

# Hispanic Indiana Residents and Smoking



Tobacco Prevention  
and Cessation

June 2025

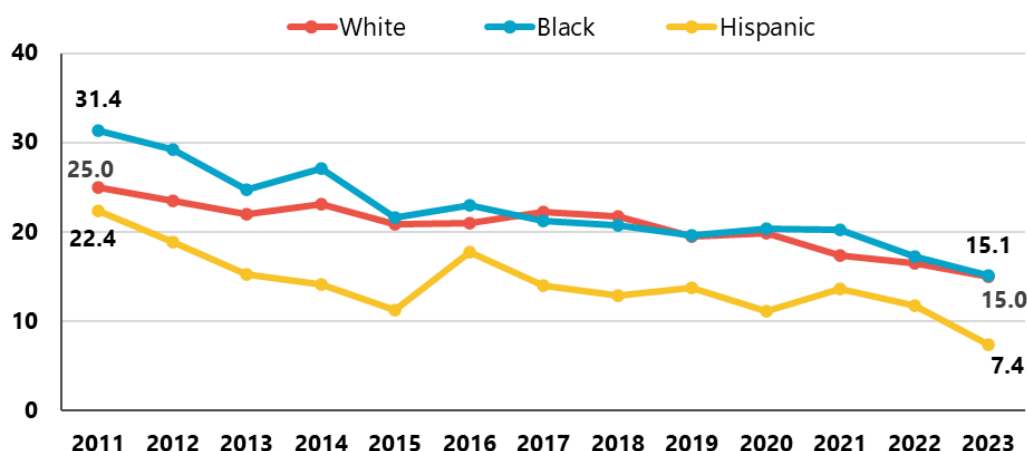
Achieving optimal health means addressing system-wide problems and unfair practices that negatively impact the health of specific groups, like the harms caused by the commercial tobacco industry. In the 1970's and 1980's, the tobacco industry began developing an interest in the growing Hispanic/Latino community, believing this population to be "easy to reach" and "undermarketed".<sup>1</sup>

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.<sup>1</sup>

## Smoking Prevalence Among Hispanic Adults

- In 2023, 7.4% of Hispanic adults in Indiana reported currently smoking cigarettes. This was similar to what was seen across the U.S., where 10.0% (U.S. median) of Hispanic adults reported currently smoking cigarettes<sup>2,3</sup>
- Smoking prevalence has historically been lower among Hispanic Hoosier adults than among white and Black Hoosier adults, however **nearly 1 in 14 Hispanic adults** in Indiana continue to smoke cigarettes<sup>+</sup> <sup>2</sup>

Percent of Indiana Adults Who Currently Smoke by Race/Ethnicity, BRFSS 2011-2023



## Fast Facts

- The Hispanic population is the second largest racial/ethnic group in the U.S., with the largest being non-Hispanic Whites
- In 2023, **7.4%** of Hispanic adults in Indiana reported currently smoking cigarettes
- In 2024, **6.3%** of Hispanic high school students in Indiana reported currently using e-cigarettes
- Among Indiana high school students, Hispanic youth had similar rates of tobacco use compared to their Black American and White peers
- In the U.S. and Indiana, cigarette smoking prevalence has historically been lower among Hispanic adults than among White and Black adults

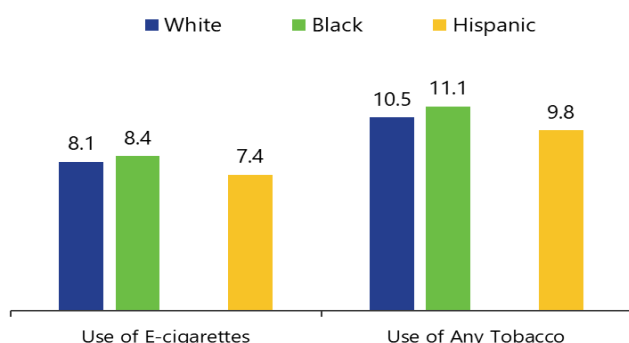
<sup>+</sup>Among 45 states and the District of Columbia with Behavioral Risk Factor Surveillance System (BRFSS) data reported for Hispanic/Latino adults.

<sup>2</sup>Black and white adults 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.

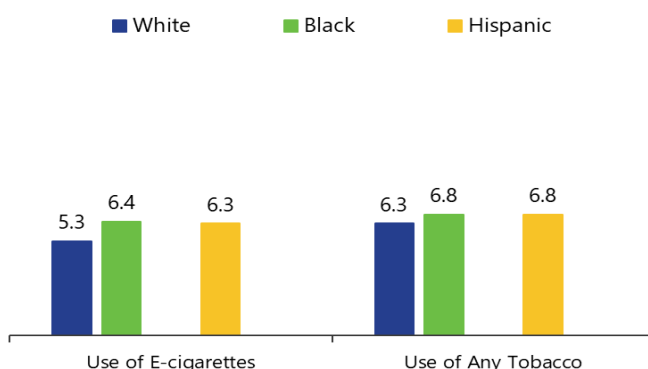
Current Tobacco Use among U.S. High School Students, 2024 NYTS



**Nationally, among Hispanic high school students**, rates of tobacco use were similar to what we see for white or Black students. E-cigarettes continue to be the most commonly used tobacco product for all students and about 7% of Hispanic high school students report currently using them. Additionally, across the U.S. nearly 1 in 10 Hispanic high school students reported current use of some kind of tobacco product (including e-cigarettes).<sup>5</sup>

**Similar to national trends, Hispanic high school students in Indiana** also reported comparable rates of tobacco use compared to Black and white students. While use of e-cigarettes was lower among Hispanic youth in Indiana compared to the U.S., use was still similar to their Black or white peers. Additionally, current use of any tobacco product was similar for all groups as well. Estimates for other tobacco products such as smokeless tobacco or cigars are unavailable due to relatively low use of these products.<sup>4</sup>

Current Tobacco Use among Indiana High School Students, 2024 IYTS



## Smoking and Lung Cancer Among Hispanic Adults

Tobacco use continues to be the leading risk factor for lung cancer. Smoking causes over 82% of lung cancer deaths among adults nationwide. In Indiana, new cases of lung cancer among Hispanic men and women are lower than what we see for the United States, 22 versus 34 per 100,000 men and 15 versus 25 per 100,000 women. However, lung cancer is the leading cause of cancer deaths among Latino men and the second leading cause of cancer deaths among Latina women. Tobacco use prevention, increased smoking cessation, increased screening for tobacco use and lung cancer (as appropriate), and more effective treatment can greatly reduce poor health outcomes for those at greatest risk for lung cancer.<sup>6-9</sup>

## 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](https://www.QuitNowIndiana.com) for more resources and information about treating tobacco addiction.

## References:

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2. Indiana Behavioral Risk Factor Surveillance System, 2011-2023.
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4. Indiana Youth Tobacco Survey, 2024.
5. National Youth Tobacco Survey, 2024.
6. American Cancer Society. *Cancer Facts & Figures for Hispanics/Latinos 2024-2026*. Atlanta: American Cancer Society; 2024.
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8. U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014
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