

Hispanics/Latinos in California

Cancer and Tobacco Use



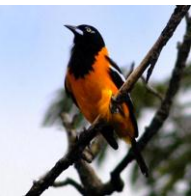
Hispanics/Latinos in California

- In 2010, 16.3% of the U.S. population identified as Hispanic or Latino. For the same year, in California, 37.6% identified as such.¹
- Smoking is responsible for 87% of all lung cancer cases in the United States and lung cancer is the leading cause of cancer death among Hispanic men and second among Hispanic women.



Tobacco Use and Healthcare Costs

- In Los Angeles County, more than 10,000 people die per year from tobacco related diseases.³
- California tax payers pay approximately \$15.8 billion annually in tobacco-related health care costs.³
- Hispanics have limited access to medical care, making it less likely that Hispanic smokers have access to cessation treatments.⁴
- Hispanic smokers in all age groups are more likely to quit or cut back smoking in response to increases in cigarette prices.⁵
- Every 10% increase in the real price of cigarettes reduces smoking among young adults by 3.5%, and kids and pregnant women by as much as 7%.⁶



Why should Hispanics prioritize tobacco education and prevention?

- Quitting smoking at any age can reduce a person's risk for lung cancer.⁷
- Smoking increases a person's chance of getting lung cancer 15 to 30 times.⁸



1. U.S. Census Bureau. The Hispanic Population 2010. (2011). 2010 Census Briefs. 2. ACS. (2009). Cancer Facts and Figures for the Hispanic/Latinos 2009-2011. 3. Max W., et al. The cost of smoking in California, 1999. Sacramento, CA: CDPH, 2002. 4. Houston, T., et al. (2005). "Patient smoking cessation advice by health care providers: The role of ethnicity, socioeconomic status, and health". AJPH. 5. CDC. (1998). "Responses to cigarette prices by race/ethnicity, income, and age groups—U.S. 1976-1993". MMWR. 6. Chaloupa, FJ. (1999). "Macro-social influences: the effects of prices and tobacco control policies on the demand of tobacco products". Nicotine and Tobacco Research. 7. U.S. DHHS. (2004). The health consequences of smoking: 2004 Surgeon General's report. Office of Smoking and Health. 8. CDC. (2011). Lung Cancer: Risk Factors.