

Hispanic Indiana Residents and Smoking



Tobacco Prevention and Cessation

November 2025

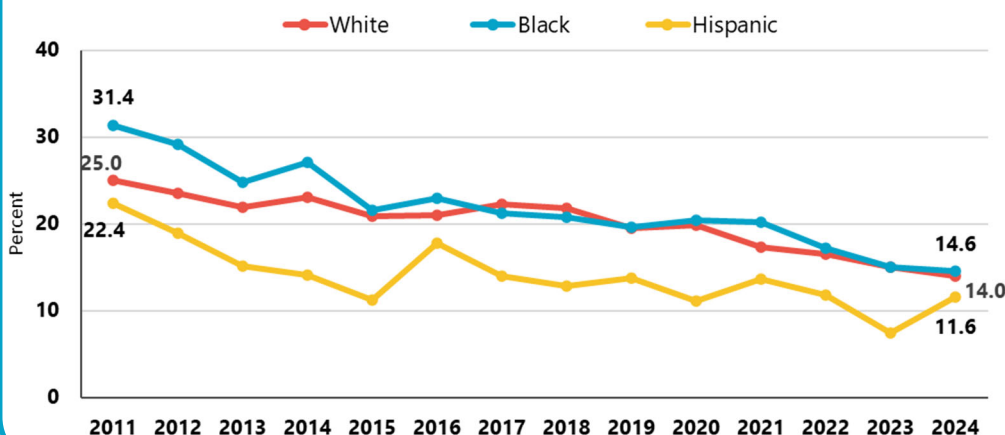
Achieving optimal health means addressing root causes that negatively impact the health of specific groups, like the harms caused by the commercial tobacco industry. In the 1970's and 1980's, the tobacco industry began developing an interest in the growing Hispanic/Latino community, believing this population 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 2024, 11.6% of Hispanic adults in Indiana reported currently smoking cigarettes. This was similar to what was seen across the U.S., where 10.0% (2023 U.S. median*) of Hispanic adults reported currently smoking cigarettes
- 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 cigarettes⁺

Percent of Indiana Adults Who Currently Smoke by Race/Ethnicity, BRFSS 2011-2024



Fast Facts

- The Hispanic population is the second largest racial/ethnic group in the U.S., with the largest being non-Hispanic Whites
- In 2024, **11.6%** of Hispanic adults in Indiana reported currently smoking cigarettes
- In 2024, **7.4%** 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, cigarette smoking prevalence has historically been lower among Hispanic adults than among White and African American adults

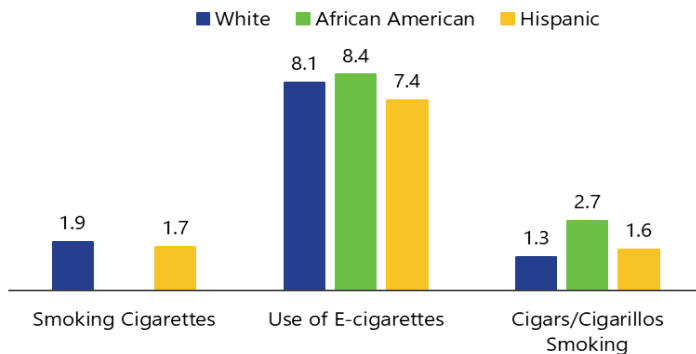
*Among 45 states and the District of Columbia with Behavioral Risk Factor Surveillance System (BRFSS) data reported for Hispanic/Latino adults. 2023 Data are the most recent data available.

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

Hispanic Youth Tobacco Use

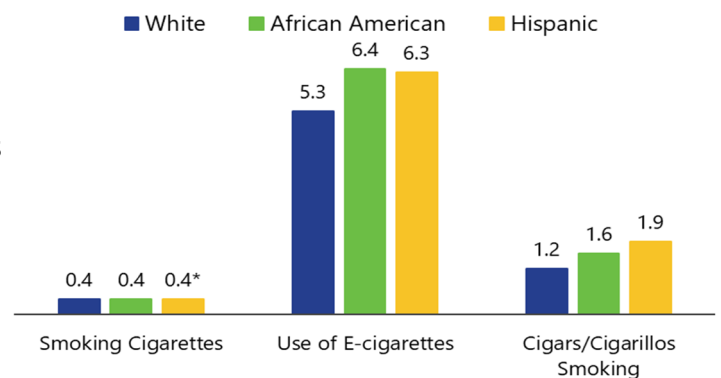
Not only are tobacco companies specifically targeting adults in the Hispanic community, but also youth. Tobacco companies use aggressive tactics including flavored products such as e-cigarettes and cigars/cigarillos, and marketing toward youth, utilizing social media and other youth-friendly marketing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

Current Tobacco Use among US High School Students, 2024 NYTS



Nationally, among Hispanic high school students, rates of tobacco use were largely similar compared to white and Black students. Hispanic students reported similar rates of smoking cigars/cigarillos and using e-cigarettes compared to white students and was only slightly lower than what was seen for Black students. Cigarette smoking was similar for both Hispanic and white students.

Current Tobacco Use among Indiana High School Students, 2024 IYTS



Unlike what was observed nationally, Hispanic high school students in Indiana reported slightly higher rates of cigar/cigarillo smoking and e-cigarette use compared to white high school students. Use of these products among Hispanic and Black students was largely similar. Like what was seen with national trends, cigarette smoking was similar across all groups.

*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. 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.

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.

For additional information on Indiana tobacco prevention and cessation: in.gov/health/tpc



Tobacco Prevention and Cessation

References:

- Iglesias-Rios L, Parascandola M. A historical review of R.J. Reynolds' strategies for marketing tobacco to Hispanics in the United States. *Am J Public Health*. 2013 May;103(5):e15-27. doi: 10.2105/AJPH.2013.301256. Epub 2013 Mar 14. PMID: 23488493; PMCID: PMC3698830. Accessed 10/26/2023
- Behavioral Risk Factor Surveillance System, 2011-2024
- Indiana Youth Tobacco Survey, 2024.
- National Youth Tobacco Survey, 2024.
- American Lung Association. *State of Lung Cancer, 2021*. <https://www.lung.org/research/state-of-lung-cancer/states/indiana#:~:text=The%20rate%20of%20new%20lung%20cancer%20cases%20is%2030%20per,for%20Indiana%20at%20this%20time>. Accessed January 24,2022.
- American Cancer Society. *Cancer Facts & Figures for Hispanics/Latinos 2024-2026*. Atlanta: American Cancer Society; 2024.
- Indiana State Cancer Registry, 2016-2020.
- 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
- U.S. Department of Health and Human Services. *Eliminating Tobacco-Related Disease and Death: Addressing Disparities*. 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, November 2024.