Hispanic/Latinos and Tobacco Control

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Institute for Prevention Research, Keck School of Medicine of USC
University of Southern California

National Alliance for Hispanic Health
*Nuestras Voces* National Hispanic Network
September 25, 2014
Overview

- Tobacco control timeline
- Overview of Hispanic/Latinos in the U.S.
- Hispanic/Latinos and tobacco use
- Strategies to reduce tobacco impact
• Tobacco use is the most preventable cause of disease

• Tobacco use accounts for about 30% of all cancer deaths.
Tobacco Control Timeline: 1950’s
Tobacco Control Timeline: 1960’s
Tobacco Control Timeline: 1970’s
Tobacco Control Timeline: 1980’s
Tobacco Control Timeline: 1990’s

Tobacco Use Among U.S. Racial/Ethnic Minority Groups

African Americans
American Indians and Alaska Natives
Asian Americans and Pacific Islanders
Hispanics

A Report of the Surgeon General
Tobacco Control Timeline: 2000’s

truth

World Health Organization
Framework Convention on Tobacco Control
Geneva Public Hearings, 12-13 October 2000

USC TCORS
Tobacco Center of Regulatory Science for Vulnerable Populations
Current State of Tobacco Control

![Graph showing the current state of tobacco control](chart.png)

**Chart Legend:**
- Red line: Number of Cigarettes Per Adult
- Yellow line: Cumulative Lives Lost From Tobacco 1964-2013
- Blue line: Cumulative Lives Saved by Tobacco Control 1964-2013

**Sources:**
- Impact of Tobacco Control on Adult per Capita Cigarette Consumption in the United States; AJPH; 2014
### Hispanic/Latinos in the U.S.

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>316,128,839</td>
<td>---</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>53,986,412</td>
<td>17.1%</td>
</tr>
<tr>
<td>Mexican</td>
<td>34,586,088</td>
<td>10.9%</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>5,138,109</td>
<td>1.6%</td>
</tr>
<tr>
<td>Cuban</td>
<td>2,013,155</td>
<td>0.6%</td>
</tr>
<tr>
<td>Dominican</td>
<td>1,757,961</td>
<td>0.2%</td>
</tr>
<tr>
<td>Central American</td>
<td>4,802,410</td>
<td>1.5%</td>
</tr>
<tr>
<td>South American</td>
<td>3,260,031</td>
<td>1.0%</td>
</tr>
<tr>
<td>Other Hispanic/Latino</td>
<td>2,428,658</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2013 American Community Survey

**FIGURE 2**

*Sources of Hispanic Population Growth, by Decade in millions*

Note: U.S. births and immigration reflect additions to the U.S. Hispanic population. Deaths and emigration not shown.

Source: Data for 2000s based on Pew Research Center tabulations of 2000 Census (5% IPUMS) and 2010 American Community Survey (1% IPUMS). Data for 1970s, 1980s and 1990s drawn from Pew Research Center historical projections (Passel and Cohn, 2008).

PEW RESEARCH CENTER
Distribution of Hispanic/Latino Population by Specific Origin 2010

Distribution of Hispanic or Latino Population by Specific Origin: 2010

September 30, 2015

http://www.census.gov/dataviz/visualizations/072/
Hispanic/Latinos in the U.S.

55% SHARE OF U.S. HISPANICS THAT LIVE IN JUST 3 STATES —CA, TX, AND FL
Educational Attainment

- Educational attainment of Hispanics lags behind non-Hispanic Whites

- Large percentage of high school drop out

## Hispanic/Latinos and Tobacco Use

### Adult Data

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>12.5%</td>
<td>7.8%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Adults in U.S.</td>
<td>18.1%</td>
<td>15.9%</td>
<td>20.5%</td>
</tr>
</tbody>
</table>

- Almost half of Hispanic/Latina women who have ever smoked, remain current smokers.
- Smoking higher among US born Hispanics vs Foreign born Hispanics.
- Latinos tend to smoke fewer cigarettes per day than non-Hispanic white smokers.
# Hispanic/Latinos and Tobacco Use

## Adult Data

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>12.5%</td>
<td>7.8%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>17.6%</td>
<td>16.6%</td>
<td>19.0%</td>
</tr>
<tr>
<td>Cuban</td>
<td>18.2%</td>
<td>15.1%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Mexican</td>
<td>12.6%</td>
<td>7.9%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Central American or South American</td>
<td>8.8%</td>
<td>5.5%</td>
<td>11.7%</td>
</tr>
</tbody>
</table>
Hispanic/Latinos and Tobacco Use
Middle School Youth Data

