

# Chinese Progressive Association – San Francisco Overview of CPA's Tobacco Free Campaigns

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# Overview of San Francisco

- **Economy**

- With the decline of manufacturing, the tourism/hospitality and restaurant industry is the strongest

- **Political Climate**

- San Francisco is a so-called progressive and liberal city with some of the strongest laws but weak enforcement

- **Demographics**

- An “Asian” city: Approximately 40% Asian American, of that nearly 25% Chinese American
- 2010 Census Results: Asian population increased by 12% and Latino population increased by 11% and Black populations decreased by 19%.
- There is a large poor & working class immigrant population in SF

# Overview of CPA's work on smoke-free air policies

- **1995:** CPA started Chinese Power Against Tobacco (CPAT) to organize Chinese immigrant youth around tobacco free issues
- **1996:** CPAT successfully advocated for policies through the School Board to ban tobacco gear/clothing in schools and through the Board of Supervisors to ban tobacco advertising 500 feet from schools.



# Overview of CPA's work on smoke-free air policies

- **1999:** CPAT locally spearheaded a citywide campaign leading to the SF Board of Supervisors to allocate \$1 million per year to tobacco prevention programs.
- **2003:** CPA launches Smokefree housing Campaign to support statewide Smoke Free Housing Legislation
- **2009:** CPA with the Tobacco Free Coalition passes groundbreaking citywide Second Hand Smoke Legislation that closed key loopholes in smoking in common areas and outdoor dining areas.



# Strategies for engaging Asian American, Native Hawaiian, and Pacific Islander communities

- **Language and culture is key**
- **Oral history and storytelling**
  - Stories on impacts on children and families. For example, children finding people hiding in the bathroom to smoke.





# Strategies for engaging Asian American, Native Hawaiian, and Pacific Islander communities

- **Countering individualism: smoking is a symptom of a larger system**
  - There are a lot of Chinese smokers, workers undergo stress from work and are encouraged to smoke
- **Long term organizing campaign strategy**



## Lessons learned...

- **We need to reframing the debate:**
  - Bad economy and hurting small business was more important to the public than health
  - In the so called progressive city, there is a “Right to smoke”
  - Smoke free laws protect tenants, not evicts tenants
  - Impacting all communities
- **Collecting surveys to organize and build confidence**
  - Tenants afraid to speak out against neighbor but came out to speak at the hearings



## Lessons learned...

- **Find a champion**
  - Found a champion for the legislation with a personal story (Supervisor Eric Mar)
- **Always begin strong in negotiations**
- **Learn to neutralize your traditional opponents**
  - We negotiated with the Golden Gate Restaurant Association to stay neutral and reached out to Chinese businesses
- **Think long term**
  - SHS Legislation took 2 years





