

UNDERSTANDING THE CULTURAL FACTORS INFLUENCING TOBACCO CESSATION AMONG LATINX COLLEGE STUDENTS

2025

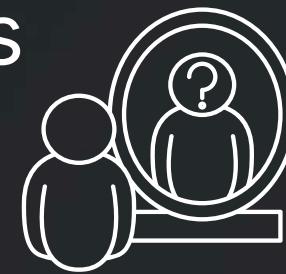
Scholar: Martin Montes
Principal Investigator: Rosa Toro, PhD
Bulldogs Involved In Tobacco Endgame Research
California State University, Fresno



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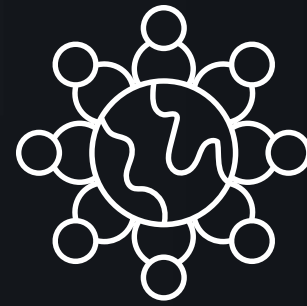
WHAT IS ESTABLISHED IN THE LITERATURE

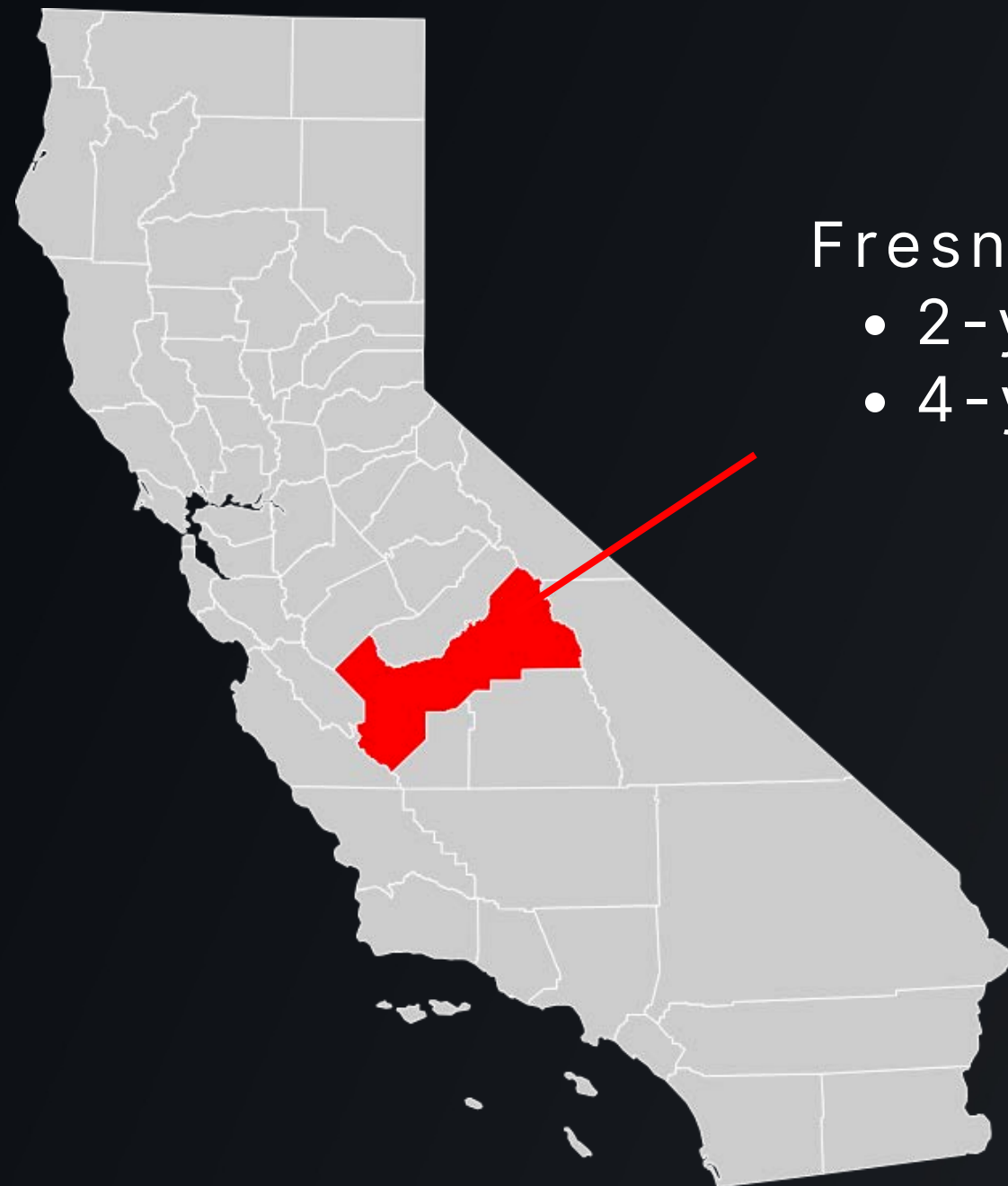
- 13.5% of Latinx adults in Fresno County still use tobacco/nicotine
- High e-cigarette use in college-age Latinx students
- Mental health struggles increase substance use
- National data doesn't reflect local student struggles
- Latinx students face added stress from identity, stigma, & family roles



WHAT DROVE THIS RESEARCH

- Are services culturally relevant?
- What supports were missing when students tried to quit?
- Do programs reflect identity and lived experience?