<table>
<thead>
<tr>
<th></th>
<th>Hispanic</th>
<th>White</th>
<th>Black</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>10.5%</td>
<td>5.1%</td>
<td>7.7%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>5.4%</td>
<td>3.1%</td>
<td>2.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Cigars</td>
<td>4.9%</td>
<td>1.6%</td>
<td>5.0%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Smokeless</td>
<td>2.4%</td>
<td>1.6%</td>
<td>0.6%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Pipes</td>
<td>3.7%</td>
<td>1.2%</td>
<td>1.2%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Hookah</td>
<td>3.0%</td>
<td>0.8%</td>
<td>0.9%</td>
<td>0.3%</td>
</tr>
<tr>
<td>E-cigarettes</td>
<td>2.0%</td>
<td>0.9%</td>
<td>1.1%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

National Youth Tobacco Survey, 2012
## Hispanic/Latinos and Tobacco Use
### High School Youth Data

<table>
<thead>
<tr>
<th></th>
<th>Hispanic</th>
<th>White</th>
<th>Black</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>22.5%</td>
<td>24.6%</td>
<td>22.6%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>14.3%</td>
<td>15.4%</td>
<td>9.6%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Cigars</td>
<td>12.4%</td>
<td>12.2%</td>
<td>16.7%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Smokeless</td>
<td>5.1%</td>
<td>8.1%</td>
<td>2.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Pipes</td>
<td>6.2%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Hookah</td>
<td>6.6%</td>
<td>6.1%</td>
<td>2.1%</td>
<td>2.5%</td>
</tr>
<tr>
<td>E-cigarettes</td>
<td>2.7%</td>
<td>3.4%</td>
<td>1.1%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

National Youth Tobacco Survey, 2012
Tobacco Trends

Menthol  Flavored Tobacco  Hookah  E-cigarettes
Health issues affecting H/L related to tobacco

- Heart disease and stroke together accounted for almost 30% of all deaths among Hispanics in 2007.

- Lung cancer is the leading cause of cancer death among Latinos in the U.S.
Secondhand Smoke Exposure

- Secondhand smoke (SHS) is when a non-smoker passively breathes tobacco smoke.
- SHS contains more than 250 harmful chemicals.
- SHS kills children and adults that do not smoke.
- There is no safe level of exposure to SHS.
- Secondhand smoke can give non-smokers:
  - Lung Cancer
  - Heart Disease
  - Asthma
  - Respiratory Disease
Tobacco Inequities

- Income
- Education
- Place
- Sexual/gender orientation
- Race/ethnicity
- Gender
- Age
- Unemployment
Tobacco Industry Targeting

- Tobacco industry spent $10.5 billion on advertising and promotion of its products.
- There are more tobacco retail stores in minority and low-income areas than any other area.
## Environment: What Sold and Promoted

<table>
<thead>
<tr>
<th>Neighborhood Race</th>
<th>Mean # Outdoor Tobacco Advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 59% White</td>
<td>12.6</td>
</tr>
<tr>
<td>More than 75% White</td>
<td>8.4</td>
</tr>
</tbody>
</table>

Low Socio-Economic Status (SES)

- Smoking prevalence is 3 times higher than high SES individuals.

- Low SES smokers have greater risk of cancers, such as lung cancer. 40-50% of all lung cancer cases can be explained from smoking.

## Adult Smoking Prevalence by Income Status and Education Level

<table>
<thead>
<tr>
<th>Income Status</th>
<th>Smoking Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below poverty level</td>
<td>27.9%</td>
</tr>
<tr>
<td>At or above poverty level</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Smoking Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School</td>
<td>24.7%</td>
</tr>
<tr>
<td>G.E.D.</td>
<td>41.9%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>23.1%</td>
</tr>
<tr>
<td>Some college</td>
<td>20.9%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>17.9%</td>
</tr>
<tr>
<td>Undergraduate degree</td>
<td>9.1%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>5.9%</td>
</tr>
</tbody>
</table>
Strategies to reduce tobacco impact

- Increase the price of tobacco products
- Create smoke-free places (indoor, outdoor, workplaces, MUH)
- Impose restrictions on tobacco sales
- Mass media campaigns
- Comprehensive statewide tobacco control programs.
Smoke-free Policies

