

Addressing Tobacco Disparities through Promising Practices: Leadership and Policy Change

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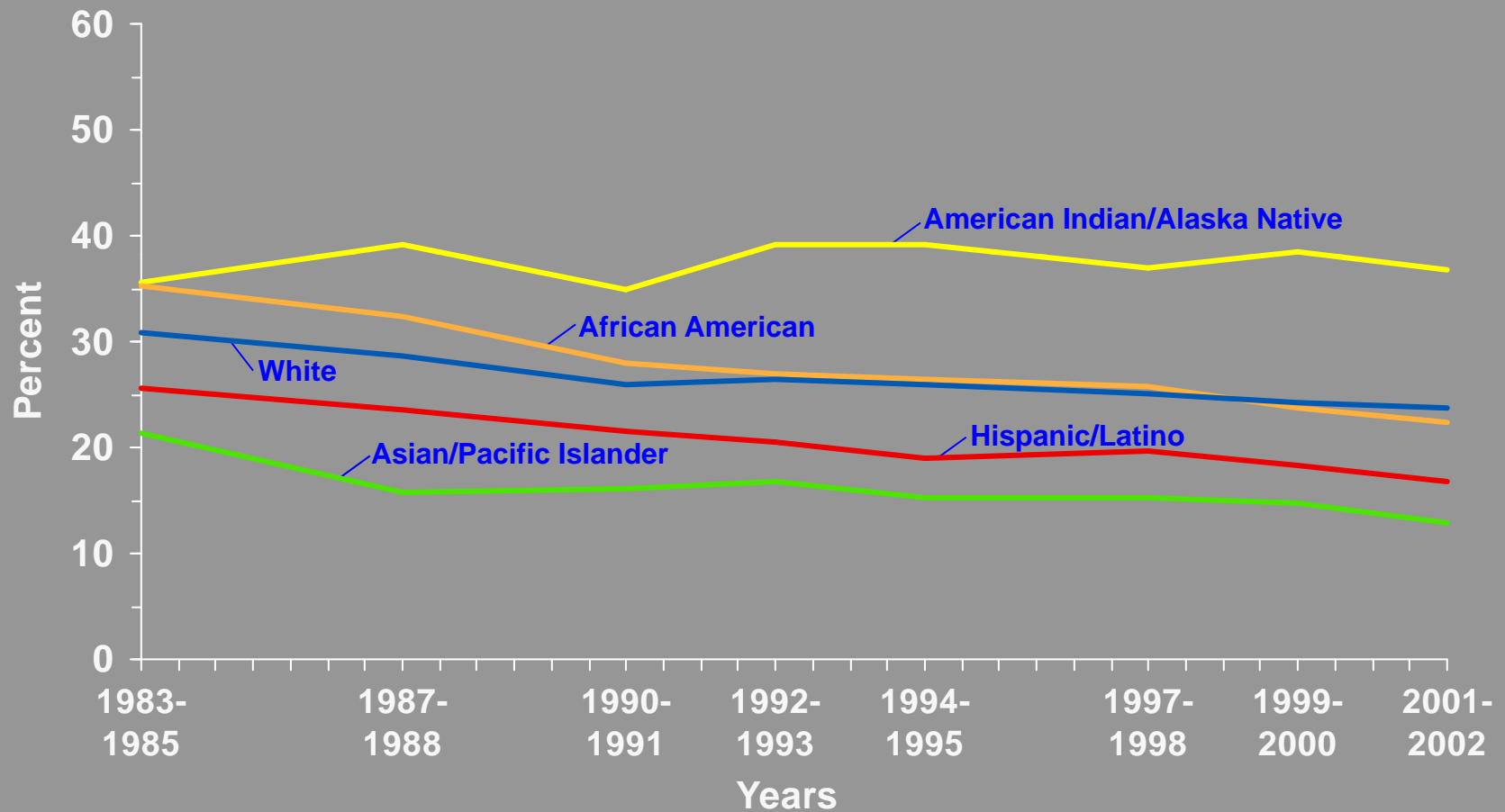


