Raising our Voices for Health Justice for our Hispanic/Latino Community

Health justice means bringing communities to the table, so everyone's voices are heard and people from all walks of life achieve the health and wellness they deserve.

Hispanics/Latinos are disproportionately exposed to secondhand smoke at the workplace and in multi-unit housing.[3,7,8] Cancer, heart disease, and stroke—all of which can be caused by tobacco use—are among the five leading causes of death in this community.[2] It's time to take a stand against the unfair health burden that tobacco places on Hispanics/Latinos.

Tobacco disproportionately impacts our Latino community.

- California's adult Hispanic/Latino population has a cigarette smoking rate of 10.2%, which is equivalent to [4]1.1 million Hispanic/Latinos smoke. This reflects about one-third of the total population of California smokers.[4]
- "Tobacco use significantly varies among Hispanic/Latino subgroups. For example, Puerto Ricans report smoking cigarettes at higher rated compared to (insert comparison groups).4
- Hispanic/Latinos are at a higher risk of secondhand and thirdhand smoke exposure in multi-unit housing as nearly half (41.9%) of California's multi-unit housing residents are Hispanic/Latino.[8]
- A disproportionately high number of Hispanics/Latinos have jobs in small-service occupations with only a few employees where California's smoke-free workplace laws do not apply.[3]
- Hispanic/Latino communities typically have a higher density rate of tobacco retail at nearly 26% higher than that of the general population.[5,6]
- Tobacco companies have placed advertising in community publications and sponsored Hispanic/Latino cultural events.
- Tobacco companies have donated to many Hispanic/Latino elected officials and chambers of commerce to positively shape policy and community leadership perceptions in favor of tobacco.
- The tobacco and vaping industry use flavors such as horchata, resleches, and churros to attract Hispanic/Latino teens to vaping.

SOURCES

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