

National Alliance
for Hispanic Health
www.healthyamericas.org

**Nuestras Voces Adelante –
Our Voices Moving Forward
Network Program**


TAILORING & DELIVERING EVIDENCE-BASED TOBACCO TREATMENT TO
INDIVIDUALS FROM UNDERSERVED POPULATIONS

CENTER FOR TOBACCO TREATMENT RESEARCH AND TRAINING
UMASS CHAN MEDICAL SCHOOL – THURSDAY, JANUARY 11, 2024

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Agenda

- About the Alliance
- Hispanic Population in the U.S.
- Hispanics & Commercial Tobacco Use
- *Nuestras Voces Adelante* (Our Voices Moving Forward) Network Program
- *Nuestras Voces Adelante* Network Resources
- Hispanics and Cessation
- Delivering Cessation Support to Hispanics
- Evidence-Based Interventions
- Q & A



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The National Alliance for Hispanic Health (The Alliance)



Our Mission:
Best Health for
All.



We work to ensure that health is based on what we know about people, science, and culture.



Leading non-partisan health organization for research, service, and advocacy.



Largest and oldest Hispanic network of community-based organizations that deliver services to over 15 million persons each year around the U.S.



Believe in community-based solutions.



No funds from tobacco, alcohol, or sugar sweetened beverage companies.

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Our Members Are:

- **Leading Organizations:**
 - Community-based organizations
 - Major national health organizations
 - For-profit corporations
 - Foundations
 - Hospitals
 - Universities
- **Individuals:**
 - Professionals
 - Consumers
 - Students
 - Retirees



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Hispanic Population in the United States

In the U.S. about 63.7 million people are Hispanic making up about 1 in 5 of the population

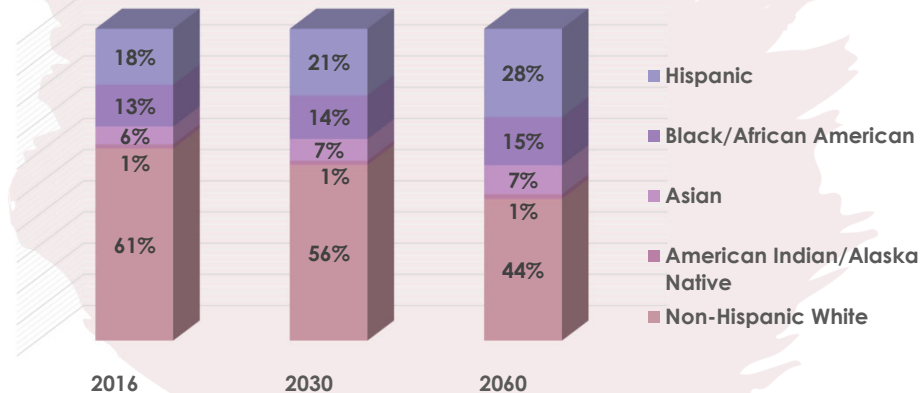


Total Population of U.S.	333,287,557
White alone	75.5 %
Hispanic	19.1%
Black/African American alone	13.6%
Asian alone	6.3%
American Indian and Alaska Native	1.3
Native Hawaiian/Pacific Islander	0.3%
Two or More Races	3.0%

Source: US Census Bureau. Population Estimates July 1, 2022.
<https://www.census.gov/quickfacts/fact/table/US#>

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Population by Race & Ethnicity: Projections 2030 to 2060



Source: Vespa, Jonathan, Lauren Medina, and David M. Armstrong, "Demographic Turning Points for the United States: Population Projections for 2020 to 2060," Current Population Reports, P25-1144, U.S. Census Bureau, Washington, DC, 2020.
 Note: Figures do not include the Commonwealth of Puerto Rico.

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Smoking Prevalence Among Hispanics

- Hispanic adults have lower overall cigarette smoking prevalence rates (7.7% for Hispanic adults compared with 12.9% for non-Hispanic white adults).
- Hispanic men are more likely to smoke than Hispanic women (smoking prevalence is 25.1% for Hispanic men and 14.7% for Hispanic women).
- Among Hispanic subgroups, Puerto Ricans had the highest rates of smoking at 28.5%, followed by Cubans (19.8%), Mexicans (19.1%), and Central and South Americans (15.6%).

Source: Tobacco Product Use Among Adults — United States, 2021. MMWR 2019 & Disparities in Adult Cigarette Smoking — United States, 2002–2005 and 2010–2013. MMWR 2016.