Overview

- 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

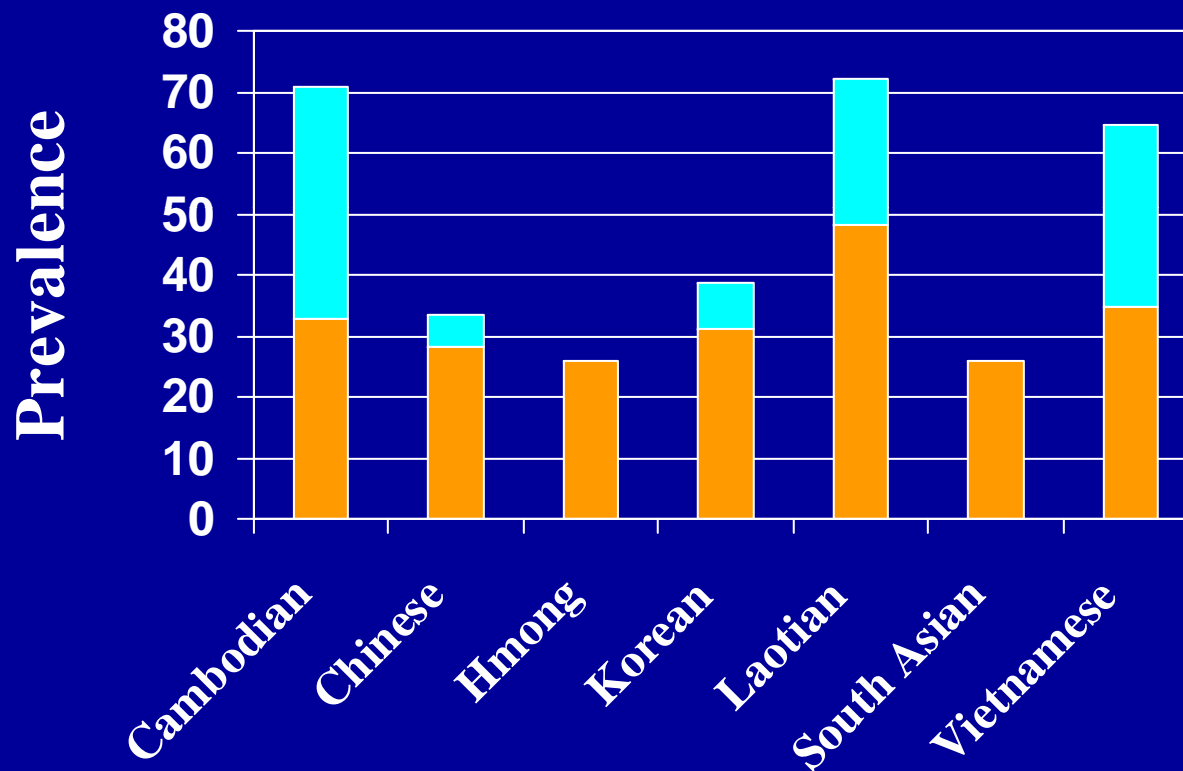


*Smoking on 1 or more of the previous 30 days.

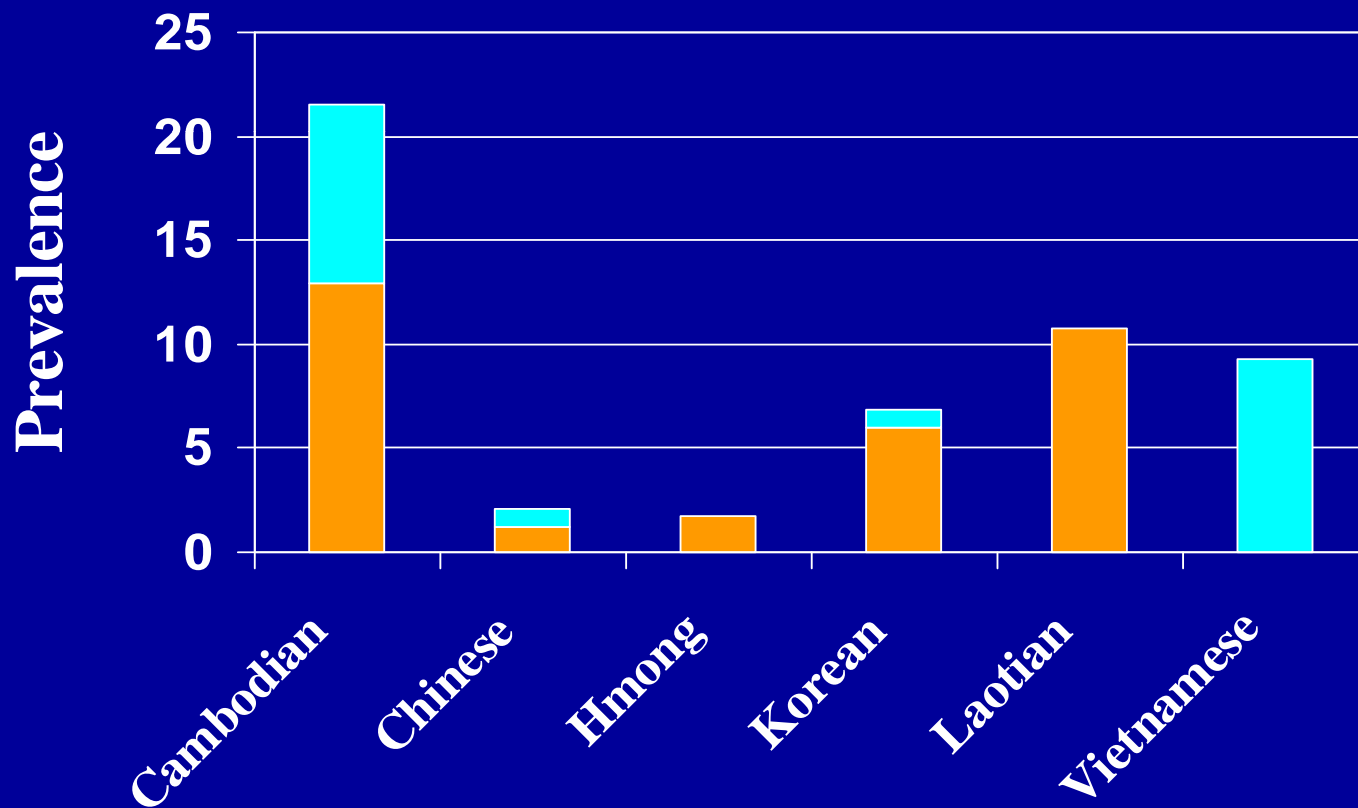
Source: National Health Interview Surveys, 1983-2002, selected years, aggregate data