- Smoke-free workplaces
- Smoke-free indoors
- Smoke-free outdoors

San Antonio Mayor Julian Castro advocates for smoke-free workplaces.
### Table 27
STATISTICAL PORTRAIT OF HISPANICS IN THE UNITED STATES, 2012

**Occupation, by Race and Ethnicity: 2012**

Universe: 2012 resident population ages 16 and older who worked in the past five years

<table>
<thead>
<tr>
<th>Occupation Group</th>
<th>Hispanic Total</th>
<th>Hispanic Native born</th>
<th>Hispanic Foreign born</th>
<th>Non-Hispanic White alone</th>
<th>Non-Hispanic Black alone</th>
<th>Non-Hispanic Asian alone</th>
<th>Non-Hispanic Other</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and business</td>
<td>7.3</td>
<td>8.9</td>
<td>5.6</td>
<td>15.0</td>
<td>8.7</td>
<td>15.2</td>
<td>10.3</td>
<td>13.0</td>
</tr>
<tr>
<td>Science and engineering</td>
<td>2.0</td>
<td>2.7</td>
<td>1.4</td>
<td>5.0</td>
<td>2.5</td>
<td>13.5</td>
<td>4.1</td>
<td>4.6</td>
</tr>
<tr>
<td>Legal, community and social services</td>
<td>1.6</td>
<td>2.3</td>
<td>0.9</td>
<td>2.8</td>
<td>2.9</td>
<td>1.9</td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td>Education, arts and media</td>
<td>4.8</td>
<td>6.3</td>
<td>3.2</td>
<td>8.9</td>
<td>5.8</td>
<td>7.5</td>
<td>7.1</td>
<td>7.8</td>
</tr>
<tr>
<td>Health care</td>
<td>4.8</td>
<td>6.2</td>
<td>3.3</td>
<td>7.4</td>
<td>9.5</td>
<td>10.6</td>
<td>7.3</td>
<td>7.4</td>
</tr>
<tr>
<td>Food preparation and serving</td>
<td>8.8</td>
<td>7.5</td>
<td>10.2</td>
<td>5.4</td>
<td>6.6</td>
<td>6.7</td>
<td>8.0</td>
<td>6.2</td>
</tr>
<tr>
<td>Cleaning and maintenance</td>
<td>9.1</td>
<td>4.5</td>
<td>14.0</td>
<td>3.2</td>
<td>5.5</td>
<td>2.1</td>
<td>4.7</td>
<td>4.3</td>
</tr>
<tr>
<td>Other services</td>
<td>5.8</td>
<td>6.9</td>
<td>4.5</td>
<td>5.7</td>
<td>8.3</td>
<td>6.3</td>
<td>7.5</td>
<td>6.1</td>
</tr>
<tr>
<td>Sales</td>
<td>10.0</td>
<td>12.9</td>
<td>6.9</td>
<td>11.5</td>
<td>10.1</td>
<td>10.7</td>
<td>11.2</td>
<td>11.0</td>
</tr>
<tr>
<td>Office and administrative support</td>
<td>12.1</td>
<td>16.4</td>
<td>7.7</td>
<td>13.9</td>
<td>15.2</td>
<td>10.7</td>
<td>13.8</td>
<td>13.6</td>
</tr>
<tr>
<td>Farming, fishing and forestry</td>
<td>2.5</td>
<td>0.8</td>
<td>4.2</td>
<td>0.5</td>
<td>0.3</td>
<td>0.2</td>
<td>0.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Construction and extraction</td>
<td>8.9</td>
<td>5.4</td>
<td>12.6</td>
<td>5.1</td>
<td>3.2</td>
<td>1.4</td>
<td>5.3</td>
<td>5.3</td>
</tr>
<tr>
<td>Installation, repair and production</td>
<td>11.5</td>
<td>8.8</td>
<td>14.3</td>
<td>8.7</td>
<td>8.6</td>
<td>8.1</td>
<td>8.0</td>
<td>9.1</td>
</tr>
<tr>
<td>Transportation and material moving</td>
<td>8.2</td>
<td>7.0</td>
<td>9.3</td>
<td>5.7</td>
<td>9.1</td>
<td>3.3</td>
<td>6.4</td>
<td>6.4</td>
</tr>
<tr>
<td>Military</td>
<td>0.3</td>
<td>0.5</td>
<td>0.1</td>
<td>0.3</td>
<td>0.4</td>
<td>0.2</td>
<td>0.7</td>
<td>0.3</td>
</tr>
<tr>
<td>Unemployed, no work experience in past five years</td>
<td>2.3</td>
<td>2.8</td>
<td>1.8</td>
<td>0.9</td>
<td>3.4</td>
<td>1.5</td>
<td>2.5</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Total: 100.0

