
NICOTINE & CANNABIS POLICY CENTER

COVID-19, TOBACCO & VAPING: Insights from Researchers in California's San Joaquin Valley



COVID-19 (mis)information among Latinx in California's Central Valley



Brought to you in
partnership with
the American Heart
Association



UC MERCED
Nicotine & Cannabis
Policy Center

COVID-19 in Latinx communities

- Latinx disproportionately affected by COVID-19
- Social Determinants
 - Live
 - Work
 - Play
- (Mis)information is one big factor
 - Limited amounts of “good” information
 - Increased amount of “bad” information

HOWEVER...

- We know little about how COVID-19 is affecting:
 - Latinx subgroups
 - Latinx in rural America
 - **Latinx in California's Central Valley**

Project 1a: Understanding

○ Qualitative arm

- In-depth interviews

- N = 40 Latinx across 11 counties in Central Valley

 - 20 smokers

 - 20 non-smokers

- Assess beliefs and behaviors around COVID-19

Project 1b: Understanding

- Quantitative arm
 - Online survey
 - N = 1,000 Latinx across 11 counties in Central Valley
 - 500 indigenous
 - 500 non-indigenous
 - Smokers/non-smokers
 - Assess beliefs/behaviors and socioeconomic effects related to COVID-19
 - Follow-up survey at 12 and 24 months (longitudinal)

Project 2: Applying

- COVID Health Animation Project (CHAP)
- Short animation series
 - Address COVID-19 (mis)information
 - Culturally/linguistically tailored
 - Scientific/medically sound

Mama Lucha's COVID DANCE PARTY



THANK YOU

Gilberto Lopez

ScD, MPH, MA

Assistant Professor, Arizona State University

gilberto.lopez@asu.edu

Research Scientist, UC Merced

glopez91@ucmerced.edu



NICOTINE & CANNABIS POLICY CENTER
EVIDENCE BASED SOLUTIONS FOR CENTRAL CALIFORNIA



Brought to you in
partnership with
the American Heart
Association

