



Tobacco use in AANHPI Communities

SPARC

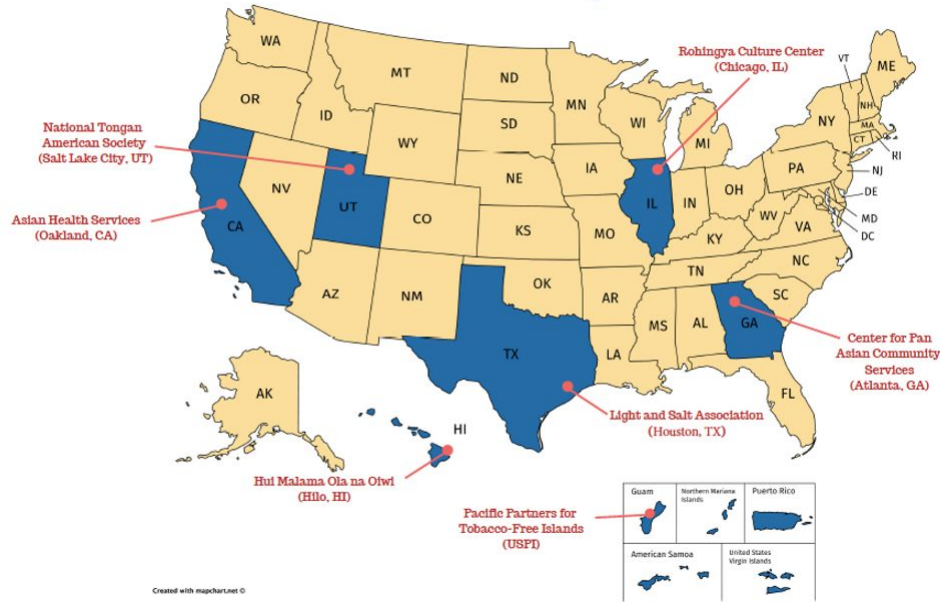
Statewide Pacific Islander and
Asian American Resource & Coordinating Center



House- keeping

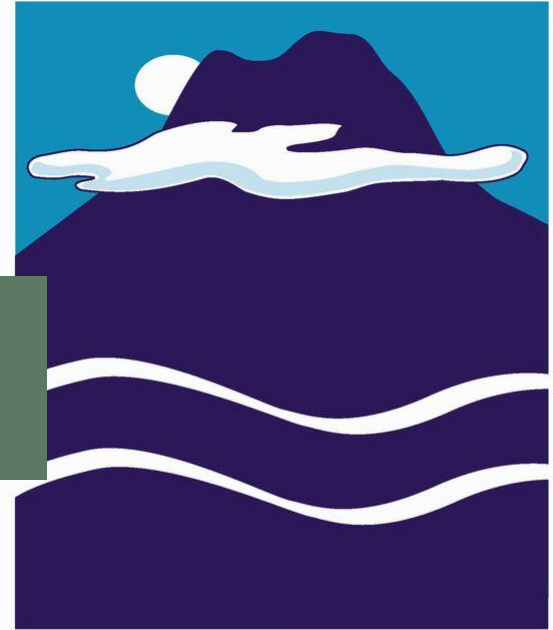


ASPIRE Network Map



Mission:

To champion social justice and achieve equity and empowerment for Asian Americans, Native Hawaiians and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy and leadership development on critical public health issues.



APPEAL

California Statewide Pacific Islander and Asian American Resource & Coordinating Center

OUR WORK

- Develop an enabling system to support AANHPI tobacco control activities
- Create educational materials
- Provide annual leadership opportunities
- Provide strategic planning and a tobacco control policy platform

www.sparcapi.org



SPARC Project Partners



Advisory Committee Members

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Topics We'll Cover

Our Talk Today

- Who are AANHPIs?
- Types of Tobacco Products
- Marketing of Tobacco Products in AANHPI Communities
- What We Can Do



