

American Indian Youth in California

Tobacco Use



American Indians in California



- In 2010, 1.0% (362,801) of Californians identified as American Indian or Alaska Native alone¹.
- There are 107 federally recognized tribes in California with Los Angeles having the largest urban AI population (combination of California tribes and out of state tribes) in the U.S.²



Tobacco Use among AI Youth in California



Culture and Tobacco among American Indian Adolescents³



- Over 50% of AI youth reported they have ever tried or experimented with cigarettes.
- 26% of youth reported that they used cigarettes in the past-month.
- 47% of youth were between 10-13 years old when they had their 1st puff on a cigarette.
- Having friends or siblings that smoke is more likely to influence smoking.
- Being exposed to secondhand smoke (in same room or in a car) can influence smoking.



Facts about Tobacco in AI Communities



Costs of Smoking and Policy Strategies for California AI communities⁴

- Youth are targeted by the **Tobacco Industry** at an early age to get them addicted and the Tobacco Industry reaps the benefits of making millions.
- Access to cheaper cigarettes on Indian reservations is associated with higher tobacco use rates and lower quit rates, especially among youth.
- Taxation has provided benefits like: decreased tobacco consumption and initiation to smoke, increased *quit attempts* by smokers, and an additional source of revenue that can be directed toward commercial tobacco prevention and preservation of traditional tobacco and activities.



1.U.S. Census bureau: American Fact Finder. (2010). **2, 4, 9, 11-13**. Satter et al. Costs of Smoking and Policy Strategies for CA AI communities. (2012) J Cancer Educ. (Online). **3**. Culture and Tobacco among American Indian Adolescents. USC. TRDRP Grant #15RT-0111 (2009).