



LATINOS & TOBACCO



The tobacco industry continues to burden Latino communities throughout California.

- » 9.8% of Latino adults in California use tobacco, that's approximately 1.1 million Latino smokers.¹
- » 5.6% of Latino high school students in California use tobacco.²
- » 4.6% of Latino high school students use e-cigarettes.²
- » More than 43,000 Latinos in the U.S. are diagnosed with tobacco-related cancer each year and more than 18,000 die as a result.³

The tobacco industry has created **flavored products** that appeal to latinos such as **horchata, churros and tres leches.**



LET'S PROTECT OUR FAMILIES AND FIGHT BACK

- » Talk to your family and friends about the dangers of smoking.
- » Make your voice heard! Join a local coalition, write a Facebook post, or tweet to share the facts and express your opinion.
- » Share trusted resources on social media www.flavorshookkids.org and www.tobaccofreeca.com
- » Support policies that make it harder to buy menthol cigarettes and flavored tobacco products in your community
- » For free help quitting tobacco call **1-800-300-8086** or go to www.kickitca.org Special services are available for teens.

CONTACT:



SCAN THE QR CODE
For free help quitting
tobacco and nicotine.

References:

1. California Health Interview Survey. CHIS 2016 to CHIS 2021 Adult Files. Los Angeles, CA: UCLA Center for Health Policy Research; October 2022.
2. California Youth Tobacco Survey. CYTS 2022. Berkeley, CA: RTI International; 2023.
3. Henley, SJ, et al. Vital Signs: Disparities in Tobacco-Related Cancer Incidence and Mortality - United States, 2004-2013. MMWR Morbidity and Mortality Weekly Report. 2016;65(44):1212-1218.

This information is not a substitute for professional medical care or legal help. If you have questions or concerns, please talk with a health care provider.

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