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Hispanic Youth and Tobacco

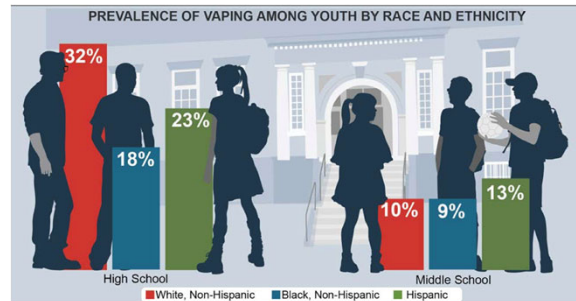
- While traditional cigarette smoking rates have been on the decline since the 1980s, youth and young adults are using e-cigarettes, disposables, and other new nicotine delivery devices made more attractive with menthol and sweet flavorings.
- Hispanic middle school students report higher rates of current use of any tobacco product (5.7%) compared to 3.7% for their non-Hispanic white peers.
- Hispanic middle school students are more likely than their peers to be current e-cigarettes users (4.2%) compared to 2.8% and 4.1% for their non-Hispanic white and non-Hispanic black peers respectively.

Source: Park-Lee E, Chunfeng R, Cooper M, Cornelius M, Jamal A, Cullen K. Tobacco Product Use Among Middle and High School Students — United States, 2022. Morbidity & Mortality Weekly Report 2022.

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The Tipping Point

- In 2020, an estimated 1 in 6 U.S. high school (23.6%) and middle school students (6.7%) reported current use of any tobacco product. More alarming is that **Hispanic middle school youth use e-cigarettes and other tobacco products at rates higher than their peers.**
- We're seeing a **"Tobacco Tipping Point" among Hispanic youth.** Although Hispanic adults are the group least likely to smoke, high rates of e-cigarette and other tobacco product use put Hispanic youth at an increased risk of becoming dependent on nicotine in adolescence and can lead to increased tobacco-related disease in adulthood — a tobacco tipping point.



Source: Tobacco Product Use Among Middle and High School Students — United States, 2020. MMWR 2020; Prevalence of Tobacco Use Among Middle School Students by Race/Ethnicity and Tobacco Product [highlight e-cigs]
https://store.samhsa.gov/sites/default/files/SAMHSA_Digital_Download/PEP20-06-01-003_508.pdf pg. 7

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Youth and E-Cigarettes

More than **2 million**
U.S. youth currently use **e-cigarettes**

11.3% **2.8%**
of high school students of middle school students

More than **8 out of 10**
current youth e-cig users use **flavored e-cigs**



Youth do not believe e-cigarettes cause significant harm. A recent national survey showed that only 28% believe they cause a lot of harm when they are used some days but not every day, and that 10% of U.S. youth believe e-cigarettes cause no harm at all.

Source: High School and Middle School Disposable E-cigarette Use 2019 to 2020 & Tobacco Product Use and Associated Factors Among U.S. Middle and High School Students – National Youth Tobacco Survey, United States, 2021.

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Youth Knowledge, Attitudes, and Beliefs

- Youth view vaping as more socially acceptable than smoking.
- Youth have many avenues of purchase.
- Peer pressure is a significant factor driving Hispanic youth tobacco use.
- Youth do not believe e-cigarettes cause significant harm.
- Youth view vaping as cool.



Source: Pepper, J. K., Coats, E. M., Nonnemaker, J. M., & Loomis, B. R. (2019). How Do Adolescents Get Their E-Cigarettes and Other Electronic Vaping Devices? *American Journal of Health Promotion*, 33(3), 420–429. <https://doi.org/10.1177/0890117118790366>

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Nuestras Voces Adelante (Our Voices Moving Forward) Network

Program Strategies



**National
Network**



**Community
of Practice**



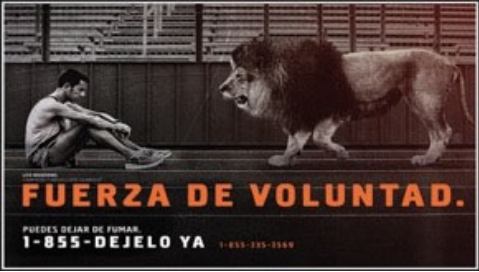
**Training &
Technical
Assistance**





**Mass Health
Communications**

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Webinar Trainings




Education Tools

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KEY FINDINGS FROM THE 2021 NATIONAL YOUTH TOBACCO SURVEY

Hispanic Middle School students report

HIGHEST RATES

8.4% Hispanic Middle School students reported highest rates of ever using e-cigarettes.

Group	Rate
Hispanic	8.4%
non-Hispanic white	7.5%
non-Hispanic black	7.0%

and of current use

Group	Rate
Hispanic	5.3%
non-Hispanic white	3.4%
non-Hispanic black	4.5%

Source: Gentzke AS, Wang TW, Cornelius M, et al. Tobacco Product Use and Associated Factors Among Middle and High School Students — National Youth Tobacco Survey, United States, 2021. MMWR Surveill Summ 2022;71(No. 55-57):29.

