

Hispanic Indiana Residents and Smoking



Tobacco Prevention and Cessation

November 2025

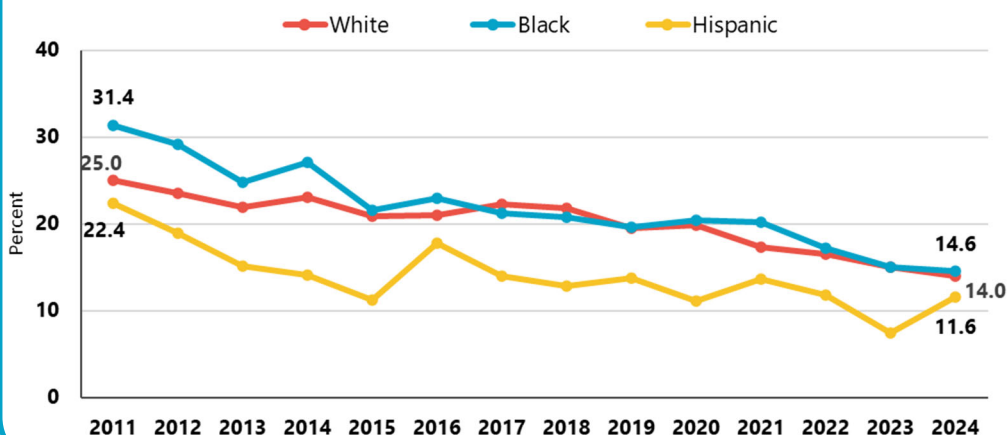
Achieving optimal health means addressing root causes that negatively impact the health of specific groups, like the harms caused by the commercial tobacco industry. In the 1970's and 1980's, the tobacco industry began developing an interest in the growing Hispanic/Latino community, believing this population to be "easy to reach" and "undermarketed".

Today the Hispanic community is the second largest racial/ethnic group in the U.S., after non-Hispanic whites. Retailers are incentivized to display advertisements in largely Hispanic or Latino neighborhoods. Additionally, the commercial tobacco industry has provided cultural events, scholarships and donated to political action committees to maintain its influence.

Smoking Prevalence Among Hispanic Adults

- In 2024, 11.6% of Hispanic adults in Indiana reported currently smoking cigarettes. This was similar to what was seen across the U.S., where 10.0% (2023 U.S. median*) of Hispanic adults reported currently smoking cigarettes
- Smoking prevalence has historically been lower among Hispanic Hoosier adults than among white and African American Hoosier adults, however **nearly 1 in 9 Hispanic adults** in Indiana continue to smoke cigarettes⁺

Percent of Indiana Adults Who Currently Smoke by Race/Ethnicity, BRFSS 2011-2024



Fast Facts

- The Hispanic population is the second largest racial/ethnic group in the U.S., with the largest being non-Hispanic Whites
- In 2024, **11.6%** of Hispanic adults in Indiana reported currently smoking cigarettes
- In 2024, **7.4%** of Hispanic high school students in Indiana reported currently using e-cigarettes
- Among Indiana high school students, Hispanic youth had the second highest rates of cigarette smoking, use of e-cigarettes, and cigars/cigarillos compared to other racial/ethnic groups
- In the U.S. and Indiana, cigarette smoking prevalence has historically been lower among Hispanic adults than among White and African American adults

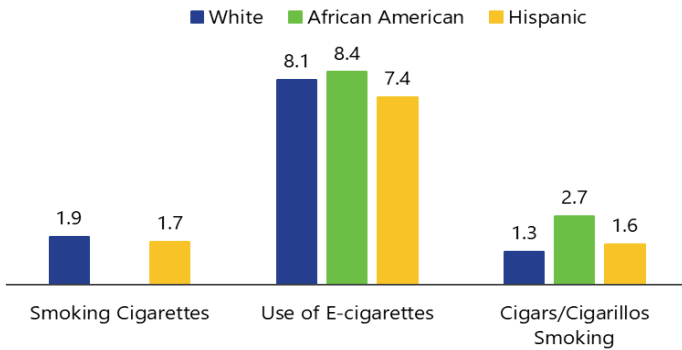
*Among 45 states and the District of Columbia with Behavioral Risk Factor Surveillance System (BRFSS) data reported for Hispanic/Latino adults. 2023 Data are the most recent data available.

⁺African Americans and whites include only non-Hispanic/non-Latino individuals. Hispanic/Latino individuals may be of any race.

Hispanic Youth Tobacco Use

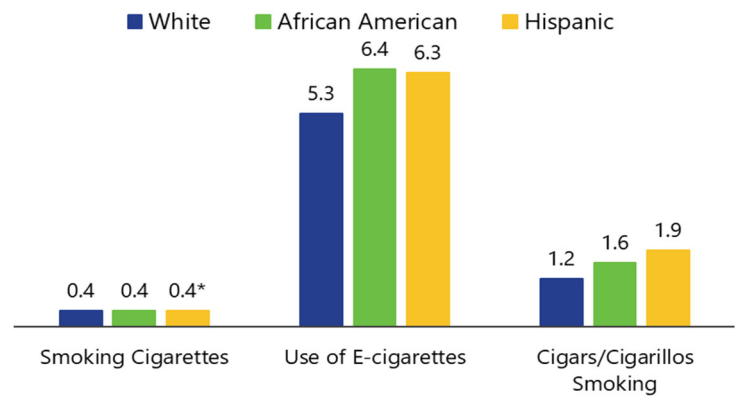
Not only are tobacco companies specifically targeting adults in the Hispanic community, but also youth. Tobacco companies use aggressive tactics including flavored products such as e-cigarettes and cigars/cigarillos, and marketing toward youth, utilizing social media and other youth-friendly marketing strategies.

Current Tobacco Use among US High School Students, 2024 NYTS



Nationally, among Hispanic high school students, increased rates of tobacco use were reported. Hispanic students reported higher rates of smoking cigars/cigarillos compared to both Black and white students. Additionally, Hispanic students reported higher rates of use of e-cigarettes compared to Black students however, cigarettes smoking was similar for both Hispanic and white students.

Current Tobacco Use among Indiana High School Students, 2024 IVTS



Similar to national trends, Hispanic high school students in Indiana also reported higher rates of e-cigarette use compared to Black students. Use of cigars/cigarillos was common among Hispanic high school students and was slightly higher than what was reported among white students.

*Relative standard error >30%.
Estimates may be unstable and should be interpreted with caution.

Smoking and Lung Cancer Among Hispanic Adults

Tobacco use continues to be the leading risk factor for lung cancer. Smoking causes over 82% of lung cancer deaths among adults nationwide. In Indiana, new cases of lung cancer among Hispanic men and women are lower than what we see for the United States, 22 versus 34 per 100,000 men and 15 versus 25 per 100,000 women. However, lung cancer is the leading cause of cancer deaths among Latino men and the second leading cause of cancer deaths among Latina women. Tobacco use prevention, increased smoking cessation, increased screening for tobacco use and lung cancer (as appropriate), and more effective treatment can greatly reduce poor health outcomes for those at greatest risk for lung cancer.

Resources for Treating Tobacco Dependence

Quit Now Indiana offers services free services to help someone end their dependence on tobacco. Quit services are available in several languages, including Spanish. People who use tobacco may call 1-800-QUIT-NOW or visit QuitNowIndiana.com for more resources and information about treating tobacco addiction.

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