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 - 2nd 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





“Pull”



“Push”

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

In silence I see.
With **WISDOM**, I speak.

VIRGINIA SLIMS
Find Your Voice

我默，觀察，三思而後言

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

VIRGINIA SLIMS
REGULAR LIGHTS 100's

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method. © Philip Morris Inc. 2000



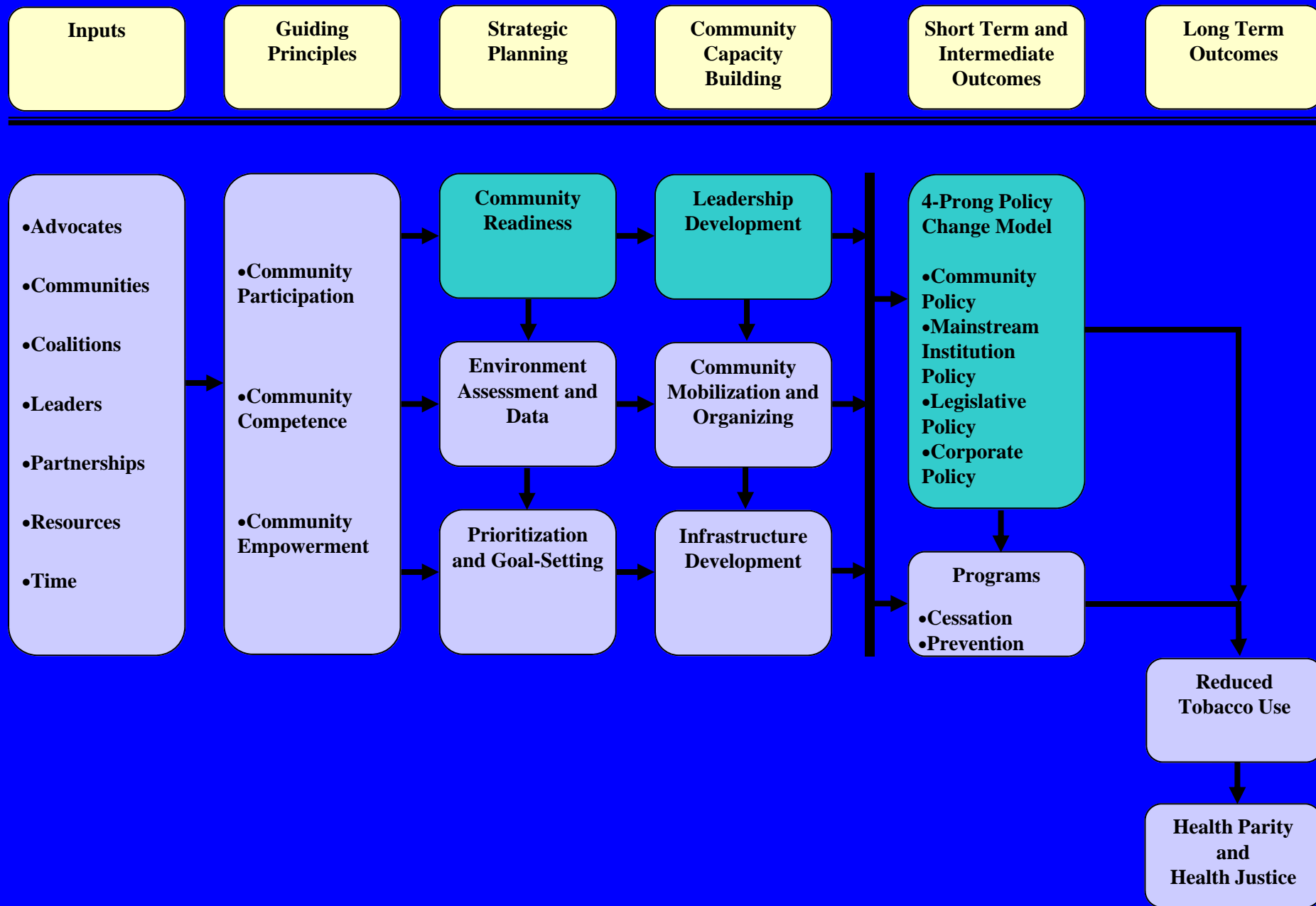
Responding to the Tobacco Crisis: The Case for Tobacco Cessation

