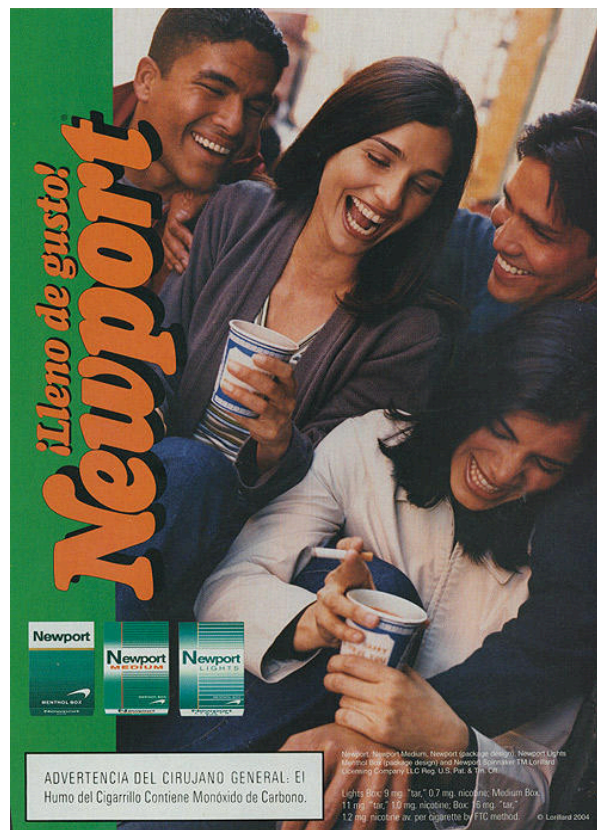


HEALTH IMPACTS ON THE HISPANIC COMMUNITY

- Cancer is a leading cause of death among Hispanics. Each year, **more than 43,000 Hispanic adults are diagnosed with a tobacco-related cancer** and more than 15,000 are estimated to die from smoking-caused diseases.
- **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 can contain 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:
 - [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 – Ex Program: exprogram.com