Fresno county:

- 2-year Institutions
- 4-year Institutions

1. California State University, Fresno
2. Fresno City College

Male:	Female:	N/a:
47	147	18
22.2%	69.3%	8.5%

Mean Age:
19.68



PARTICIPANTS

Targeted Latinx college students; majority identified as Hispanic.

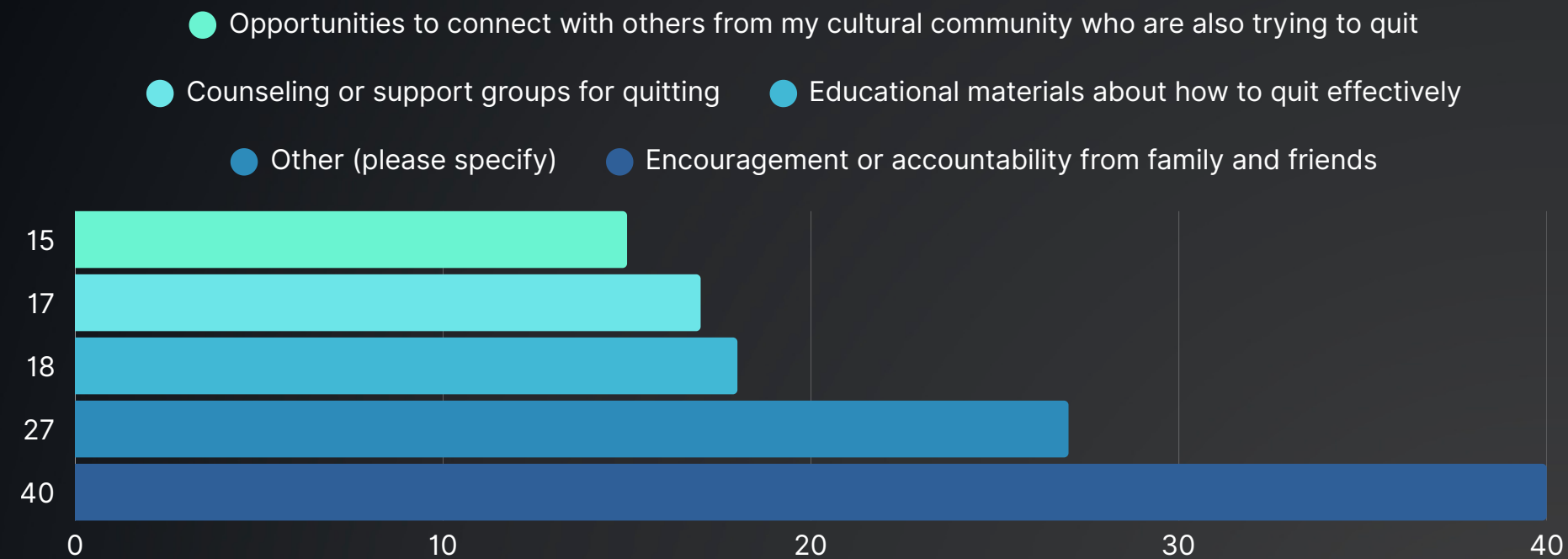
Incentives for Participation:

- \$25 Amazon Gift Card



- Extra Credit(varied by instructor)





