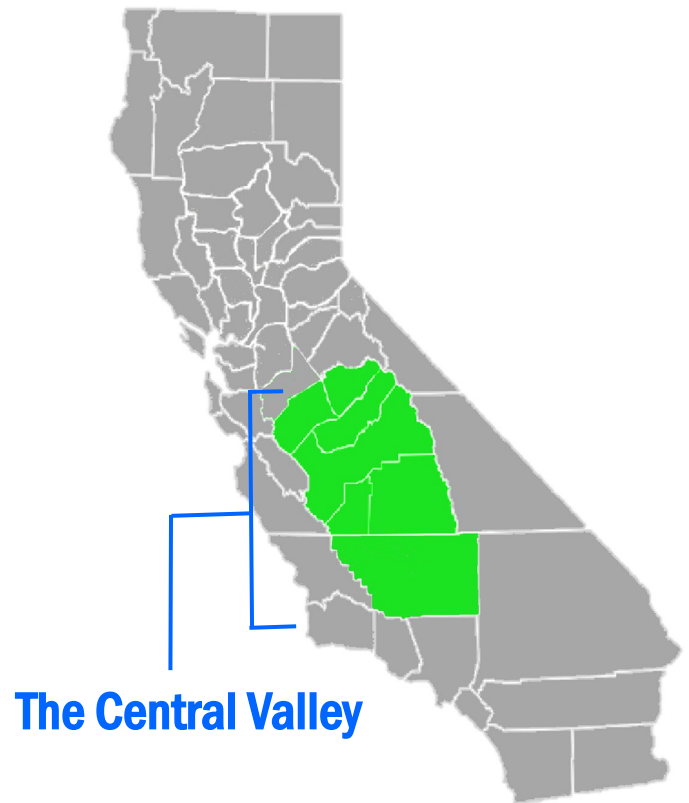


# CENTRAL VALLEY TOBACCO FACTS

Approximately **51%** of the urban population and **50.7%** of the rural population in the Central Valley is Hispanic/Latino.



County	Hispanic/ Latino Population
Merced	59.6%
Mariposa	11.4%
Madera	58%
Fresno	53.2%
Kings	54.8%
Tulare	64.7%
Kern	53.4%

Source: AskCHIS

## TOBACCO USE AMONG LATINOS

### Cigarette smoking among Hispanics/Latinos

Sub-group	%
Puerto Rican	28.5%
Central/ South American	20.2%
Cuban	19.8%
Mexican	19.1%

**1 in 10**

Latino high school students currently use e-cigarettes.



**18.9%**

of

Latino adults smoke cigarettes.

**27.9%**

of

Latino adults in the Central Valley have used an e-cigarette in the past 30 days.

**15.6%**

of

Latinos in California use tobacco.

Source: Center for Disease Control and Prevention

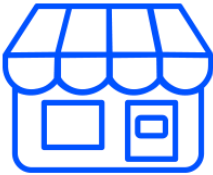
# TOBACCO MARKETING AND INFLUENCE



There's more access to flavored tobacco products in convenience stores than there is access to fresh fruits and vegetables in the Central Valley.



Youth in rural areas are less likely to be exposed to anti-tobacco messages in the media.



Low income & neighborhoods with mostly minorities often have more tobacco retailers and more tobacco advertising than other neighborhoods. For every 10,000 customers in California, there are approximately 96 tobacco retailers.

Sources: Rural Health Info.org/toolkits/tobacco/1/barriers; health.ri.gov/publications/toolkits/TobaccoRetailerLicensing.pdf

## HEALTH CONSEQUENCES OF TOBACCO USE

Cancer, heart disease, stroke, diabetes, and lung disease are among the top five causes of death for Latinos, and all of them are linked to smoking.

**43,000+**

Latinos are diagnosed with a tobacco-related cancer each year.

**18,000+**

Latinos die from a tobacco-related cancer each year.

**\$170 billion**

in direct medical costs could be saved every year if we could prevent youth from smoking.



People living in rural areas have

**18–20% higher rates**

**of lung cancer than people living in urban areas.**

Source: US Census Bureau, 2017; Centers for Disease Control and Prevention, 2017; Kings County Department of Public Health, 2017; California Department of Public Health, 2017



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