



# **LULAC TOBACCO TOOLKIT**



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## **What is LULAC?**

The League of United Latin American Citizens (LULAC), founded in 1929, is the oldest and most widely respected Hispanic civil rights organization in the United States of America. Since its founding, LULAC has fought for full access to the political process and works to improve opportunities for Hispanic Americans. Our mission is to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States and Puerto Rico.

## **Why is it important to LULAC members to be aware of tobacco issues?**

It is important for LULAC members to be aware of the dangers of tobacco. E-cigarettes are the most commonly used tobacco product among Hispanic/Latino high school students (18.9%) and middle school students (7.1%). Tobacco companies are intentional with their advertising in low-income and communities of color to make smoking appear appealing which then increases adolescents' desire to smoke. It is important to advocate for our communities. Tobacco use is prevalent in the Latino community and negatively affects our health and well-being.



## What are the tobacco products on the market to be aware of?

Tobacco products on the market include cigarettes, cigars, cigarillos, smokeless tobacco, hookah, and e-cigarettes, all of which can have adverse health effects.

### Cigars/Cigarillos

- Sales of cigars (i.e., large cigars, cigarillos, and small cigars) have more than doubled between 2000 and 2019, from 6.1 billion cigars to 13.4 billion cigars, and sales have been generally increasing at a time when cigarette smoking has been declining.
- FDA has concluded that “all cigars pose serious negative health risks” and that “all cigar use is harmful and potentially addictive.”
- 480,000 people die each year from their own cigarette smoking or exposure to secondhand smoke.
- Cigarette smoking has been linked to disease of nearly all organs of the body, to diminished health status, and to harm to the fetus. Smoking is the leading preventable cause of death in the United States
- Menthol cigarettes are the only flavored cigarette on the market.
- 50% of Hispanic middle and high school smokers use menthols
- Menthol cigarettes pose a tremendous public health threat. A 2013 FDA report on the health impact of menthol cigarettes determined that menthol cigarettes lead to increased smoking initiation among youth and young adults, greater addiction and decreased success in quitting smoking

### Smokeless

- Since 1970, smokeless tobacco has gone from a product used primarily by older men to one used predominantly by young men and boys. This trend has occurred as smokeless tobacco promotions have increased dramatically and a new generation of smokeless tobacco products has hit the market.
- Today's newer smokeless tobacco products come in a variety of flavors and are easier to use, easier to conceal, and lower priced -- a perfect combination

1 U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB), Tobacco Statistics. December 2000 & December 2019 <https://www.ttb.gov/tobacco/tobacco-stats.shtml>.

2 81 Federal Register 29020, 29022 (May 10, 2016).

3 <https://www.tobaccofreekids.org/assets/factsheets/0003.pdf>

to attract kids.

- Public health authorities including the Surgeon General and the National Cancer Institute have found that smokeless tobacco use is hazardous to health and can lead to nicotine addiction.
- Each day, more than 1,000 kids ages 12-17 use smokeless tobacco for the first time.

## Hookah

- Hookah use is especially popular among young and college students (also called waterpipe, shisha, narghile, argileh, hubble-bubble, goza) use, especially among youth and college students. Despite the different way of smoking, hookahs still use tobacco, expose users to nicotine, and increase health risks. The social aspect of hookah use attracts younger users, and the wide variety of kid-friendly hookah tobacco flavors makes it even more appealing.

## E-Cigarettes

- The term “electronic cigarettes” covers a wide variety of products now on the market, from those that look like cigarettes, pens or USB drives to somewhat larger products like “personal vaporizers” and “tank systems.” Instead of burning tobacco, e-cigarettes most often use a battery-powered coil to turn a liquid solution into an aerosol that is inhaled by the user. E-cigarettes are available in over 15,000 flavors.
- A 2019 study identified over 30 brands of disposable e-cigarettes. Unlike the “first generation” of disposable e-cigarettes that looked like cigarettes and had limited flavors, these new products are sleek, easily concealed, pre-charged, cheaper (some for less than \$5), available in a wide variety of flavors, and can even have higher nicotine concentrations than JUUL.



Sample of e-cigarette products. Images are not to scale.

4 Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, “Table 4.9A – Past Year Initiation of Substance Use among Persons Aged 12 or Older Who Initiated Use Prior to Age 18, Prior to Age 21, and at Age 21 or Older: Numbers in Thousands, 2018 and 2019,” Results from the 2019 National Survey on Drug Use and Health: Detailed Tables, September 11, 2020.

