



LATINO
COORDINATING CENTER
For a Tobacco-Free California

Reducing Tobacco-Related Disparities among the Latino Community

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Welcome!



Before We Begin

Latinos as a group go by many names (e.g., Latino, Latinx, Latine, Hispanic, etc.). The best term to use in tobacco control is usually the one most embraced by community members in the target audience.

The term Latino will be utilized in this training.



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Introduction to the Latino Coordinating Center

Introduction

The **Latino Coordinating Center for a Tobacco-Free California** (LCC) is operated by the **California Health Collaborative (CHC)** in partnership with the **University of Southern California (USC)**.



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Introduction

Our mission is to improve the overall health of Latinos in California by reducing tobacco-related disparities through the adoption and implementation of policy and system changes.



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Tobacco's Impact on the Latino Community

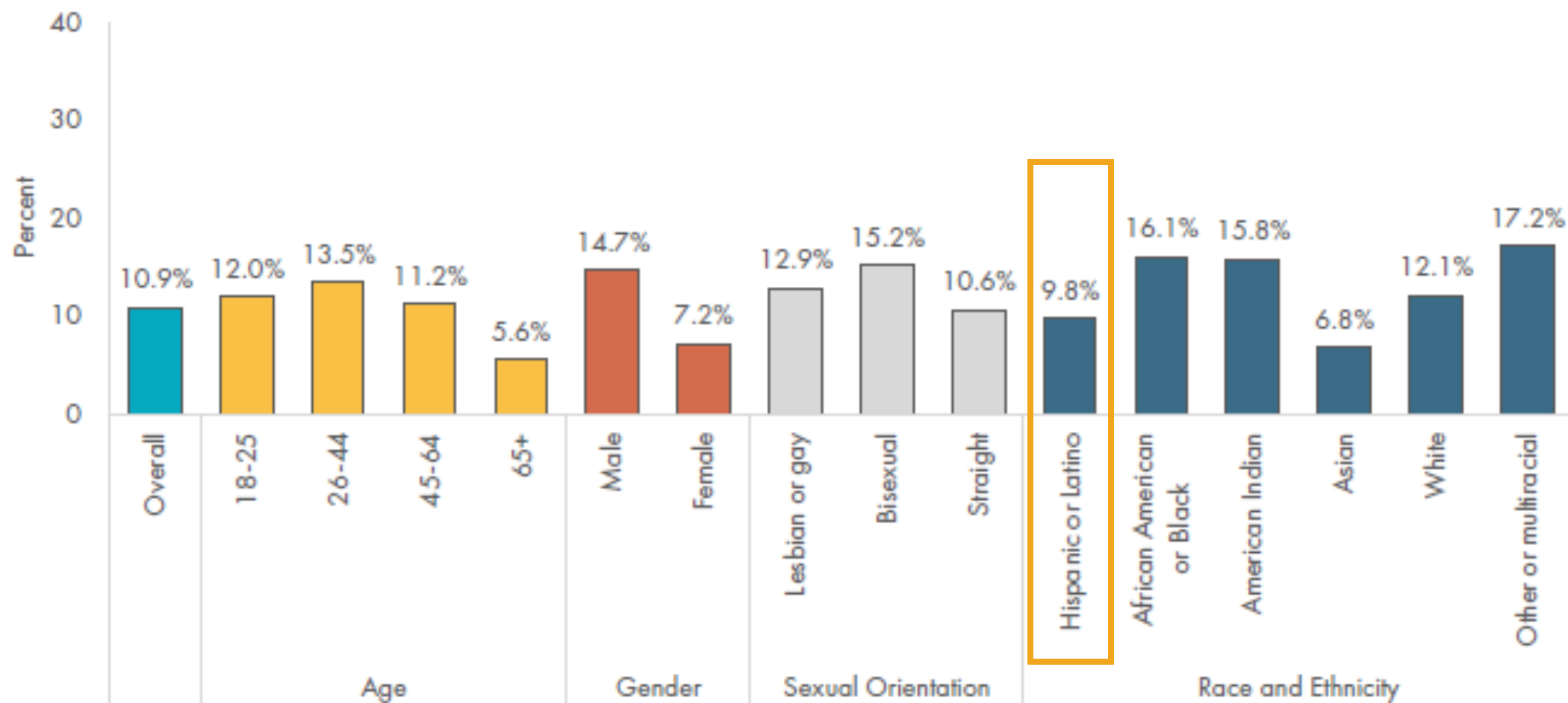
Latinos are the state's largest ethnic group.