KEY FINDINGS FROM THE 2021 NATIONAL YOUTH TOBACCO SURVEY

Middle and High School students report

SYMPTOMS OF PSYCHOLOGICAL DISTRESS are a significant factor in tobacco use.

The survey included questions to assess psychological distress and found that as the severity of symptoms for students increased so did the percent who used tobacco.

Symptom Severity	Percentage
severe symptoms	14.2%
moderate symptoms	11.2%
mild symptoms	9.6%
no symptoms	5.5%

Source: Gentzke AS, Wang TW, Cornelius M, et al. Tobacco Product Use and Associated Factors Among Middle and High School Students — National Youth Tobacco Survey, United States, 2021. MMWR Surveill Summ 2022;71(No. 55-57):29.

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Hispanics and Cessation

- About 67.4% of Hispanic current daily cigarette smokers 18 and older report that they want to quit compared with 72.8% of non-Hispanic blacks, 67.5% of non-Hispanic whites, 69.6% of Asian Americans/Pacific Islanders, and 55.6% of American Indians/Alaska Natives.
- About 56.2% of Hispanic current daily cigarette smokers 18 and older report attempting to quit in the past year compared with 63.4% of non-Hispanic blacks, 53.3% of non-Hispanic whites, and 69.4% of Asian Americans/Pacific Islanders.

Source: Babb S, Malarcher A, Schauer G, Asman K, Jamal A. Quitting Smoking Among Adults — United States, 2000–2015. MMWR Morbidity and Mortality Weekly Report 2017; 65:1457–1464.

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Barriers to Cessation Among Hispanics

Hispanic smokers who visited a provider in the past year were 51% less likely to receive advice to quit than non-Hispanic whites.

Among Hispanic subgroups, Mexican smokers had a significantly lower prevalence of cessation treatment use than non-Hispanic white smokers during the same period.

A higher proportion of Hispanic than non-Hispanic white smokers visited a health care provider without receiving advice to quit.

Source: Babb S, Malarcher A, Asman K, Johns M, Caraballo R, VanFrank B, et al. Disparities in Cessation Behaviors Between Hispanic and Non-Hispanic White Adult Cigarette Smokers in the United States, 2000–2015. Prev Chronic Dis 2020; 17:190279

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Barriers to Cessation (cont.)

Even when quitting advice is given, patients are not provided with culturally proficient cessation tools and resources.

Cultural and linguistic communication barriers between patients and providers.

Lack of cessation coverage and not being able to afford to take time off from work.

Out-of-pocket expenses for nicotine replacement therapies (NRT) and lack of knowledge about how NRT works.

Lack of smoking cessation interventions specifically tailored to Hispanics.

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Delivering Cessation Support to Hispanics



The most important organizational infrastructure in Hispanic communities is the network of Hispanic health and human services **community-based organizations (CBOs)**. It is this network that must be at the core of any outreach strategy that seeks to **effectively reach Hispanic communities**.



Establishing formal **partnerships** with Hispanic serving CBOs is key to expand the reach of the programs. CBOs are experienced and equipped to implement **effective community-based programs** that are **culturally and linguistically appropriate** and respond to community-identified priorities.



Promote **collaboration and engagement of CHWs/promotores de salud** to support health education and prevention efforts and community/clinical linkages, as they are uniquely positioned to effectively reach vulnerable and underserved communities.



Develop **evidence-based interventions for cessation support tailored to Hispanics** that are culturally proficient, language appropriate, and that incorporate cultural values such family, faith, etc., which play an important role in the health decision making process.

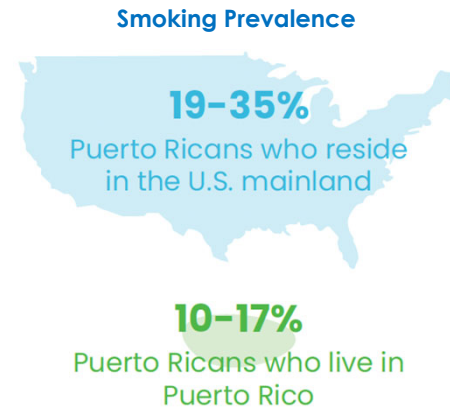


Maximize available communication channels and strategies to reach and inform Hispanic communities with **tailored health communication messages and develop culturally proficient and bilingual materials** and resources in different formats to reach audiences from different generations.

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Tailored Evidence-Based interventions and Promising Practices for Hispanics

Decídetexto Puerto Rico: A pilot study that studied the feasibility and acceptability of a smoking cessation intervention in Puerto Rico via mobile phone.



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Tailored Evidence-Based interventions and Promising Practices for Hispanics

- **Workplace Smoking Cessation Intervention for Hispanic/ Latino Construction Workers:** Develop a sustainable smoking cessation intervention for the construction sector tailored to Hispanic construction workers (HCWs), to meet their life/work circumstances and enhance their access to smoking cessation support.







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Thank You

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