Top 5 reported barriers to quitting

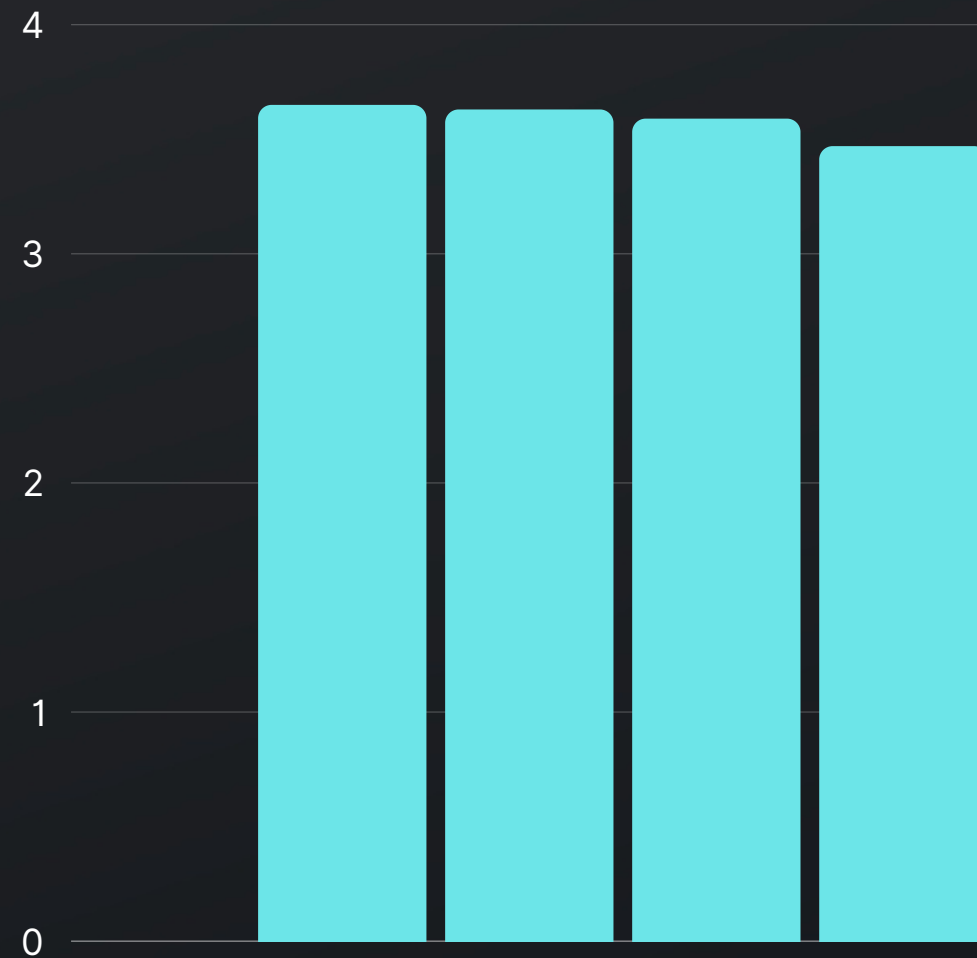
RESULTS (PART 1)