- Latinos account for 40.2% of California's population and are projected to reach 43% by 2030.

Endgame strategies must include and/or consider the Latino community.



Figure 1. Current tobacco use among adults aged ≥ 18 years, by age, gender, sexual orientation, and race and ethnicity—California Health Interview Survey, 2020-21

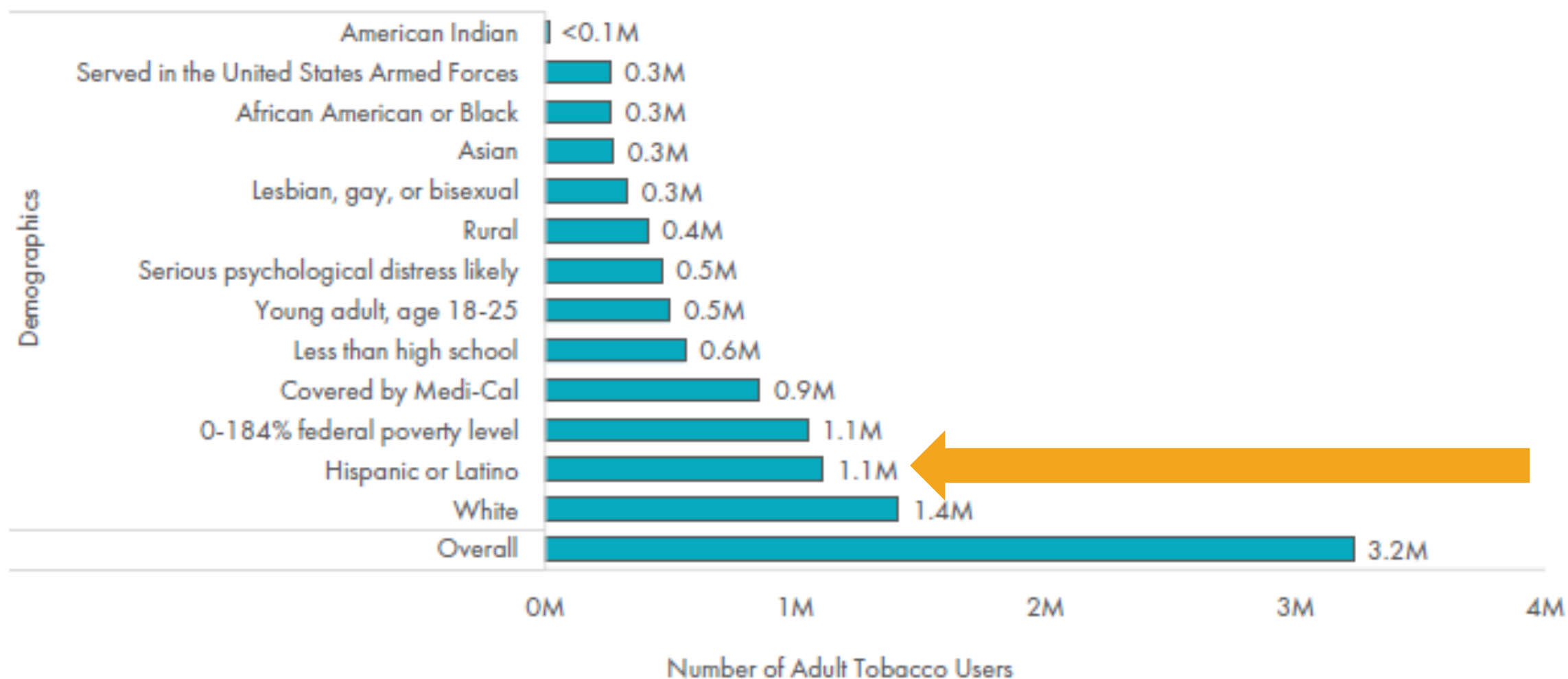


Tobacco use includes cigarettes, cigars, hookah, little cigars or cigarillos, smokeless tobacco products, or vapes. Racial groups include only non-Hispanic or Latino of a single race unless otherwise noted. Hispanic or Latino includes all racial groups. See [Additional Notes](#) section for more information.

Source: California Health Interview Survey. CHIS 2020 and CHIS 2021 Adult Files. Los Angeles, CA: UCLA Center for Health Policy Research; October 2022.



Figure 3. Number of adults ≥ 18 years who reported current tobacco use—California Health Interview Survey, 2020-21



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Source: California Health Interview Survey. CHIS 2020 and CHIS 2021 Adult Files. Los Angeles, CA: UCLA Center for Health Policy Research; October 2022.

