Tobacco Use in the Hispanic and Latino Community

Provided by Philadelphia Department of Public Health, Tobacco Policy and Control Program

Department of Public Health
CITY OF PHILADELPHIA

Learning Objectives

- Health and economic impact of tobacco
- Reporting Philadelphia tobacco sales violations
- Tobacco use in the Hispanic and Latino community
- Tobacco industry and the Hispanic and Latino community
- Tobacco use disorder treatment resources
- Philadelphia Department of Public Health technical assistance
- Benefits of tobacco and vape-free policies

Health and Economic Impact of Tobacco

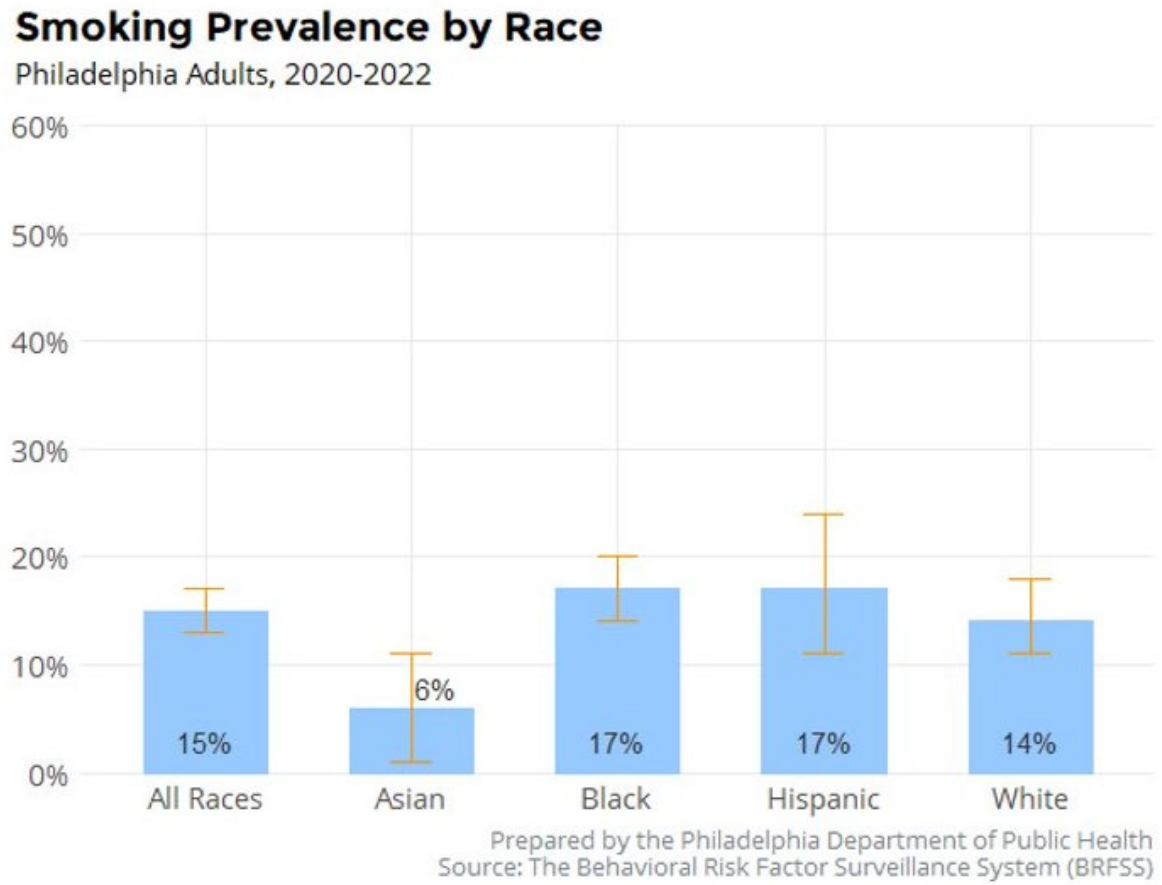
- Tobacco is the leading cause of preventable death in the U.S.
  - 490,000 people die each year from tobacco use and secondhand smoke[1]
- No safe way to consume tobacco
- Heavy economic toll:
  - $600 billion in tobacco-related illness[2]
    - $240 billion in direct medical expenses
    - $372 billion in lost productivity
  - Median cost of a pack of cigarettes in PA: $11.86[3]
    - $355/month
    - $4,270/year
    - $42,700/decade