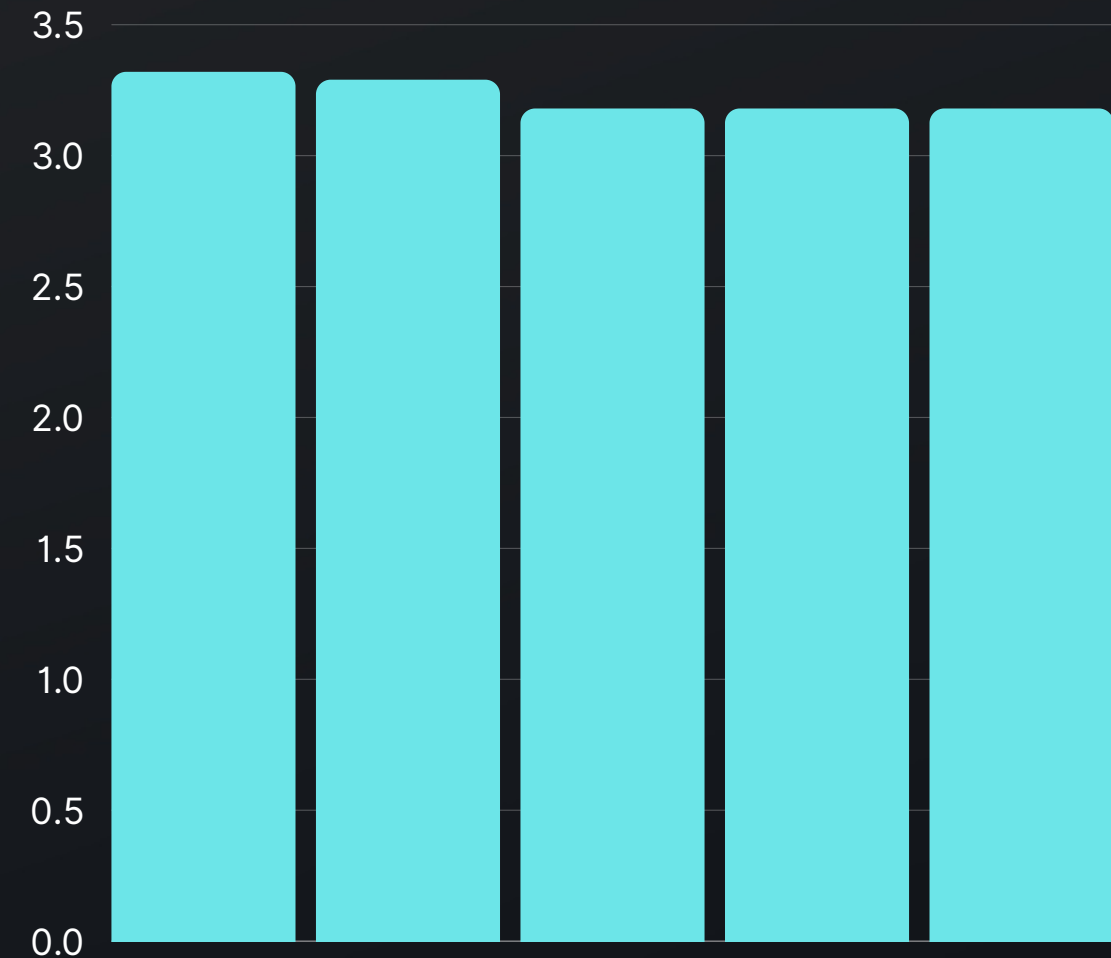
Lowest 5 reported barriers to quitting

RESULTS (PART 2)

● Top 5 Resources by Mean Importance Rating:



● Lowest 5 Resources by Mean Importance Rating:



PUTTING IT INTO WORDS

Latinx students face cultural disconnects in both quitting support and resources.



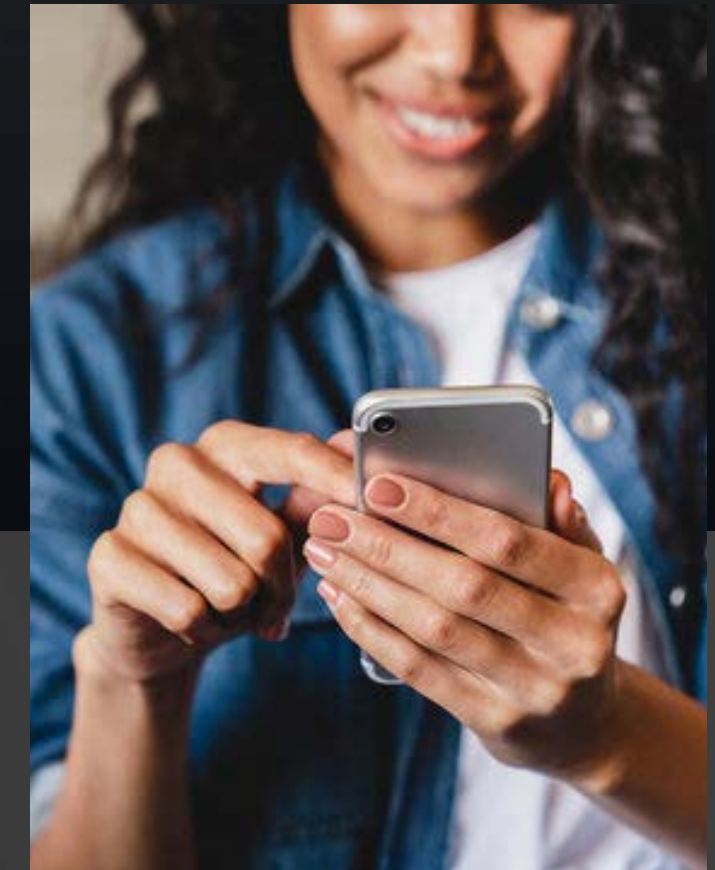
BIGGEST BARRIER: LACK
OF SUPPORT FROM
FAMILY OR FRIENDS



STUDENTS WANTED
RELATABLE INFO, PEER
SUPPORT, AND SAFE
SPACES



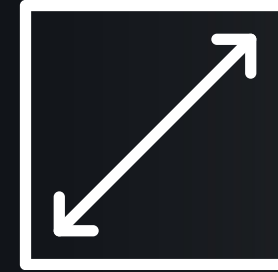
MOST VALUED:
BILINGUAL THERAPY,
GROUP SUPPORT, AND
LANGUAGE ACCESS



LEAST HELPFUL:
RELIGIOUS LEADERS,
HOTLINES, OR GENERIC
MATERIALS

KEY TAKEAWAYS

Culture isn't an add-on — it's the foundation for meaningful tobacco cessation.



One-size-fits-all
doesn't work



Cultural
alignment
matters



Students know
what they need



Programs must be
built with students
—not just for them

Q.U.I.T

A student-informed framework:



**Queremos
apoyo**

**(Support from
family/community)**



**Un lenguaje que
entendemos**

**(Language we
relate to)**



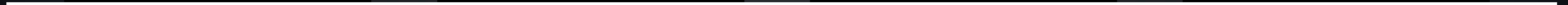
**Identidad
visible**

**(Programs that
reflect us)**



**Testimonios
reales**

**(Success stories we
recognize)**





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THANK YOU

Q & A