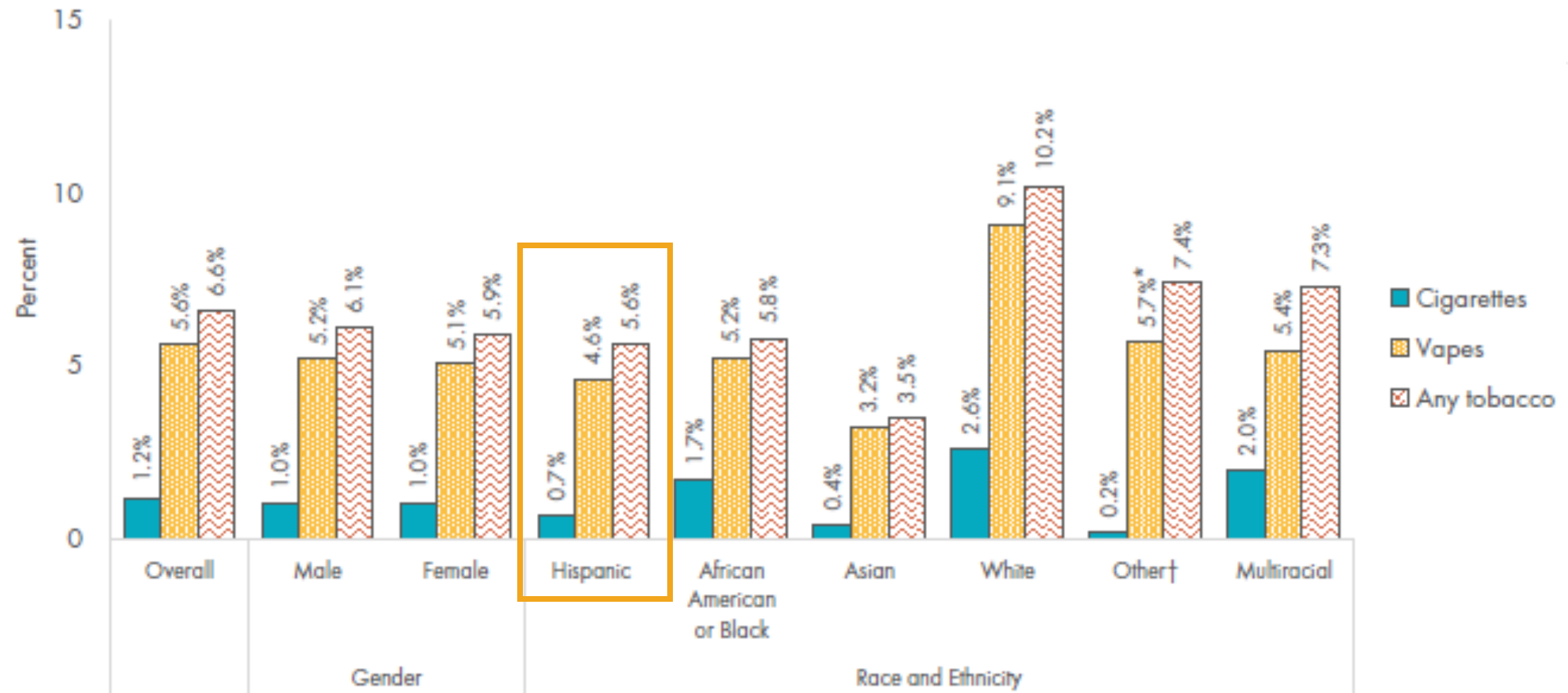


Tobacco's Impact on the Latino Community

The estimated 1.1 million Latinos who smoke in California represent the ***second largest group of adult smokers in the state*** after non-Hispanic Whites.



Figure 4. Current tobacco use among high school students, by gender and race and ethnicity—California Youth Tobacco Survey, 2022



Tobacco use includes cigarettes, cigars, heated tobacco products, hookah, little cigars or cigarillos, nicotine pouches, smokeless tobacco products, or vapes (nicotine or just flavoring). Racial groups include only non-Hispanic or Latino of a single race unless otherwise noted. Hispanic or Latino includes all racial groups. See [Additional Notes](#) section for more information.

* Caution should be used as estimate is statistically unreliable.

† Other race includes American Indian and Native Hawaiian or Pacific Islander due to small sample sizes.

Source: California Youth Tobacco Survey. CYTS 2022. Berkeley, CA: RTI International; 2023.



Tobacco's Impact on the Latino Community

The tobacco industry has a history of targeting Latinos.

- Most recently, the tobacco industry has created flavored tobacco products appealing to youth and flavors popular in the Latino culture including churros and tres leches.

The tobacco industry tries to buy the community's support.

- The tobacco industry has made large donations to the U.S. Hispanic Chamber of Commerce.
- Most recently, Altria became a sponsor of the Latino Caucus of California Counties.



Tobacco's Impact on the Latino Community

Latino communities are burdened with a higher density of retailers selling tobacco, at 103.3 per 100,000 residents compared to 78.0 for the general population.



Tobacco's Impact on the Latino Community

Latinos are less protected by smoke-free workplace laws

- California's smoke-free workplace law does not apply to outdoor work such as painting, construction, maintenance, and agriculture, and Latinos are overrepresented in these jobs.

