



Tobacco Marketing and Use in the Latino Community

- The American Legacy Foundation reports that cardiovascular disease is the primary cause of death among Hispanics in the United States, and that as many as 30 percent of the deaths from cardiovascular disease are a result of tobacco use.
- Cancer is the second leading cause of death among Hispanics and lung cancer is the leading cause of cancer death among Hispanics, according to the U.S. Department of Health and Human Services. Cigarette smoking is a major cause of cancer and the leading cause of lung cancer.
- The U.S. Department of Health also reports that tobacco products are disproportionately advertised and promoted to Hispanics and other racial/ethnic minorities. Examples of tobacco products that have been advertised and marketed to the Hispanic community includes the “Rio” and “Dorado” brands.
- Tobacco advertising is effective with Hispanic youth. The Centers for Disease Control and Prevention reports that nearly 10 percent of Hispanic middle school students smoke and 22 percent of Hispanic high school students smoke.
- Hispanic students have a higher cigar smoking rate than the national average. It’s estimated that 8.2 percent of Hispanic middle school students and 15 percent of Hispanic high school students smoke cigars. Nationally, only 5.3 percent of all middle school students and 14 percent of high school students smoke cigars.
- Hispanic middle school students also use smokeless tobacco products at a rate higher than the national average: 3.8 percent as compared to 2.8 percent.