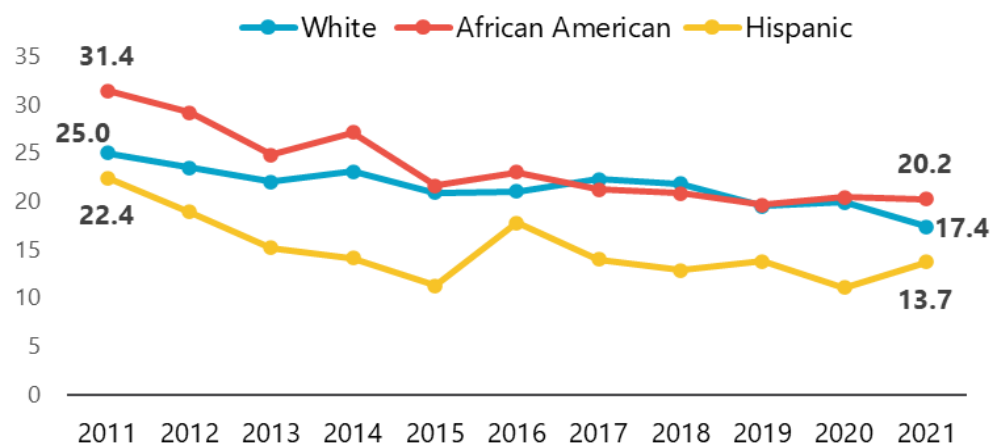


Achieving health equity means addressing the system-wide problems, unfair practices, and unjust conditions that negatively impact the health of specific groups- like the harms caused by the commercial tobacco industry. In the 1970's and 1980's the tobacco industry began developing an interest in the 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 2021 about 13.7% of Hispanic adults in Indiana reported currently smoking. This was somewhat lower than the 2021 U.S. median smoking prevalence among Hispanic adults (12.4%).\*
- Smoking prevalence has historically been lower among Hispanic Hoosier adults than among white and African American Hoosier adults, however **nearly 1 in 7 Hispanic adults** in Indiana continue to smoke.†

**Percent of Indiana Adults Who Currently Smoke by Race/Ethnicity, BRFSS 2011-2021**



## Fast Facts

The Hispanic population is the second largest racial/ethnic group, with the largest being Non-Hispanic Whites.

In 2021, about **13.7%** of Hoosier Hispanic adults reported currently smoking.

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

Among Indiana middle school students, Hispanic youth reported smoking cigarettes and using e-cigarettes more than any other racial/ethnic group.

Among Hoosier adults, smoking prevalence has historically been lower among Hispanic adults than among whites and African Americans.

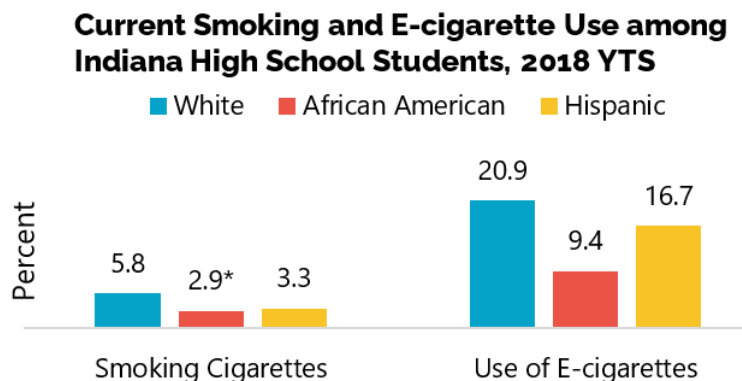
\*Among 49 states and the District of Columbia with Behavioral Risk Factor Surveillance System (BRFSS) data reported for Hispanic/Latino adults.

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

## Indiana Hispanic Youth Smoking

Not only are tobacco companies specifically targeting the Hispanic community but also youths. Tobacco industries use aggressive tactics including flavored products (e-cigarettes) and marketing towards youth utilizing social media and other youth-friendly marketing strategies.

- Among middle school students in Indiana, Hispanic youth reported smoking cigarettes and using e-cigarettes at rates greater than any other racial/ethnic group.
- Among high school students in Indiana, Hispanic youth reported smoking cigarettes and using e-cigarettes at rates slightly lower than White students but higher than African American 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 population. 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 of charge 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](http://QuitNowIndiana.com) for more resources and information about treating tobacco addiction.