5 <https://www.tobaccofreekids.org/assets/factsheets/0384.pdf>

6 <https://www.tobaccofreekids.org/assets/factsheets/0379.pdf>

7 <https://www.tobaccofreekids.org/assets/factsheets/0411.pdf>

## What is Tobacco usage among the Hispanic community?

- In the United States, 8.8% of Hispanic/Latino adults are current smokers. Since 2005, current smoking rates among Hispanics/Latinos have declined 46%.
- Differences exist within Hispanic/Latino subpopulations that are masked when surveys group Hispanics/Latinos as a single population. For example, an analysis of survey data from 2009-2013 showed 21.6% of Puerto Ricans, 18.2 percent of Cubans, 13 percent of Mexicans, and 9.2 percent of Central or South Americans are current smokers (the overall smoking prevalence for Hispanics during this time period was 13.5%).
- In 2020, 4.6 percent of Hispanic/Latino high school students were current smokers.
- E-cigarettes are the most commonly used tobacco product among Hispanic/Latino youth, with 18.9% of Hispanic/Latino high school students currently using e-cigarettes.
- A recently published analysis found that in 2015, 56.2% of Hispanic/Latino smokers had made an attempt to quit in the past year. However, that same analysis found that Hispanic/Latino smokers were less likely to receive advice to quit from a health professional compared to white smokers.



8 CDC, "Tobacco Product Use Among Adults—United States, 2019," MMWR 69(46): 1736-1742, November 20, 2020, <https://www.cdc.gov/mmwr/volumes/69/wr/pdfs/mm6946a4-H.pdf>. Current smoking is defined as persons who reported having smoked  $\geq 100$  cigarettes during their lifetimes and, at the time of the survey, reported smoking every day or some days.

9 CDC, "Vital Signs: Leading Causes of Death, Prevalence of Diseases and Risk Factors, and Use of Health Services Among Hispanics in the United States—2009-2013," MMWR, 64(17): 469-478, May 8, 2015, [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6417a5.htm?s\\_cid=mm6417a5\\_w#Tab1](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6417a5.htm?s_cid=mm6417a5_w#Tab1).

10 CDC, "Tobacco Product Use Among Middle and High School Students—United States, 2020," MMWR, 69, December 17, 2020, <https://www.cdc.gov/mmwr/volumes/69/wr/pdfs/mm6950a1-H.pdf>. Current use defined as past month.

11 Babb S, Malarcher A, Schauer G, Asman K, Jamal A. Quitting Smoking Among Adults — United States, 2000–2015. MMWR Morb Mortal Wkly Rep 2017;65:1457–1464. DOI: <http://dx.doi.org/10.15585/mmwr.mm6552a1>

12 CDC, Vital Signs: Leading Causes of Death, Prevalence of Diseases and Risk Factors, and Use of Health Services Among Hispanics in the United States—2009-2013," MMWR, 64(17): 469-478, May 8, 2015, [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6417a5.htm?s\\_cid=mm6417a5\\_w#Tab1](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6417a5.htm?s_cid=mm6417a5_w#Tab1).

13 CDC, "Vital Signs: Disparities in Tobacco-Related Cancer Incidence and Mortality—United States, 2004-2013," Morbidity & Mortality Weekly Report, 65(44): 1212-1218, <http://www.cdc.gov/mmwr/volumes/65/wr/mm6544a3.htm>.

14 American Cancer Society, "Cancer Facts & Figures for Hispanics/Latinos 2018-2020," 2018 <file:///R:/Health%20Effects/ACS%20Cancer%20Facts%20&figs/cancer-facts-and-figures-for-hispanics-and-latinos-2018-2020.pdf>.



## What are the health impacts of Tobacco use on the Hispanic community?

- Cancer and heart disease are the first and second leading causes of death, respectively, among Hispanic Americans; and tobacco use is an important risk factor.
- More than 43,000 Hispanics are diagnosed with tobacco-related cancer each year and more than 18,000 die from tobacco-related cancer each year.
- Lung cancer is the leading cause of cancer death among Hispanic men and the second leading cause among Hispanic women. More than 10,500 new cases of lung cancer were expected to occur among Hispanics/Latinos and more than 6,000 Hispanics/Latinos were expected to die from this disease in 2018.
- Diabetes is the fifth leading cause of death among Hispanics. The risk of developing diabetes is 30–40% higher for cigarette smokers than nonsmokers.
- Tobacco use kills more than 480,000 people each year in the United States – more than the total number killed by alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined.
- Of all the kids who become new regular, daily smokers each year, almost a third will ultimately die from it. In addition, smokers lose a decade of life because of their smoking.