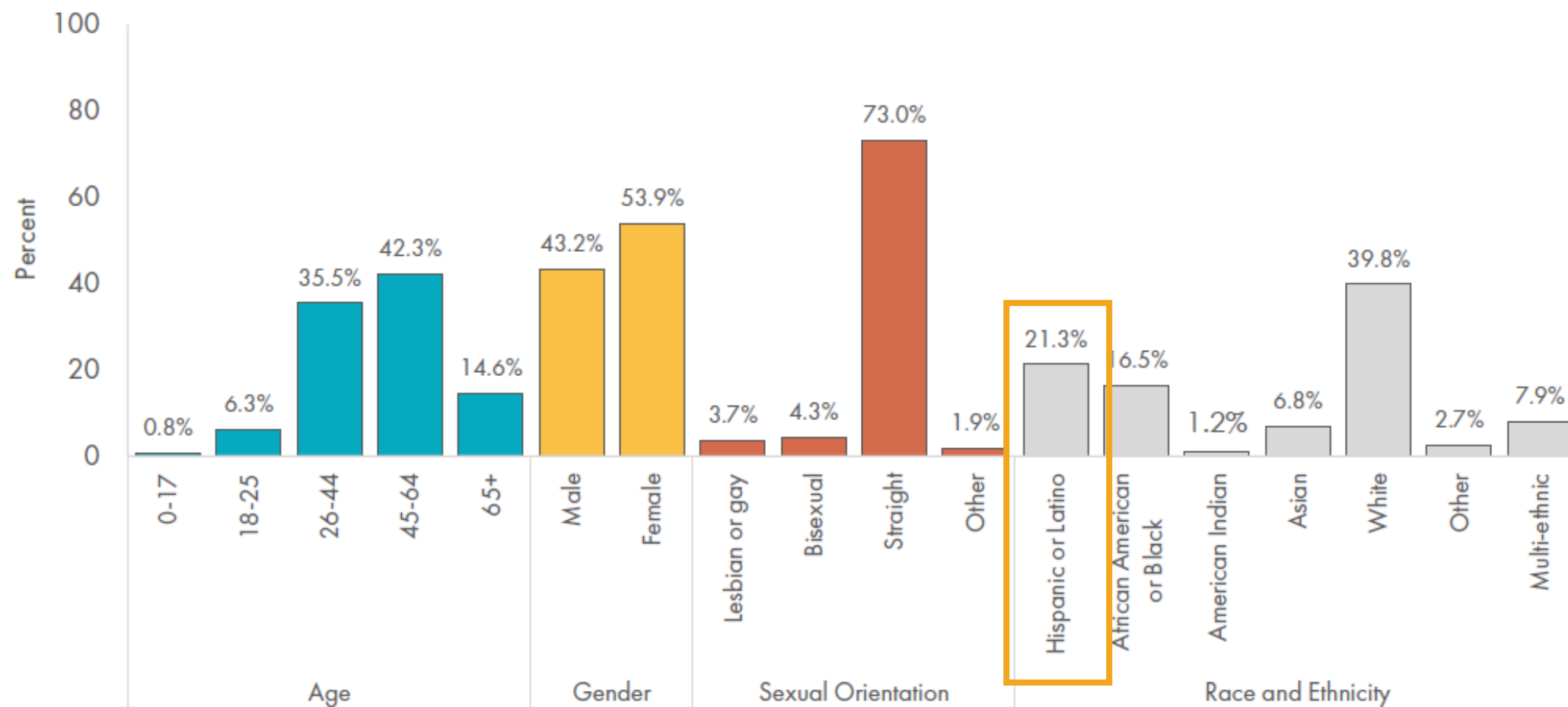
Latinos are less protected in multi-unit housing.

- Latinos are more susceptible to secondhand and thirdhand smoke where they live, because they are more likely to live in multi-unit housing.



Kick It California is a free cessation program, offering cessation services by telephone, text messaging, chat sessions, and through a mobile app. Among the approximately 29,000 California residents who called Kick It California in 2022, 42.3% were between the age of 45 and 64, 53.9% were female, and 39.8% were White (Figure 16).

Figure 16. Demographic characteristics of callers to Kick It California, by age, gender, and race and ethnicity—Kick It California, 2022



Racial groups include only non-Hispanic or Latino of a single race unless otherwise noted. Hispanic or Latino includes all racial groups. Did not include refused, don't know, not asked, missing or in another way.

Source: Helpline Caller Intake Reports, January-December 2022. San Diego, CA: Kick It California, University of California San Diego.



