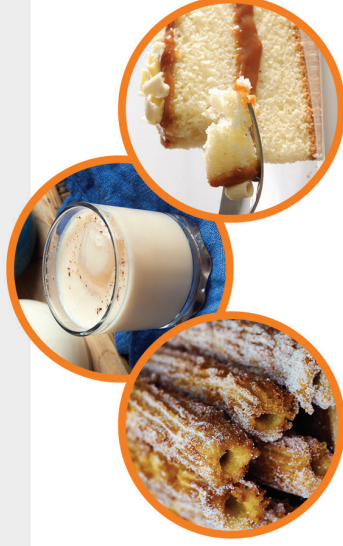


LATINOS & TOBACCO

The tobacco industry has created a negative impact on Latino communities throughout California.

- » 10.3% of Latino adults in California use tobacco— that's approximately 1 million Latino smokers.
- » 13.5% of Latino high school students in California use tobacco.
- » 10% of Latino high school students use e-cigarettes.
- » Among California Latinos, men smoke more than women (16.9% vs. 6.2%).

THE TOBACCO INDUSTRY HAS CREATED
FLAVORED PRODUCTS THAT APPEAL TO
LATINOS SUCH AS HORCHATA, CHURROS
AND TRES LECHES.

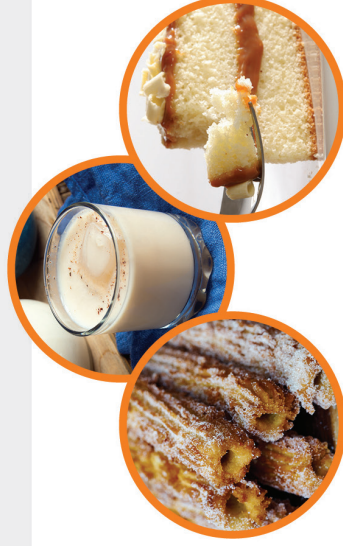


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Let's protect our families and fight back

- » 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-NO-BUTTS** or go to www.nobutts.org Special services are available for teens.

CONTACT:

DEVELOPED BY:

HISPANIC LATINO
COORDINATING CENTER

References:

1. California Department of Public Health. *California Tobacco Facts and Figures*. 2019.
2. Health Effects. Smoking & Tobacco Use. CDC. https://www.cdc.gov/tobacco/basic_information/health_effects/index.htm. [Accessed 8/2019].
3. Tobacco Free CA. *Story of Inequity*. 2018. <https://tobaccofreeca.com/story-of-inequity/>. [Accessed 1/2019].
4. United States Census Bureau. *QuickFacts California*. 2018.

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