**Tobacco use kills more than 480,000 people each year in the United States**

## **How does the Tobacco Industry target the Hispanic Community?**

As early as the 1980s, big tobacco companies have targeted their marketing towards the Hispanic/Latino population. Internal documents later revealed that big tobacco deemed the population “lucrative,” “easy to reach” and “under marketed.”

Decades later, the tobacco industry continued their attempt to infiltrate these communities by compensating Hispanic/Latino merchants for displaying advertisements in predominantly Hispanic/Latino neighborhoods.

Studies show that youth and young adults who are exposed to tobacco advertising often find the ads to be appealing. Tobacco companies purposely make smoking appear cool, which can increase adolescents' desire to smoke.

## **How is COVID-19 affecting tobacco users?**

- The coronavirus attacks the lungs, and behaviors that harm the lungs put individuals at greater risk.
- According to the Centers for Disease Control and Prevention, "Being a current or former cigarette smoker can make you more likely to get severely ill from COVID-19."
- Further, there is growing evidence that vaping (use of e-cigarettes) can harm lung health as well. Dr. Nora Volkow, director of the National Institute on Drug Abuse, has stated that “emerging evidence suggests that exposure to aerosols from e-cigarettes harms the cells of the lung and diminishes the ability to respond to infection.”
- For these reasons, as the world continues to confront COVID-19, there has never been a better or more urgent time for people to quit smoking and vaping.



## What role do flavors play in tobacco use?

- Flavors play a major role in youth use of e-cigarettes and other tobacco products because they mask the taste of tobacco and make it easier for new users to initiate use.
- 81% of youth who have ever used tobacco products initiated with a flavored product.
- 72.8% of high school youth tobacco users have used a flavored tobacco product in the past month.
- At least two-thirds of youth tobacco users report using tobacco products “because they come in flavors I like.”
- An increasing proportion of youth e-cigarette users reported using flavored products in 2020 (82.9%, up from 68.8% in 2019).
- Nearly 3 million youth use flavored e-cigarettes. Among high school students who currently used any type of flavored e-cigarette, the most commonly



used flavor types were fruit (73.1%), mint (55.8%), menthol (37%), and candy, desserts, or other sweets (36.4%).

- 50% of Hispanic smokers ages 12+ use menthol cigarettes (vs. 85% of African Americans and 29% of Whites), the only flavored cigarette left on the market
- 50% of Hispanic middle and high school smokers use menthol cigarettes.
- Cigars are the second most popular tobacco product among Hispanic youth. These products can be as cheap as 3 for 99 cents, usually 2 for \$1 and come in flavors such as candy, fruit, chocolate, and various other kid-attracting tastes.

## **What to do if someone offers you a cigarette or vape:**

- Say no - be confident but polite
- Try to use a joke- ex. "No thanks, I'll never make it past my parents' smoke detector, their nose!"
- Give a reason why- ex. "I've seen family struggle with trying to quit and I'd rather not go down that path myself."
- Ask them why they're smoking- ex. "Why are you smoking when you know how harmful it is to ourselves and others?"
- Try to change the subject- ex. "Instead of smoking how about we see who can run the fastest?"
- Keep repeating yourself if they keep offering you a cigarette.



## **How to help a loved one quit smoking or vaping / Call 1-800-QUIT-NOW and/or visit [smokefree.gov](https://smokefree.gov) for helpful resources**

Respect that they are trying to make a change and it will be difficult.  
Ask them how they are doing and let them know that you are there for them.  
Spend time with them and help them keep their mind off of smoking.  
Remove anything in the home that will remind them of smoking. Ex. ash trays, lighters, cigarettes.

## **How can LULAC members get involved in fighting back against the Tobacco industry?**

Restricting the sale of flavored tobacco products is an important step that will protect children from the unrelenting efforts of the tobacco industry to hook them to a deadly addiction. LULAC members can help in the fight of keeping flavored tobacco products out of the hands of kids

- Write and Op-Ed or LTE on the impact of tobacco use and the Hispanic community
- Urge the FDA to prohibit all flavored tobacco products! Find more information at <https://www.tobaccofreekids.org/get-involved/takeaction>
- Reach out to your legislators and urge them to prohibit all flavored tobacco products!
- Join Tobacco-Free Kids National Day of Action!  
<https://www.takedowntobacco.org/>
- Join a campaign to prohibit flavored tobacco products, reach out to Jennifer Reyes ([jreyes@lulac.org](mailto:jreyes@lulac.org)) for more information on campaigns in your area

16 Delnevo, CD, et al., "Banning Menthol Cigarettes: A Social Justice Issue Long Overdue," *Nicotine & Tobacco Research*, 22(10): 1673-1675, 2020.

