



American Heart Association.

# The truth about... How the Tobacco Industry Targets Hispanic and Latino American Communities



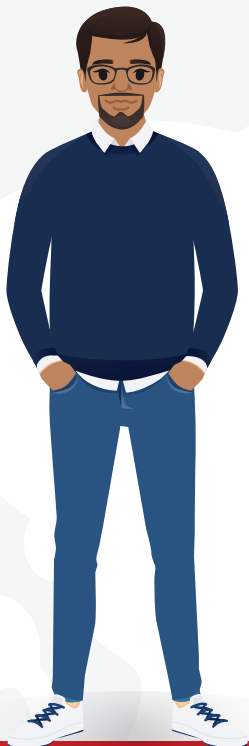
A review of tobacco industry documents found that R.J. Reynolds, the maker of Newport, Camel and other cigarette brands, began marketing to Hispanic/Latino Americans because they were a young, growing population that was geographically clustered. This predatory marketing continues today, with tobacco companies working hard to gain the trust and confidence of people who live in predominantly Hispanic/Latino communities by providing scholarships to students, supporting corporate sponsorships and contributing to Hispanic/Latino political action committees (PACs).

nearly **10%** OF HISPANIC/LATINO AMERICAN ADULTS CURRENTLY SMOKE CIGARETTES.



THE PREVALENCE OF CIGARETTE SMOKING AMONG HISPANIC/LATINO AMERICANS VARIES CONSIDERABLY BY SUB-GROUP.

Each year, more than **43,000 HISPANIC/LATINO AMERICANS** ARE DIAGNOSED WITH A TOBACCO-RELATED CANCER.



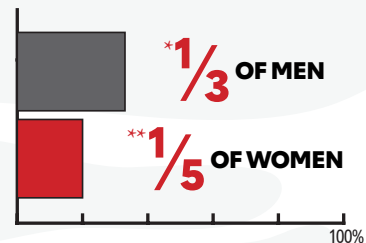
MORE THAN **1/3** WILL DIE AS A RESULT.

**QUIT SMOKING**

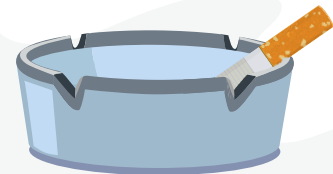


➤ **1 IN 3**  **PUERTO RICANS** CURRENTLY SMOKE.

➤ **AMONG CUBAN AMERICANS** CURRENTLY SMOKING ARE



➤ **DOMINICAN AMERICANS** CURRENTLY have the **LOWEST SMOKING PREVALENCE** among the United States' Hispanic/Latino population.



(\*Nearly, \*\*More than)



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(continued)



**E-CIGARETTES**  
ARE THE MOST USED TOBACCO  
PRODUCT AMONG  
**HISPANIC/LATINO AMERICAN**  
HIGH SCHOOLERS AND MIDDLE  
SCHOOLERS.



Nearly  
**1 IN 4**

**HISPANIC/LATINO AMERICAN**  
HIGH SCHOOLERS USE E-CIGARETTES.



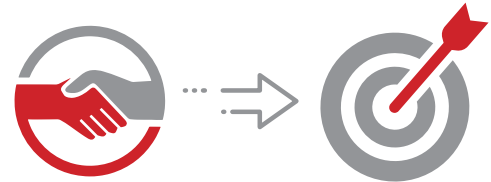
More than  
**1 IN 10**

**HISPANIC/LATINO AMERICAN**  
MIDDLE SCHOOLERS USE E-CIGARETTES.



Various internal reports from R.J. Reynolds noted that Hispanic/Latino Americans were key to the company's growth because the

**HISPANIC/LATINO MARKET**  
**WAS "BRAND LOYAL,"**  
**"LUCRATIVE," "EASY TO REACH"**  
**AND "UNDER MARKETED."**



When R.J. Reynolds discovered that  
**COLLECTIVISM**  
WAS **MORE IMPORTANT THAN**  
INDIVIDUALISM IN THE  
**HISPANIC/LATINO**  
**AMERICAN CULTURE,**  
it began **MARKETING**  
**SMOKELESS TOBACCO.**



## THE REASON?

Unlike combustible cigarettes, people could use products such as chew or snuff at any time without affecting the people with whom they socialize.