Tobacco's Impact on the Latino Community

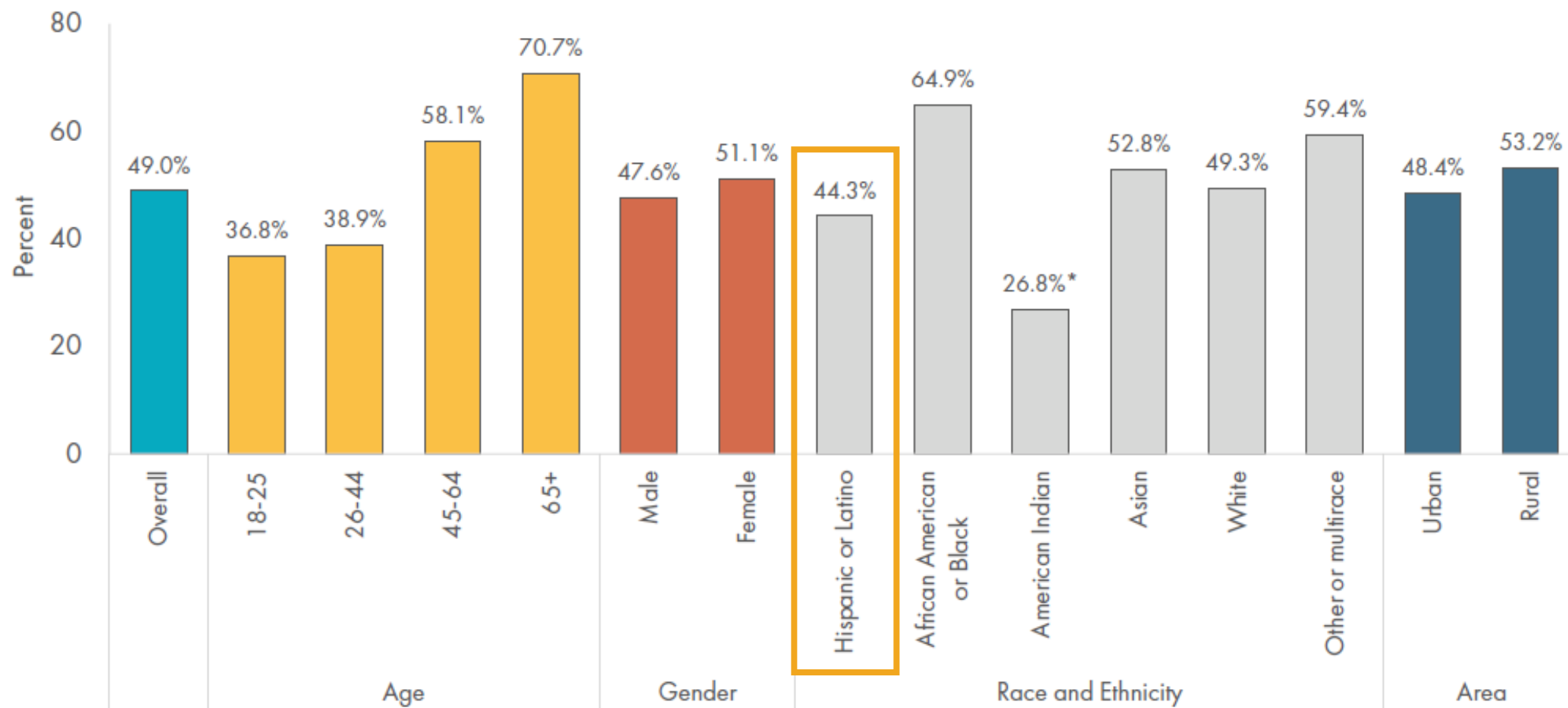
Latinos were the second largest racial/ethnic group to call Kick It California.

- Kick It California is a free cessation program, offering cessation services by telephone, text messaging, chat sessions, and through a mobile app.



Racial disparities were observed when it comes to health care professionals advising their patients to quit smoking cigarettes (Figure 15). Among adults who reported current cigarette use, only 44.3% of Hispanic or Latino were advised to quit smoking cigarettes compared to 49.3% of White adults.

Figure 15. Advised to quit smoking cigarettes among adults aged ≥ 18 years who currently smoke cigarettes, by age, gender, race and ethnicity, and area—California Health Interview Survey, 2021



See [Additional Notes](#) section for more information.

