

HISPANIC AND LATINO AMERICANS

Puerto Rican



17%

Central or South American



6%

Hispanic and Latino American adults generally report a lower prevalence of cigarette smoking compared to national averages, but smoking prevalence varies drastically by subgroups within this population.



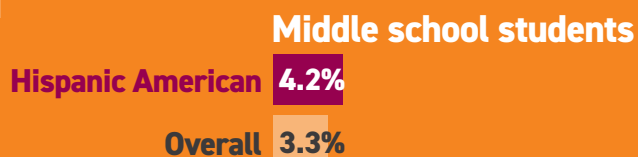
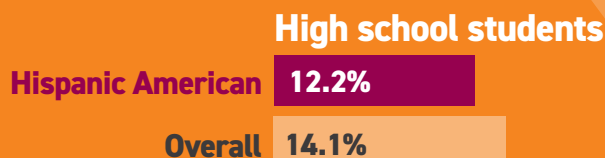
Hispanic American youth experience the highest levels of exposure to tobacco ads compared to Black and White youth, according to a 2022 study.

E-cigarettes are the most commonly used tobacco product among Hispanic American youth.



8.8%

of Hispanic American youth reported past 30-day e-cigarette use in 2022.



HISPANIC AND LATINO AMERICANS

BACKGROUND

Individuals who are Hispanic or Latino comprise 19.1% (63.7 million) of the U.S. population, according to the 2022 Census.⁵ While the latest data on smoking prevalence among adults indicate that 7.7% of Hispanic adults in 2021 smoked cigarettes — lower than the national prevalence of 11.5%¹ — studies have shown smoking prevalence varies significantly between subgroups from specific countries or regions. Among all Hispanic American adults, those with Puerto Rican origin had the highest smoking prevalence and those with origins from Central or South America had the lowest smoking prevalence in 2019, the most recent year data are available.² U.S.-born Hispanic Americans face higher cancer risk compared to those in their country of origin due to the adoption of behaviors such as smoking.^{2,6} E-cigarettes are the most commonly used tobacco product among young Hispanic American middle and high school students, who have about the same prevalence of cigarette and e-cigarette use as middle and high school students overall.³

PATTERNS OF USE IN THE U.S.

HISPANIC/LATINO YOUTH

- > Hispanic high school students have the same cigarette smoking prevalence as high schoolers overall (2%), according to the 2022 National Youth Tobacco Survey.⁷
- > Hispanic American middle schoolers continue to have a slightly higher prevalence of cigarette smoking compared to middle schoolers overall (1.2% v. 1%).^{3,7}
- > In 2022, e-cigarettes were the most commonly used tobacco product among Hispanic American middle and high school students (8.8%), followed by cigarettes (1.8%) and cigars (1.7%).³



E-cigarettes are the most commonly used tobacco product among Hispanic American middle and high school students.

- > Hispanic American high school students reported slightly lower prevalence of e-cigarette use compared to high schoolers overall (12.2% vs. 14.1%) in 2022, while Hispanic American middle school students reported a slightly higher prevalence of e-cigarette use compared to middle school students overall (4.2% vs 3.3%).³

HISPANIC/LATINO ADULTS

Hispanic American adults have a lower prevalence of all tobacco product use compared to adults overall, according to the 2021 National Health Interview Survey.¹ This includes cigarettes, cigars, pipes, e-cigarettes, and smokeless tobacco products. However, smoking prevalence differs widely within Hispanic subgroups and by gender:

- > Hispanic American adults who identify as Puerto Rican have consistently reported the highest current smoking prevalence (17%) compared to other subgroups, whereas Hispanic American adults who identify as Central or South American have reported the lowest (6%).²

- > Adult Hispanic women have reported significantly lower smoking prevalence (6%) compared to Hispanic men (12%).²
- > In 2022, 7.8% of Hispanic young adults reported that they smoked cigarettes in the past 30 days, lower than White young adults (9.7%) but higher than Black young adults (4.2%), according to the Monitoring the Future Report.⁸ Compared to 2021, smoking prevalence for Hispanic young adults in 2022 trended upward, while smoking prevalence among Black and White young adults trended downward.
- > Among Hispanic adults, 3.3% used e-cigarettes in 2021 compared to 4.5% of adults overall.⁹
- > Between 2016-2017, 53.2% of Hispanic smokers had made a quit attempt.¹⁰ However, Hispanic smokers had lower odds of receiving cessation advice from a health professional compared to White¹¹ and Black smokers.²