Reporting Philadelphia Tobacco Sales Violations

- When is an establishment in violation of Philadelphia tobacco sales laws?
  - Not checking ID
  - Not posting an age warning sign
  - Selling tobacco without a current tobacco retailer permit
  - Selling tobacco products, electronic smoking devices, or accessories to anyone under the age of 21
  - Selling loosies or out of package cigarettes/cigars without a UPC not meant for individual sale
- To report sales violations:
  - Call or text 1-888-99-SMOKE
  - smokefreephilly.org/report-illegal-activity

Tobacco Use in the Hispanic and Latino Community

- Hispanic and Latino population by nation and city:
  - United States in 2023: 63.7 million[4]
  - Philadelphia in 2023: 244,000[5]
- Hispanic and Latino smoking prevalence by nation and city:
  - United States in 2023: 7.7%[6]
  - Philadelphia 2020-2022: 17%



Tobacco Use in the Hispanic and Latino Community

- National 2018-2019 daily smoking in past 30 days by ethnicity[7]:
  - Puerto Rican: 1.9%
  - Mexican: 3.9%
  - Cuban: 0.7%
  - Central or South American: 0.8%
  - Dominican: 0.1%
- Nationally:
  - Secondhand smoke exposure: 17.2% adults in 2015-2018, 26% children ages 3 –11 in 2018-2019[8]
  - 67% reported wanting to quit smoking in 2015[9]

Tobacco Use in the Hispanic and Latino Community

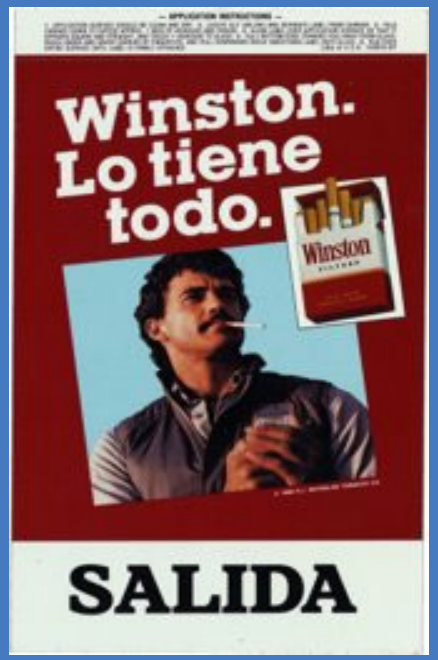
- Major preventable risk factor for premature death[8]
- National data
  - 2018 - 2022[10]:
    - Lung cancer is the leading cause of death among Hispanic and Latino men
    - Lung cancer is the second leading cause of death among Hispanic and Latina women
  - 2020 – 2021[11]:
    - Four of the five leading causes of death among Hispanic and Latino people are related to tobacco use

Tobacco Use in the Hispanic and Latino Community

- Nationally:
  - Hispanic and Latino people are less likely to[11]:
    - Have access to health care
    - Have knowledge about tobacco cessation resources
    - Participate in tobacco cessation programs
    - Use tobacco cessation medication
- Philadelphia 2021:
  - 24% of Hispanic high school students report using vape products compared to 13% of all high school students
- Stress is associated with tobacco use[12]

Tobacco Industry and the Hispanic and Latino Community

- Beginning in the 1970s, tobacco companies targeted Hispanic and Latino communities[13]
- Internal reports from the 1980s noted:[13]
  - Hispanic people are "lucrative", "easy to reach", and "undermarketed"
  - The importance of "being an American and succeeding in America"
  - Hispanic people have "a strong need for recognition" because of experiences of discrimination
- Advertisements in Spanish featuring Hispanic people



Department of
Public Health
CITY OF PHILADELPHIA

Tobacco Use Disorder Treatment Resources

- Talk to your doctor
  - Insurance coverage
- Nicotine replacement therapy (NRT)
  - Gum, patch, lozenge, nasal spray
- Prescription medication
  - Varenicline, Bupropion
- Behavioral support
  - Counseling, peer support group

- PA Free Quitline
  - pa.quitlogix.org
  - English: 1-800-QUIT-NOW, Spanish: 1-855-DÉJELO-YA
  - 24/7 access to quit coaches
  - Five free coaching calls
  - Free NRT
  - Chat and text messaging support
  - e-Referral from your provider

