

NAPAFASA Conference June 5, 2008 Rod Lew, M.P.H., APPEAL

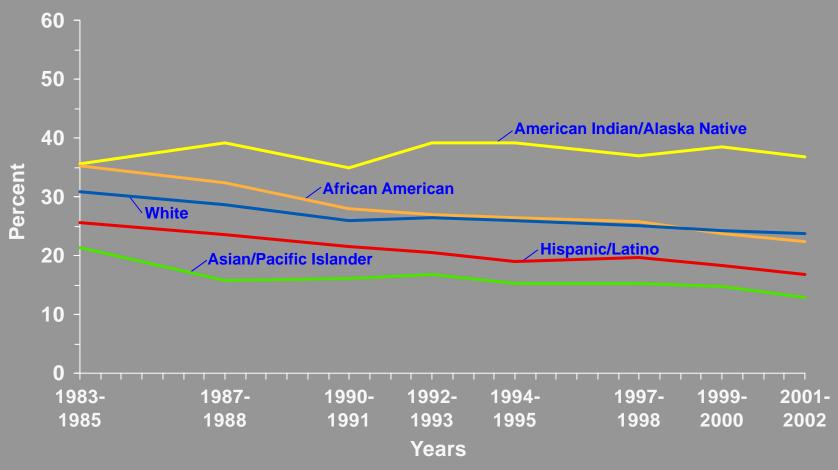


#### Overview

- Describe how tobacco as a substance abuse and social justice issue
- Describe comprehensive framework to eliminate tobacco disparities
- Give local examples of APPEAL's leadership and policy initiatives
- How advocates have been involved with the AAPI tobacco control movement

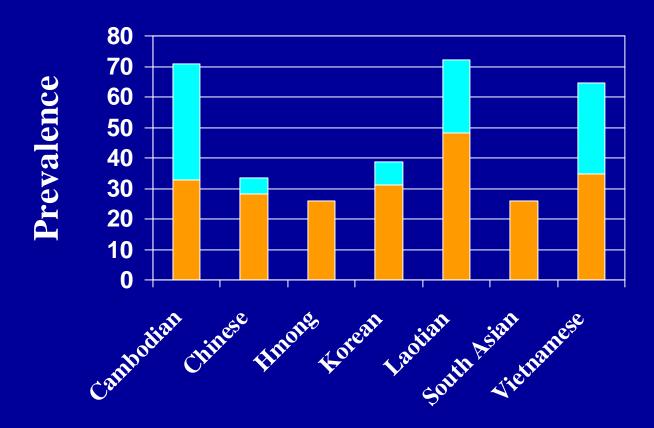


#### Cigarette Smoking\* Trends: Adults, 1983-2002



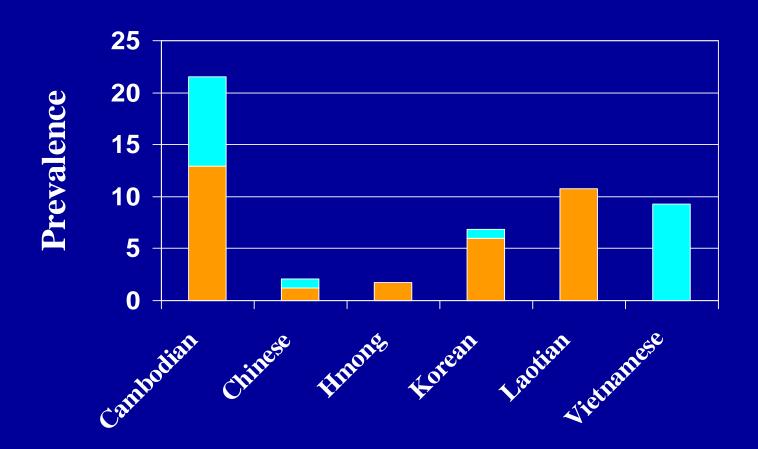


#### **Smoking Prevalence Ranges for Asian American Men**





### **Smoking Prevalence Ranges for Asian American Women**





# Tobacco Use among Native Hawaiians and Other Pacific Islanders (NHOPIs)

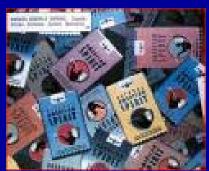
- Smoking is high for both Native Hawaiian males (up to 42%) and females (up to 35%)
- NHOPI girls had the highest smoking prevalence among middle school girls (25.4%)
- Guam 2<sup>nd</sup> highest smoking prevalence among U.S. states and territories (MMWR 2004)
- For Pacific Islanders, tobacco use includes chewing tobacco mixed with betelnut



