


2025 | CAPITOL INFORMATION & EDUCATION DAYS

Building Stronger Latino Communities for a Healthier California

It's time to protect Latino families from the burden created by the Tobacco Industry.

Tobacco disproportionately impacts our Latino community.

- California's adult Latino population has a tobacco use rate of 11.1%. It is estimated that 1.2 million Latinos smoke in California, making them the second largest group of adult smokers in the state after Non-Hispanic White.¹
 - Three of the leading causes of death among Latinos—cancer, heart disease, and stroke—can be caused by cigarette smoke, which is also a risk factor for diabetes, a fourth major cause of death among Latinos.²
 - Latinos are at a higher risk of secondhand smoke (SHS) exposure in multi-unit housing (MUH).³ Nearly half (49%) of Latino households include children, compared to just 26% of non-Latino households.⁴ This makes SHS exposure especially harmful, as it can impair children's learning ability and academic performance.⁵
 - Latino communities are burdened with a higher density of retailers selling tobacco, at 103.3 per 100,000 residents compared to 78.0 for the general population.⁸ Close proximity of tobacco retailers increases the likelihood of initiation of tobacco use among youth and young adults.
- 
- The 2024 National Youth Tobacco Survey found that 19.7% of Latino middle school and high school students reported they have used a tobacco product.⁶ This is a direct result of intentional targeting of Latino youth by the Tobacco Industry by creating vaping products in flavors such as horchata, tres leches, and churros.⁷
 - California's smoke-free workplace law⁹ does not apply to outdoor work such as painting, construction, maintenance, and agriculture in which Latinos are overrepresented in these jobs.¹⁰ Latinos are also overrepresented in hospitality and housekeeping jobs, where they are often exposed to secondhand and thirdhand smoke.^{11, 12}

REFERENCES

- 1 California Department of Public Health, California Tobacco Control Program. California Tobacco Facts and Figures 2024. Sacramento, CA: California Department of Public Health; May 2024
- 2 Hispanic and Latino People Experience a Health Burden from Commercial Tobacco | Smoking and Tobacco Use | CDC <https://www.cdc.gov/tobacco/health-equity/hispanic-latino/health-burden.html>
- 3 Baezconde-Garbanati, Lourdes A et al. "Secondhand smoke exposure among Hispanics/Latinos living in multiunit housing: exploring barriers to new policies." American journal of health promotion : AJHP vol. 25,5 Suppl (2011): S82-90. doi:10.4278/ajhp.100628-QUAL-219
- 4 A Statistical Picture of Latinos in California Demographic, Income, Education, Health and Other Social Characteristics Prepared for the Latino Legislative Caucus California Senate Office of Research. 2014.
- 5 Yoltan, Kimberly et al. "Exposure to environmental tobacco smoke and cognitive abilities among U.S. children and adolescents." Environmental health perspectives vol. 113,1 (2005): 98-103. doi:10.1289/ehp.7210
- 6 Jamal A, Park-Lee E, Birdsey J, et al. Tobacco Product Use Among Middle and High School Students — National Youth Tobacco Survey, United States, 2024. MMWR Morb Mortal Wkly Rep 2024;73:917–924. DOI: <http://dx.doi.org/10.15585/mmwr.mm7341a2>.
- 7 Reducing Tobacco's Toll on California's Latino Community. <https://healthcollaborative.org/hlcc/wp-content/uploads/sites/11/2022/03/LCC-Policy-Platform-1.pdf>.
- 8 Tobacco Free CA. The story of inequity: the story of Hispanic/Latino. 2019. <https://tobaccofreeca.com/story-of-inequity/hispanic-latino/>
- 9 "Law Section." Leginfo.legislature.ca.gov, leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?lawCode=LAB&ionNum=6404.5. Accessed 13 Apr. 2022.
- 10 U.S. Bureau of Labor Statistics. "Labor Force Characteristics by Race and Ethnicity, 2018 : BLS Reports: U.S. Bureau of Labor Statistics." Bls.gov, 9 Oct. 2019, www.bls.gov/opub/reports/race-and-ethnicity/2018/home.htm.
- 11 St Helen, Gideon et al. "Exposure to secondhand smoke outside of a bar and a restaurant and tobacco exposure biomarkers in nonsmokers." Environmental health perspectives vol. 120,7 (2012): 1010-6. doi:10.1289/ehp.1104413
- 12 Matt, Georg E et al. "Thirdhand smoke and exposure in California hotels: non-smoking rooms fail to protect non-smoking hotel guests from tobacco smoke exposure." Tobacco control vol. 23,3 (2014): 264-72. doi:10.1136/tobaccocontrol-2012-050824