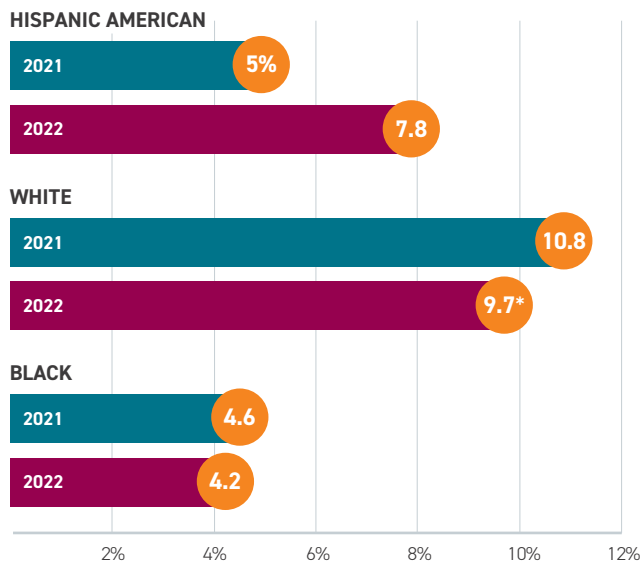


7.8% of Hispanic young adults reported that they smoked cigarettes in the past 30 days.

HEALTH EFFECTS OF SMOKING

- > In 2019, heart disease was the primary cause of death among Hispanic Americans (24.9%) followed by cancer (20.3%).¹² Smoking contributes to heart disease, and use of smoked or smokeless tobacco can cause 12+ types of cancer and makes up ~40% of cancer diagnoses.¹³
 - > Lung cancer is the most common among these cancers, yet Latino men and women have a 70% lower risk of having lung cancer compared to other racial/ethnic groups.¹⁴
 - > Hispanic/Latino Americans are at an increased risk (~1.5-2%) of contracting and dying from stomach cancer, along with Americans that identified as Black, Asian, and Hawaiian/Pacific Islander.¹⁵
 - > Puerto Rican and Cuban Americans have higher prevalence of colorectal cancer compared to their counterparts in Hispanic/Latino countries.¹⁵
 - > Following American Indian/Alaska Natives, Hispanic/Latino Americans have high prevalence of liver cancer.^{14,15}
 - > In Texas, cancer death rates in U.S.-born Hispanic men were 61% higher than those in foreign-born Hispanic men during 2008-2012 and only slightly lower than those in White men, largely driven by differences in lung cancer death rates.¹⁶

Smoking prevalence among young adults



*represents a significant change
Source: 2022 Monitoring the Future⁸

INDUSTRY MARKETING

Tobacco companies have a history of targeting racial and ethnic minorities, including the Hispanic/Latino population. Big Tobacco developed interest in the growing Hispanic population and launched marketing initiatives in the 1970s and 1980s.¹⁷ Internal documents revealed the tobacco industry deemed the population “lucrative,” “easy to reach,” and “undermarketed.”¹⁸ The industry has sponsored Hispanic/Latino cultural and sporting events, provided scholarships, and made contributions to Hispanic political action committees to maintain its influence.^{17,19,20} Today, we see that Hispanic Americans have high exposure to tobacco ads as well as high prevalence of flavored tobacco use:

- Hispanic youth experienced the highest level of tobacco advertisement exposure compared to Black and White youth, according to a 2022 study.⁴ Schools with larger Hispanic and “economically disadvantaged” populations have greater exposure to tobacco-related advertising around school compared to those with a smaller Hispanic student population.²¹

Hispanic Americans have high exposure to tobacco ads as well as high prevalence of flavored tobacco use.

- The Hispanic/Latino population is especially at risk of flavored tobacco product use. Hispanic and Black populations have higher rates of menthol product initiation compared to their White counterparts.²² Hispanic youth had the largest increase in flavored tobacco product use (30.3%) over a 30-day period and were the most likely to vape in the future (42.3%), according to the 2019 National Youth Tobacco Survey.²³
- Online marketing is also a concern, with Hispanic American (23.4%) and Black American (26.2%) adolescents having higher engagement with online tobacco marketing compared to their White adolescent counterparts (22.3%).²⁴