### Tobacco's Impact on AAPIs and other Communities of Color

- Sacred Use of Tobacco
- History of Tobacco's Commercialization
- Heavy Targeting by the Tobacco Industry
- Disparities in Resources and Capacity
- Tobacco as a Social Justice Issue



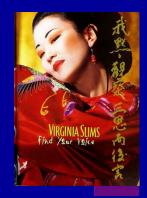












## Results from Tobacco Industry Documents 1988-1995

- AAPI market important due to population growth and geographic clustering
- AAPIs had "predisposition to smoking" and increased consumer purchasing power
- High percentage of AAPI retail business owners
- Philip Morris' PUSH, PULL and CORPORATE GOODWILL strategies



effectiveness of advertising warnings,<sup>2</sup> advertising agence operations, "effects of bans and major restrictions," and taliures and shortcomings of self regulation," Other failures and shortcomings of self regulation," Other seesarch has examined special forms of communications, such as sports sponsorship, "1" product placement and smoking in the self-interest sponsorship," " retail signage," and billbeards of outdoor advertising,"

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It has been moted from US utables conducted in Sa Francisco, "M. Leun," Chizago, "San Horge," Boston," and Francisco, "M. Leun," Chizago, "San Horge," Boston," and to five times store prevealent in ethnic nationity communist than in white communities. Ethnicity and zac of model, in people both of the same properties of the same people both of the people both of the same people of the same people both of the linguistic, African American, or white englished the same englished both of the linguistic store, and ask inside and curacle stores were up linguistic store, and ask inside and curacle stores were up linguistic store, and ask inside and curacle stores were up linguistic store, and ask inside and curacle stores were up linguistic store, and ask inside and curacle stores were up linguistic store, and ask inside and curacle stores were up linguistic stores. The same people is a linguistic store and the same people is linguistic stores. The same people is linguistic stores and the same people is linguistic stores white poster in a people same people is linguistic stores and the linguistic stores white poster in a linguistic store and linguistic stores are linguistic stores white linguistic stores are linguistic stores and linguistic stores are linguistic stores white linguistic stores were poster in a linguistic store linguistic stores linguisti

neighbourhoods.<sup>25</sup>
Tobacco products are also heavily promoted to ethnic minority groups in print advertising, Studies have compared to relative frequency of advertising, so effection models, and advertising content in magazines with predominantly black creditarily touch as Edway, Jez., and Ensort to magazines with readership touch as Edway, Jez., and Ensort to magazines with such as Edway Jez., and Ensort to magazines with such as Edway Jez., and Ensort to magazines with which will be a Edway Jez., and Ensort to Magazines with the such production of the Compared to t

www.tobaccacantrol.a







Philip Morris Companies Inc. applauds the work of the groups listed in the

1995 National Directory of Asian Pacific American Organizations

We are proud to join with the Organization of Chinese Americans in the production of this timely and useful directory

"Corporate Goodwill"



"Investigate the possibility of utilizing men and women and targeting youth in advertising strategies...the literature suggests that Asian-American women are smoking more as they believe they should enjoy the same freedom as men."

Lorillard Tobacco Company document, 1990



#### Post Tobacco Settlement Advertising





### Responding to the Tobacco Crisis: The Case for Tobacco Cessation

- High tobacco prevalence among certain groups
- Patient-oriented and clinic-based opportunity
- Increased success of some cessation strategies
- Cessation- an easier concept to understand







#### Strategic Framework for Tobacco Control among Asian Americans, Native Hawaiians and Pacific Islanders

Guiding Strategic **Community Short Term and Long Term Inputs Principles Planning** Capacity Intermediate **Outcomes Building Outcomes Community** Leadership **4-Prong Policy Readiness Development Change Model** Advocates •Community •Community •Communities **Participation Policy** •Mainstream •Coalitions Institution **Environment Community Policy Mobilization and** Assessment and •Community •Legislative •Leaders Data **Organizing** Competence **Policy** •Corporate Partnerships **Policy** •Community •Resources **Prioritization** Infrastructure **Empowerment** and Goal-Setting **Development Programs** •Time •Cessation •Prevention Reduced **Tobacco Use Health Parity** and **Health Justice** 

### Why Leadership?

- AAPI tobacco control requires diverse leadership
- Multiple community issues requires basic leadership skills
- Limited leadership training opportunities for AAPIs











"APPEAL trainings are intense, in-depth, refreshing, and understands and embraces the diversity and cultural perspectives of the participants. And most of all you feel good... because for the first time my history, cultural, and experiences -- were allowed at the table."

