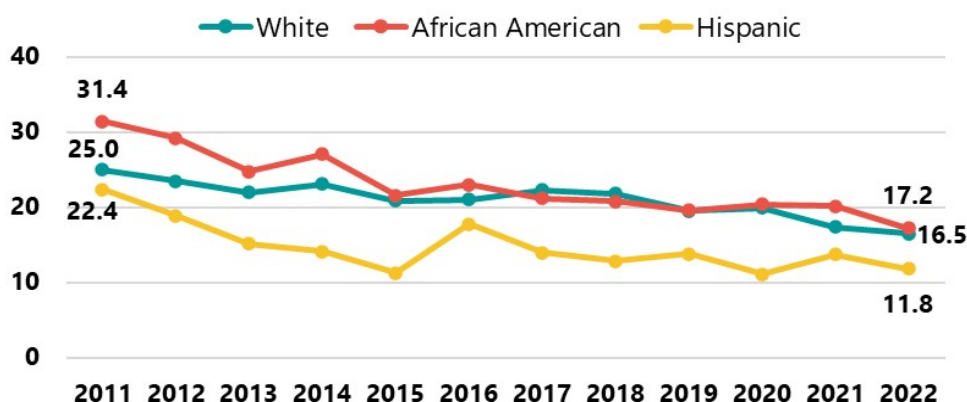


Achieving optimal health means addressing the system-wide problems, unfair practices, and unjust conditions that negatively impact the health of specific groups, like the harms caused by the commercial tobacco industry. In the 1970's and 1980's, the tobacco industry began developing an interest in the growing Hispanic/Latino community, believing this population to be "easy to reach" and "undermarketed." Today the Hispanic community is the second largest racial/ethnic group in the U.S., after non-Hispanic whites. Retailers are incentivized to display advertisements in largely Hispanic or Latino neighborhoods. Additionally, the commercial tobacco industry has provided cultural events, scholarships and donated to political action committees to maintain its influence.

## Smoking Prevalence Among Hispanic Adults

- In 2022, 11.8% of Hispanic adults in Indiana reported currently smoking. This was similar to what was seen across the U.S., where 11.6% (U.S. median) of Hispanic adults reported currently smoking.
- Smoking prevalence has historically been lower among Hispanic Hoosier adults than among white and African American Hoosier adults, however **nearly 1 in 9 Hispanic adults** in Indiana continue to smoke.<sup>†</sup>

**Percent of Indiana Adults Who Currently Smoke by Race/Ethnicity, BRFSS 2011-2022**



## Fast Facts

The Hispanic population is the second largest racial/ethnic group in the U.S., with the largest being non-Hispanic whites.

In 2022, **11.8%** of Hispanic adults in Indiana reported currently smoking.

In 2022, **8.5%** of Hispanic high school students in Indiana reported currently using e-cigarettes.

Among Indiana high school students, Hispanic youth had the second highest rates of cigarette smoking, use of e-cigarettes, and cigars/cigarillos compared to other racial/ethnic groups.

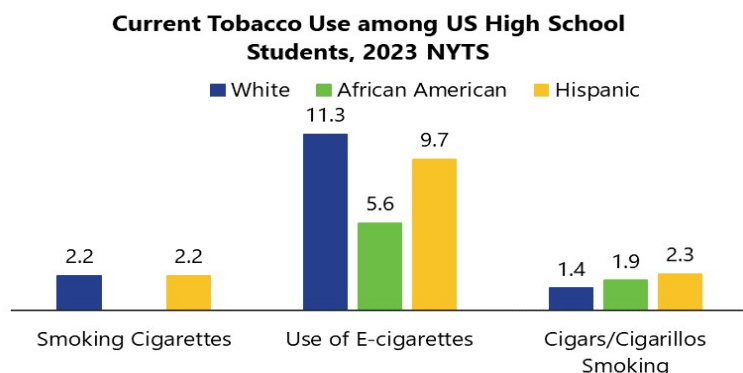
In the U.S. and Indiana, smoking prevalence has historically been lower among Hispanic adults than among white and African American adults.

<sup>\*</sup>Among 45 states and the District of Columbia with Behavioral Risk Factor Surveillance System (BRFSS) data reported for Hispanic/Latino adults.

<sup>†</sup>African Americans and whites include only non-Hispanic/non-Latino individuals. Hispanic/Latino individuals may be of any race.

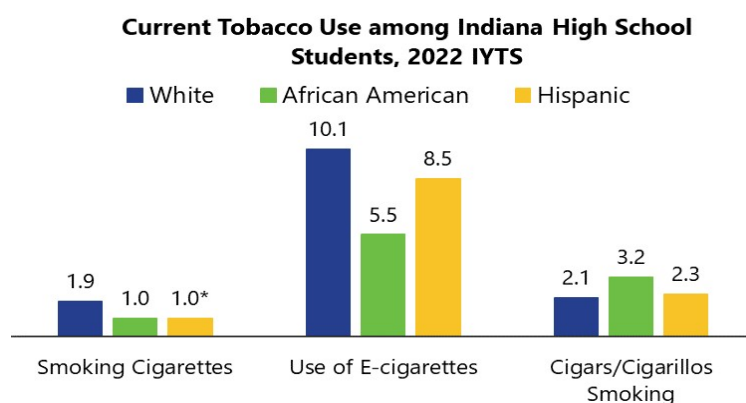
## Hispanic Youth Tobacco Use

Not only are tobacco companies specifically targeting adults in the Hispanic community, but also youth. Tobacco companies use aggressive tactics including flavored products such as e-cigarettes and cigars/cigarillos, and marketing toward youth, utilizing social media and other youth-friendly marketing strategies.



**Nationally, among Hispanic high school students,** increased rates of tobacco use were reported. Hispanic students reported higher rates of smoking cigars/cigarillos compared to both Black and white students. Additionally, Hispanic students reported higher rates of use of e-cigarettes compared to Black students however, cigarettes smoking was similar for both Hispanic and white students.

**Similar to national trends, Hispanic high school students in Indiana** also reported higher rates of e-cigarette use compared to Black students. Use of cigars/cigarillos was common among Hispanic high school students and was slightly higher than what was reported among white students.



*\*Relative standard error >30%. Estimates may be unstable and should be interpreted with caution.*

## Smoking and Lung Cancer Among Hispanic Adults

Tobacco use continues to be the leading risk factor for lung cancer. In Indiana, new cases of lung cancer among Hispanic adults are similar to what is reported for the United States, approximately 30 per 100,000 people. Additionally, smoking causes over 82% of lung cancer deaths among adults nationwide. Lung cancer is the leading cause of cancer deaths among Latino men and the second leading cause of cancer deaths among Latina women. Prevention efforts such as screening for tobacco use and lung cancer (as appropriate) can greatly reduce poor health outcomes for those at greatest risk for lung cancer.

### Resources for Treating Tobacco Dependence

Quit Now Indiana offers services free services to help someone end their dependence on tobacco. Quit services are available in several languages, including Spanish. People who use tobacco may call 1-800-QUIT-NOW or visit [QuitNowIndiana.com](https://www.QuitNowIndiana.com) for more resources and information about treating tobacco addiction.