

## Cultural and Linguistic Competency (CLC) and Implicit Bias (IB) in Tobacco Cessation

Racial and ethnic minorities, including other social determinants of health factors, have been targeted by the tobacco industry for years creating inequities among those who use commercial tobacco\* products.<sup>1</sup> In addition, provider-patient language barriers and certain demographics are less likely to receive advice to quit smoking.<sup>2</sup>

Implicit bias in the treatment of commercial tobacco products exists, which makes it harder for some patients to seek resources and assistance.<sup>3</sup> Providers who use commercial tobacco products are less likely to advise patients to quit.<sup>4</sup> Healthcare providers must be aware of the negative implicit bias and how it affects patients' experience throughout the screening and cessation intervention at each clinical encounter.

\**Commercial tobacco* is the harmful products made and sold by tobacco companies. It does not include "traditional tobacco" used by some Indigenous groups for religious or ceremonial purposes.

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<sup>1</sup> California Department of Public Health. (2023). UNDO End Tobacco Damage Now: Story of Inequity. <https://www.undo.org/story-of-inequity>

<sup>2</sup> Valencia CV, Dove M, Tong EK. Factors Associated With Receipt of Smoking Cessation Advice and Assistance by Health Professionals Among Latino and Non-Latino White Smokers With Medicaid Insurance in California. *JAMA Netw Open*. 2022;5(1):e2144207. doi:10.1001/jamanetworkopen.2021.44207

<sup>3</sup> Li, L., Zhan, S., Hu, L., Wilson, K.M., Mazumdar, M., Liu, B. (2021). Examining the role of healthcare access in racial/ethnic disparities in receipt of provider-patient discussions about smoking: A latent class analysis. *Preventive Medicine*, 148. <https://doi.org/10.1016/j.ypmed.2021.106584>

<sup>4</sup>Tong EK, Strouse R, Hall J, Kovac M, Schroeder SA. National survey of U.S. health professionals' smoking prevalence, cessation practices, and beliefs. *Nicotine Tob Res*. 2010 Jul;12(7):724-33. doi: 10.1093/ntr/ntq071