PDPH Technical Assistance

- Tobacco cessation resources. Materials can be translated upon request
- Linkage to quitlines, nicotine replacement therapies, and peer support groups
  - **NRT Quit Kit Program**
- Technical assistance for implementing tobacco cessation programs and tobacco-free policies
- Culturally relevant education
- Data and evaluation support

Benefits of Tobacco and Vape-Free Policies

- Protection from second and thirdhand smoke
- Reduction in tobacco use; promotion of recovery
- Reduction in absenteeism and increase in productivity
- Reduction in fire risks and tobacco litter
- Neutralization of tobacco industry influence
- Alignment with organizational mission, vision, and values

Thank you for your time and attention

Department of Public Health
CITY OF PHILADELPHIA

Q&A

Department of Public Health
CITY OF PHILADELPHIA

Contact Information

Kara Sapp

kara.sapp@phila.gov

215-683-0191

Scan the QR code for my digital business card!

References

1. American Lung Association. Tobacco Facts. Lung.org. Published April 8, 2025. https://www.lung.org/quit-smoking/smoking-facts
2. Centers for Disease Control and Prevention. Burden of Cigarette Use in the U.S. cdc.gov Published October 8, 2025. https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html
3. Cigarette Prices by State 2020. worldpopulationreview.com. Published 2020. https://worldpopulationreview.com/state-rankings/cigarette-prices-by-state
4. United States Census Bureau. Hispanic Heritage Month: 2023. Census.gov. Published August 17, 2023. https://www.census.gov/newsroom/facts-for-features/2023/hispanic-heritage-month.html
5. Nguyen H, Mulvey L, Myers M. Philly's Latino population is the city's fastest-growing demographic. inquirer.com. Published August 3, 2024. https://www.inquirer.com/news/philadelphia/philadelphia-population-latino-immigrants-census-20240803.html
6. Campaign for Tobacco Free Kids. Tobacco Use and Hispanics. Tobaccofreekids.org. https://assets.tobaccofreekids.org/factsheets/0134.pdf
7. Substance Abuse & Mental Health Data Archive. National Survey on Drug Use and Health: 2-Year RDAS (2018 to 2019) online analysis tool. https://datatools.samhsa.gov/nsduh/2018/nsduh-2018-2019-rd02yr/variable-list
8. CDC. Hispanic and Latino People Need More Protection From Secondhand Smoke Exposure. Tobacco - Health Equity. Published 2024. https://www.cdc.gov/tobacco-health-equity/collection/hispanic-latino-secondhand-smoke.html
9. Babb S, Malarcher A, Schauer G, Asman K, Jamal A. Quitting Smoking Among Adults — United States, 2000–2015. MMWR Morbidity and Mortality Weekly Report. 2017;65(52):1457-1464. doi:https://doi.org/10.15585/mmwr.mm6552a1
10. American Cancer Society. Cancer Facts & Figures 2025. Atlanta: American Cancer Society; 2025. https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/annual-cancer-facts-and-figures/2025/2025-cancerfacts-and-figures-acs.pdf. See Table 9. Incidence and Mortality Rates for Selected Cancers by Race and Ethnicity, US.
11. American Lung Association. Addressing Tobacco Use in Hispanic or Latino Communities Toolkit. Lung.org. https://www.lung.org/getmedia/1063c716-425d-4684-8647-14a37a72580a/Hispanic_Latino_Communities_Toolkit_ENG.pdf
12. Lawless MH, Harrison KA, Grandits GA, Eberly LE, Allen SS. Perceived stress and smoking-related behaviors and symptomatology in male and female smokers. *Addictive Behaviors*. 2015;51(51):80-83. doi:https://doi.org/10.1016/j.addbeh.2015.07.011
13. Iglesias-Rios L, Parascandola M. A Historical Review of R. J. Reynolds' Strategies for Marketing Tobacco to Hispanics in the United States. *American Journal of Public Health*. 2013;103(5):e15-e27. doi:https://doi.org/10.2105/ajph.2013.301256
14. How tobacco companies are enlisting music artists like Cardi B to promote tobacco products. Truth Initiative. https://truthinitiative.org/research-resources/tobacco-industry-marketing/how-tobacco-companies-are-enlisting-music-artists