REFERENCES

- 1 Cornelius M, Loretan C, Jamal A, et al. Tobacco Product Use Among Adults - United States, 2021. *MMWR Morbidity and Mortality Weekly Report*. 2023;72(18):475-483.
- 2 American Cancer Society. *Cancer Facts & Figures for Hispanic/Latino People 2021-2023*. American Cancer Society, Inc; 2021. 86231.
- 3 Park-Lee E, Ren C, Cooper M, Cornelius M, Jamal A, Cullen K. Tobacco Product Use Among Middle and High School Students - United States, 2022. *MMWR Morbidity and Mortality Weekly Report*. 2022;71(45):1429-1435.
- 4 Nicksic N, Bono R, Rudy A, Cobb C, Barnes A. Smoking Status and Racial/Ethnic Disparities in Youth Exposure to Tobacco Advertising. *Journal of Ethnicity in Substance Abuse*. 2022;21(3):959-974.
- 5 Quick facts: The United States. United States Census Bureau. Published 2022. Updated 2022. Accessed September 12, 2023.
- 6 Lee AR, Rodriguez EJ, Gallo LC, et al. Acculturation Level and Change in Cigarette Consumption Behaviors Among Diverse Hispanics/Latinos: the Hispanic Community Health Study/Study of Latinos. *Annals of Epidemiology* 2023;84:33-40.
- 7 Wang TW, Gentzke AS, Creamer MR, et al. Tobacco Product Use and Associated Factors Among Middle and High School Students - United States, 2019. *MMWR Surveill Summ*. 2019;68(12):1-22.
- 8 Patrick ME, Miech RA, Johnston LD, O'Malley PM. *Monitoring the Future Panel Study Annual Report: National Data on Substance Use among Adults Ages 19 to 60, 1976-2022*. University of Michigan Institute for Social Research. 2023.
- 9 Creamer MR, Wang TW, Babb S, et al. Tobacco Product Use and Cessation Indicators Among Adults - United States, 2018. *MMWR Morbidity and Mortality Weekly Report*. 2019;68(45):1013-1019.
- 10 Carroll DM, Cole A. Racial/ethnic group comparisons of quit ratios and prevalences of cessation-related factors among adults who smoke with a quit attempt. *The American Journal of Drug and Alcohol Abuse*. 2022;48(1):58-68.
- 11 Babb S, Malarcher A, Asman K, et al. Disparities in Cessation Behaviors Between Hispanic and Non-Hispanic White Adult Cigarette Smokers in the United States, 2000-2015. *Preventing Chronic Disease*. 2020;17:E10.
- 12 Heron M. *Deaths: Leading Causes for 2019*. National Center for Health Statistics - U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES; 2021. 9.
- 13 CDC. *Cancer and Tobacco Use: Tobacco Use Causes Many Cancers*. National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP);2019.
- 14 Stram DO, Park SL, Haiman CA, et al. Racial/Ethnic Differences in Lung Cancer Incidence in the Multiethnic Cohort Study: An Update. *Journal of the National Cancer Institute*. 2019;111(8):811-819.
- 15 Zavala VA, Bracci PM, Carethers JM, et al. Cancer Health Disparities in Racial/Ethnic Minorities in the United States. *British Journal of Cancer*. 2021;124(2):315-332.
- 16 Pinheiro PS, Callahan KE, Gomez SL, et al. High cancer mortality for US-born Latinos: evidence from California and Texas. *BioMed Central Cancer*. 2017;17(1):1-13.
- 17 Iglesias-Rios L, Parascandola M. A historical review of R.J. Reynolds' strategies for marketing tobacco to Hispanics in the United States. *American Journal of Public Health*. 2013;103(5):e15-27.
- 18 YANKELOVICH MD. Hispanic Monitor. *RJ Reynolds Records*. 1988.
- 19 Weisskopf M. INVISIBLY, TOBACCO FIRMS BACK CAMPAIGN AGAINST HIGHER CIGARETTE TAXES. *The Washington Post*. 1994.
- 20 Hendlin YH, Small S, Ling PM. 'No-Barriers' Tobacco Product? Selling Smokeless Tobacco to Women, People of Colour and the LGBTQ+ Community in the USA. *Tobacco Control*. 2023;32(3):330-337.
- 21 Obinwa U, Pasch KE, Jetelina KK, et al. Restricting Tobacco Retail Outlets Around Middle and High Schools as a Way to Reduce Tobacco Marketing Disparities: A Simulation Study. *Nicotine & Tobacco Research*. 2022;24(12):1994-2002.
- 22 Yan X, Salloum RG, Leong M-C, Khalil GE, Lee J-H, Lou X-Y. Racial and Ethnic Differences in Initiation of Menthol Tobacco Smoking and Subsequent Tobacco Use in the Population Assessment of Tobacco and Health Study, Waves 1-4 (2013-2018) *Nicotine & Tobacco Research*. 2023;25(8):1440-1446.
- 23 Watson CV, Puvanesarajah S, Hawkins NA, Trivers KF. Racial Disparities in Flavored Tobacco Product Use, Curiosity, Susceptibility, and Harm Perception, National Youth Tobacco Survey 2019-2020. *Health Equity* 2023;7(1):137-147.
- 24 Soneji S, Knutzen KE, Tan AS, et al. Online Tobacco Marketing Among US Adolescent Sexual, Gender, Racial, and Ethnic Minorities. *Addictive Behaviors*. 2019;95:189-196.



900 G Street, NW
Fourth Floor
Washington, DC 20001
202.454.5555

truthinitiative.org
[@truthinitiative](https://twitter.com/truthinitiative)