- Brandie Flood, Center for Multicultural Health



#### Impact of Leadership Development

- Individual: Increased knowledge and skills
- Community: Mobilization, capacity building and interventions
- Policy/Systems: Funding, representation and legislation
- Cross Cultural: Increased collaboration, empowerment and parity

A Movement?





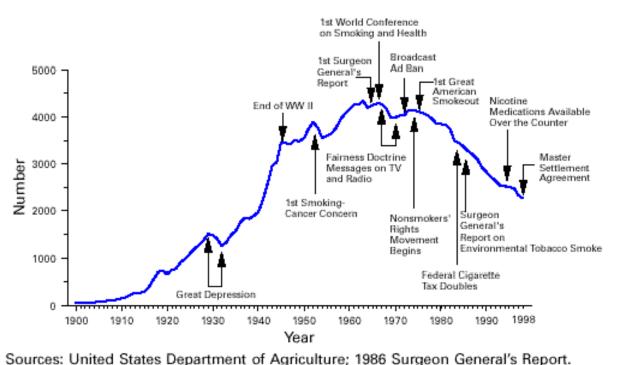
### Why Policy?

- More people impacted
- Social or community norm change
- Strive for sustainable change



#### Per Capita Cigarette Consumption United States 1900 to 1999









# APPEAL's 4- Prongs of Tobacco Control Policy

- 1. Need to advocate within our priority populations where tobacco is not a high priority
- 2. ...within the mainstream tobacco control movement where priority populations are not a high priority
- 3. ...with policymakers where neither tobacco nor priority populations are a priority
- 4. ...against the tobacco industry where priority populations are one of the high priorities



### **Community Policy Change**

- Low income housing smoke-free policy
- Merchant education to enforce policies
- Pledge to refuse all tobacco industry sponsorship
- Organizational policies to better support those staff and patients with cessation



# Mainstream Tobacco Movement Policy Change

Funding Parity

 Representation of AAPIs and priority populations in mainstream planning and decision making processes

• Cultural or community competent staff



#### **APPEAL Activities 2008**

#### Data Collection:

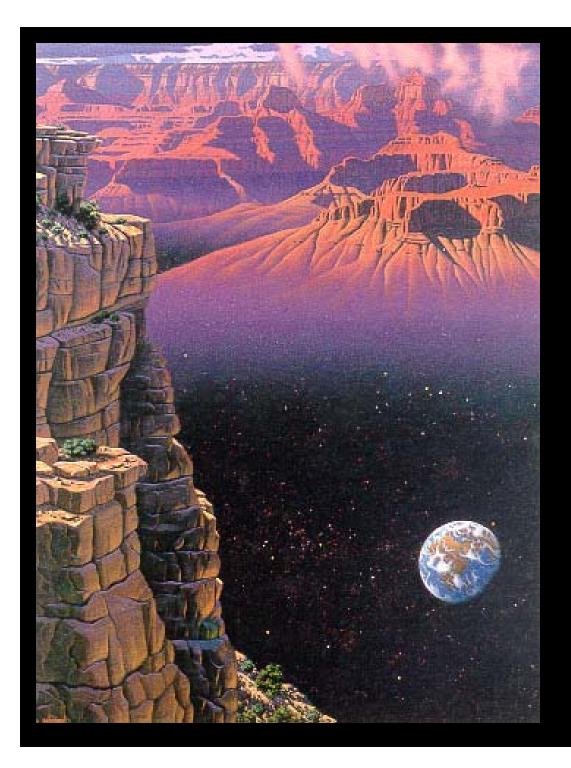
- Analyzing Data from CBPR on Envt Tobacco Influences
- Leadership Development:
  - 6-8 Local Tobacco Control Leadership Forums
- Cessation:
  - Gathering of AAPI Tobacco Cessation Experts
- Policy:
  - Funding of AAPI Tobacco Control Policy Initiatives



#### **Conclusions**

- 1. Tobacco as a social justice issue and requires comprehensive action approach
- 2. Beyond just cessation and treatment
- 3. Policy change and cultivating traditions of wellness
- 4. Community advocates play a critical role





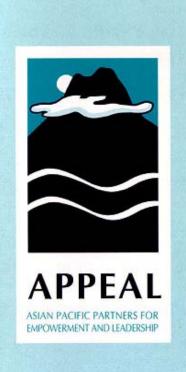
Vision without action is merely a dream.

Action without vision merely passes the time.

Vision with action can change the world.

Laraine Matusak





www.appealforcommunities.org

www.tobaccopreventionnetworks.org

...towards a tobacco - free Asian and Pacific Islander community