17 Wang, TW, et al., "Tobacco Product Use and Associated Factors Among Middle and High School Students—United States, 2019," *MMWR* 68(12), December 6, 2019, <https://www.cdc.gov/mmwr/volumes/68/ss/pdfs/ss6812a1-H.pdf>.

## **What are some resources to quit smoking and vaping?**

Quitting tobacco use can bring you closer to your loved ones and protect them from the risks of secondhand smoke. There are so many great reasons to stop smoking. Think about the ways smoking affects you and your loved ones, and discover the benefits of quitting. Remind yourself of these reasons when you need some extra motivation. Learn about the real stories of Hispanics and Latinos who have suffered from smoking-related diseases and disabilities at <https://www.cdc.gov/tobacco/campaign/tips/groups/hispanic-latino.html>

Both behavioral treatments and FDA-approved medications can help people quit smoking, but the combination of medication with counseling is more effective than either alone. If you or a loved one are looking for help to quit smoking or vaping these resources may help you:

- Call 1-800 QUIT NOW or 1-800-784-8669 for free support
- Smokefree.gov: A National Cancer Institute website with tips and tools on how to quit.
- Spanish language website: <https://espanol.smokefree.gov/>
- Spanish language texting resource:  
<https://smokefree.gov/consejos-herramientas/smokefreeTXT>
- Centers for Disease Control and Prevention's How to Quit Smoking webpage
- For teens looking to quit, visit [teen.smokefree.gov/quit-vaping](https://teen.smokefree.gov/quit-vaping) or Text "TakeDown" to 88709, Truth Initiative's free text-to-quit program.
- To find local quitlines in your area visit The North American Quitline Consortium calling the 1-800-QUIT-NOW number directs callers to their local quitline.
- To help a teen quit smoking e-cigarettes:
  - [Teen.SmokeFree.gov/quit-vaping](https://Teen.SmokeFree.gov/quit-vaping)
  - Truth Initiative: This is Quitting

## Statistics



### Tobacco usage

- More than 480,000 people die each year from cigarette smoking or exposure to secondhand smoke in the U.S.
- Despite generally lower rates of smoking compared to other racial/ethnic populations, smoking is the leading preventable cause of morbidity and mortality among the Hispanic/Latino population in the U.S.
- More than 43,000 Hispanic/Latino Americans are diagnosed with a tobacco-related cancer each year and more than 18,000 die as a result.



### Youth and tobacco products

- High school students in the U.S. who are current smokers: 4.6% (700,000+)
- High school students in the U.S. who are current e-cigarette users: 19.6%
- High school students in the U.S. who are current tobacco users: 23.6%
- Kids (under 18) who become new regular, daily smokers each day: 235+



### Youth and E-cigarettes

- E-cigarettes are particularly risky when used by children and adolescents. Nicotine is highly addictive and can have lasting damaging effects on adolescent brain development. Young people's brains develop up to their mid-twenties.
- E-cigarettes are the most commonly used tobacco product among Hispanic/Latino high school students (18.9%) and middle school students (7.1%)



### **Economic Toll of Tobacco Use**

- Total annual public and private health care expenditures caused by smoking: \$226.7 billion
- Annual federal and state government smoking-caused Medicaid payments: \$68.3 billion
- Federal government smoking-caused Medicare expenditures each year: \$57.4 billion
- Other federal government tobacco-caused health care costs (e.g. through VA health care): \$20.5 billion
- Annual health care expenditures solely from secondhand smoke exposure: \$6.99 billion
- Tobacco company PAC contributions to federal candidates, 2020 election cycle: More than \$1.1 million.
- Annual tobacco industry expenditures lobbying Congress in 2020: \$28.2 million
- Productivity losses from premature deaths caused by smoking each year: \$181 billion
- Average retail price per pack of cigarettes in the U.S.: \$7.19. For someone who smokes a pack a day that equals \$50 a week and over \$2,600 a year.



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