- 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



Why Leadership?

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





“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 ?



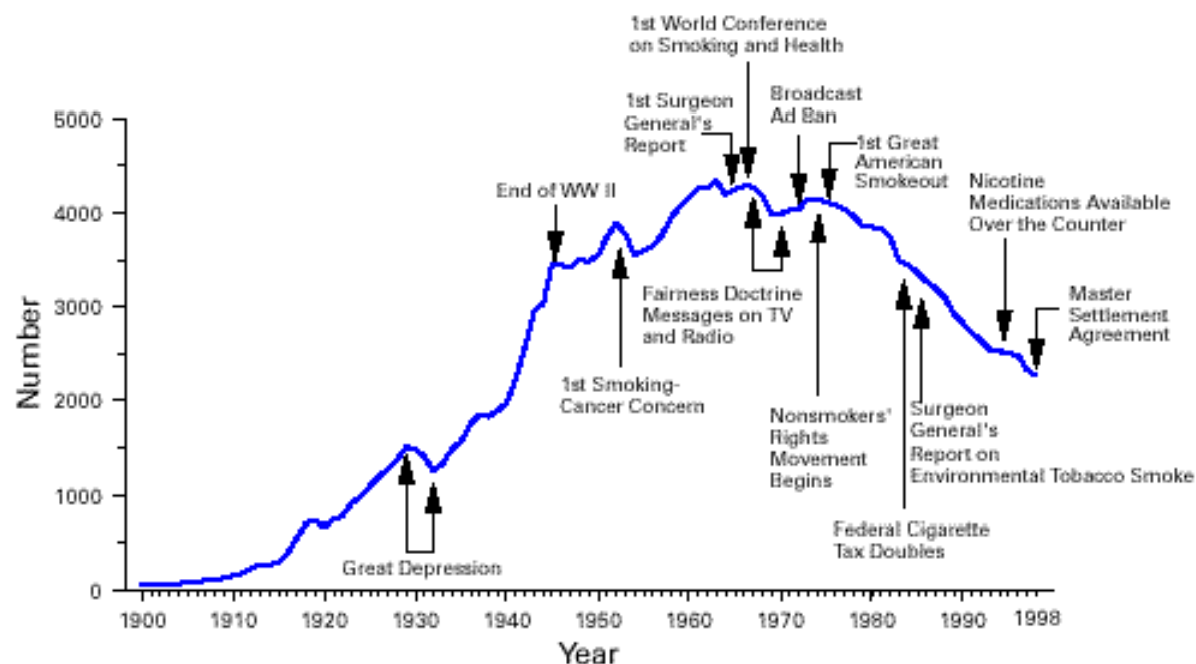
Why Policy?

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



Per Capita Cigarette Consumption United States 1900 to 1999

FIGURE 1. Annual adult per capita cigarette consumption and major smoking and health events — United States, 1900–1998



Sources: United States Department of Agriculture; 1986 Surgeon General's Report.

Source: Tobacco Use - United States, 1900-1999. MMWR November 5, 1999; 986-993



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





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

www.appealforcommunities.org

www.tobaccopreventionnetworks.org

