



SHAPE

SUPPORTING HEALTHY
ASIAN PACIFIC EMPOWERMENT

SHAPE Project Overview

While smoking prevalence in California has steadily declined, tobacco continues to be an issue for certain Asian and Pacific Islander (API) subgroups, particularly within adult males. Data from the California Health Interview Survey show that Pacific Islander (36.3%) and Vietnamese (30.7%) men's smoking rates are approximately double those of all men in California (17.2%). Smoking rates in Filipino (18.7%) and Korean (21.5%) men are also high. Even if they do not smoke, API communities are exposed to higher rates of secondhand smoke at home, work, and public spaces. Higher proportions of Vietnamese (56.1%) and Pacific Islanders (64.7%) are exposed to secondhand smoke than the general population in California (44.7%).

Waymakers and CASA (Community Action Service Advocacy) are working on a tobacco initiative to reduce the disproportionately high tobacco use rate and rates of exposure to secondhand smoke in the Asian and Pacific Islander communities in Orange and San Diego Counties. The project is a five-year campaign running until 2023 with funding from the California Department of Public Health's California Tobacco Control Program.

The South Coast Region API Tobacco Prevention Project works with residents, community organizations, housing management, health partners, and youth groups to achieve three major goals:

- 1) Adopt and implement smoke-free multi-unit housing policies in Garden Grove and San Diego that designate 100% of individual units as smoke-free
- 2) Work with healthcare institutions that serve the API community to implement voluntary tobacco-free policies in their workplace, including smoking assessment questions during adult client intake and tobacco cessation referrals
- 3) Work with API youth to engage them in tobacco-free community events, capacity building workshops, and other advocacy activities that promote policy, environment, and systems change to improve their communities

If you would like more information or want to know how you can get involved, contact us!

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