Source: Pew Research Center’s Hispanic Trends Project tabulations of 2012 American Community Survey (1% IPUMS)
Smoke-free Policies

- Smoke-free workplaces
- Smoke-free Indoors (restaurants, bars)
- Smoke-free outdoors (parks, fairs, beaches)
Smoke-free Multi-Unit Housing

- Multi-Unit Housing (MUH) is any building or housing community such as apartments and condos.
- Secondhand smoke from neighboring units or common areas can drift through ventilation systems, cracked walls, and windows.
- Smoke-free MUH policies can completely prevent smoking in housing properties or designate specific areas for smoking.
Home Tenure

- Hispanic householders are more likely than non-Hispanic White householders to rent rather than own a home.
Smoke-free MUH Policies

• There is no constitutional right to smoke.

• Policies differ from one another:
  • Prohibiting smoking in common areas, certain units/buildings, and outdoor areas.
  • CDC recommends that, at a minimum, all units and common areas in the building should be smoke-free.
  • American Lung Association recommends that properties should be 100% smoke-free.
Tobacco Retail Licensing (TRL)

- Requires tobacco retailers to obtain a license to sell tobacco
- A strong TRL policy will include:
  - a license and annual renewal requirements;
  - an annual licensing fee sufficient for enforcement;
  - penalties for violators (fines and penalties, including the suspension and revocation of a license);
  - provision stating any violation of existing local, state or federal tobacco laws constitutes a violation of the local law.
Include Emerging Tobacco Products in Policies

- Define tobacco products broadly to include all products containing tobacco leaf (including hookah, snuff, snus, and dissolvables) as well as nicotine-only products such as electronic cigarettes.

- This definition is written to restrict emerging tobacco industry products without interfering with FDA-approved cessation devices—like nicotine patches.
Retail Environment Changes

ACTUAL CHANGES IN A STORE

BEFORE

AFTER

Source: Public Matters, UCLA COPHD
Policy Adoption Model

- Phase 1: Community Assessment
- Phase 2: Campaign Strategy
- Phase 3: Coalition Building
- Phase 4: Policy Campaign Implementation and Adoption
- Phase 5: Policy Implementation and Enforcement
Community Assessment

- Assess the local political environment
- Conduct public opinion polls
- Conduct key informant interviews
- Conduct focus groups
Campaign Strategy

- Complete a Midwest Academy Strategy Chart
- Build capacity
Coalition Building

- Form a local coalition to mobilize support for policy goals.
Creation of Culturally Tailored Materials

- For all strategies, educational materials are important to support tobacco control efforts.
- Difference in talking to City Officials versus talking to community members that are poor.
Material Development Resources

www.teamlab.usc.edu

• Learn How
• Get Trained
Photovoice Projects

A SEA OF CIGARETTES

It's the same sign again; cigarettes are sold at Lowest Price Allowed By Law...

And when I look at this picture, I think, wow, there's a sea of gas stations and cigarettes.

Did You Know?
Philadelphia has more places, per person, that sell tobacco than New York City, Boston or San Francisco. In 2011, Philadelphia started requiring a permit to sell tobacco.
Digital Storytelling Projects

HIDDEN VOICE
Policy Campaign Implementation and Adoption

- Implement campaign activities to educate decision makers about policy goal.
Lobbying & Political Activities

- Lobbying and political activities are defined as any attempt to promote a yes or no vote on a specific piece of legislation, local ordinance, ballot measure, or to promote any candidate for an elective public office through any oral, written, or other form of communication.

- Educating legislators, their staff, and government employees about tobacco related issues, is NOT considered lobbying.
Policy Implementation and Enforcement

- Ensure the policy is implemented and enforced as intended
Resources

- Change Lab Solutions
  - changelabsolutions.org

- The CENTER for Tobacco Policy and Organizing
  - center4tobaccopolicy.org

- Americans for Nonsmokers’ Rights
  - www.no-smoke.org

- USC Tobacco Education and Materials Development Lab
  - www.teamlab.usc.edu
THANK YOU!

For questions or further information, please contact Yaneth Rodriguez at ylr@usc.edu or Dr. Lourdes Baezconde-Garbanati at baezcond@hsc.usc.edu.

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