* Caution should be used as estimate is statistically unreliable.

Source: UCLA Center for Health Policy Research. AskCHIS 2021. Health professional gave advice to quit smoking. Accessed January 13, 2023. <https://ask.chis.ucla.edu/>



Tobacco's Impact on the Latino Community

Latinos are less likely to be advised to quit smoking by health care professionals.

- Among adults who reported current cigarette use, only 44.3% of Hispanic or Latino were advised to quit smoking cigarettes compared to 49.3% of White adults.



Tobacco's Impact on the Latino Community

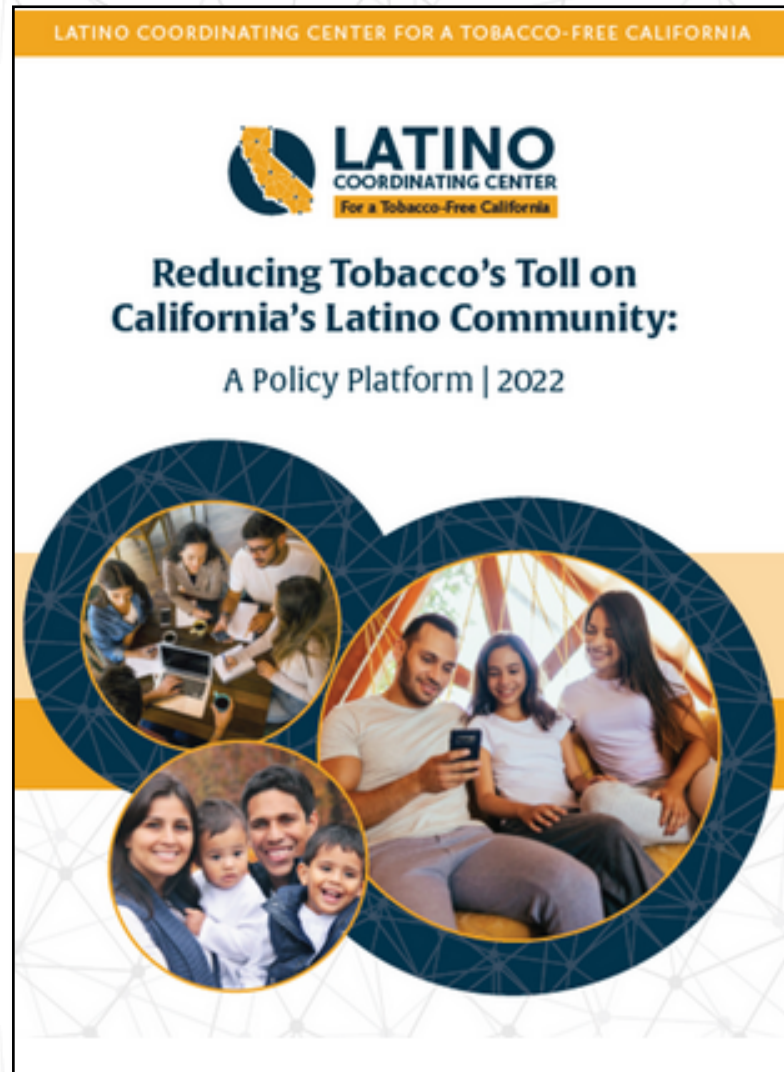
Tobacco is a major driver of death among Latinos.

- Three of the leading causes of death among Latinos—cancer, heart disease, and stroke—are linked to tobacco use, which is also a risk factor for diabetes, a fourth major cause of death among Latinos.





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Download the LCC Policy Platform





Policy Priorities

**Prevent
Youth
Initiation of
Tobacco Use**

Policy Priorities

Prevent Exposure to Secondhand Smoke and Aerosols



Policy Priorities

**Promote
Tobacco
Cessation &
Treatment**



Policy Priorities

**Build
Community
Capacity
and
Leadership**