**WHO ARE ASIAN
AMERICANS, NATIVE
HAWAIIANS, AND
PACIFIC ISLANDERS?**

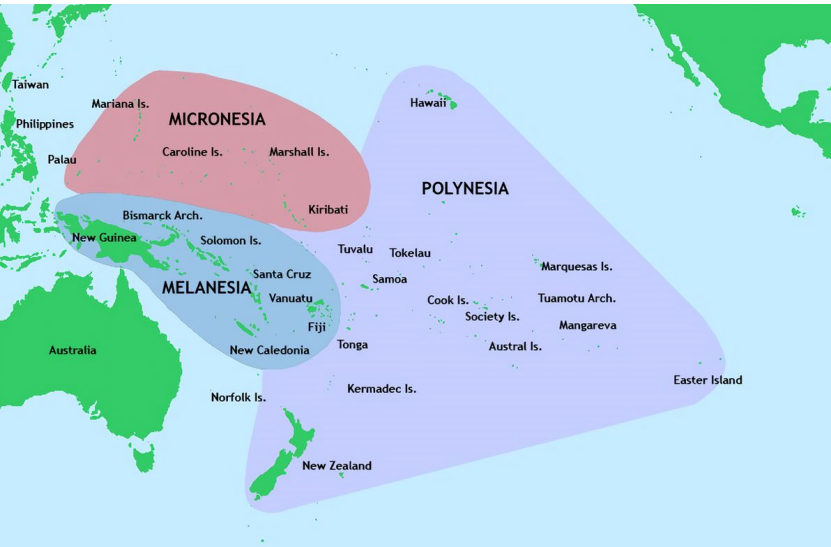
AANHPI

Asian American, Native
Hawaiian, and Pacific Islander

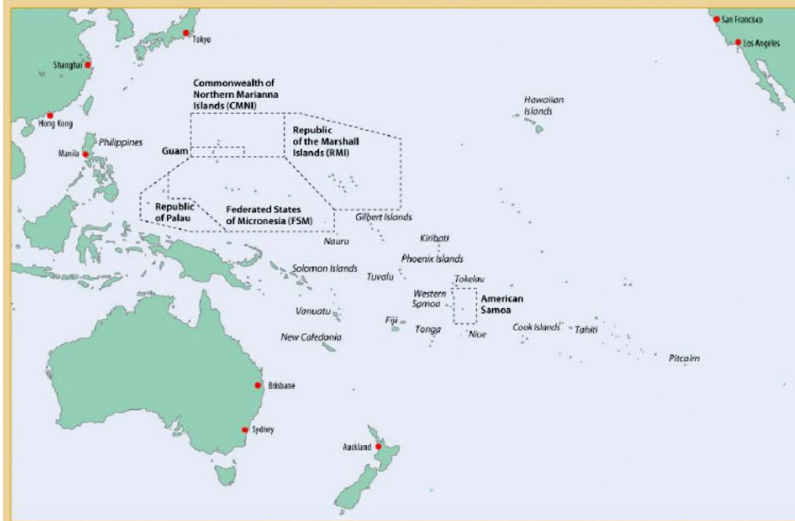


ASIAN AMERICANS

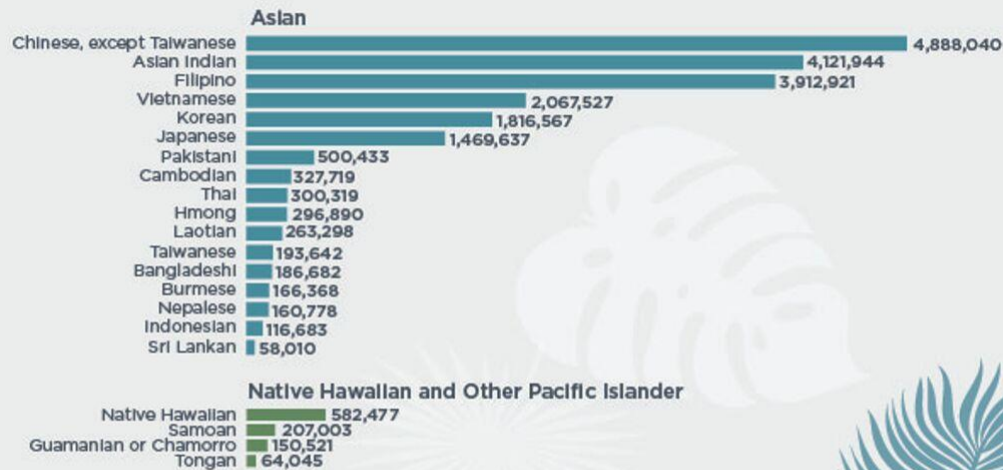




NATIVE HAWAIIAN AND PACIFIC ISLANDERS



Asian and Pacific Islander Population in the United States

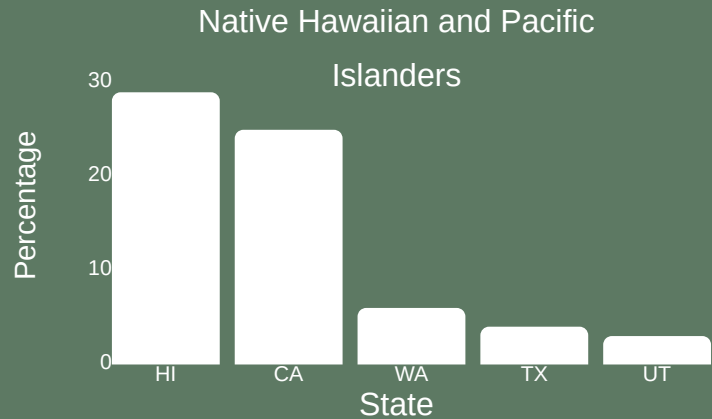
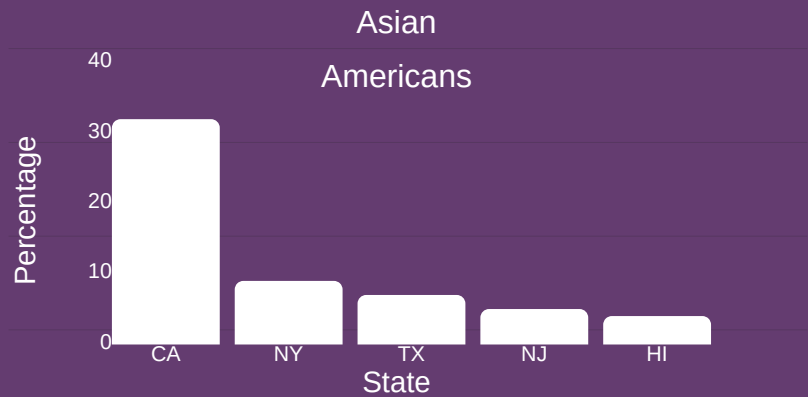


Race and ethnicity in the U.S. Population, 2013

		Growth, 2010 to 2013	Growth, 2000 to 2010
White	252,672,340	2%	7%
Hispanic or Latino	54,205,670	4%	43%
Black	45,070,740	4%	15%
Asian	19,397,080	10%	46%
American Indian and Alaskan Native	6,447,437	5%	27%
Native Hawaiian and other Pacific Islander	1,432,890	7%	40%

Note: Data per group include those who identified with that category either exclusively or combination with other race category. Hispanic can be of any race.

Source: 2013 data and 2010 growth comparison from Bureau of the Census, "Monthly Postcensal Resident Population plus Armed Forces Overseas, by single year of age, sex, race, and Hispanic origin," available at <http://www.census.gov/popest/data/national/asrh/2012/2012-nat-af.html> (last accessed March 2014); Growth rates from 2000 to 2010 based on calculations from Bureau of the Census, "Race Alone or in Combination and Hispanic or Latino: 2000, 2010," available at http://factfinder2.census.gov/bkmk/table/1.0/en/DEC/00_SF1/QTP6 and http://factfinder2.census.gov/bkmk/table/1.0/en/DEC/10_SF1/QTP6, respectively (last accessed March 2014).



Top Five States of Residence

**Estimates from Bureau of the Census,
2010-2012 American Community Survey
3-Year Estimates Tables**

Percentage of national population living in each state



TOBACCO PRODUCTS

TRADITIONAL TOBACCO



COMMERCIAL TOBACCO



Combustible Tobacco Products

Cigarettes

Cigars

Cigarillos

Blunts

Bidis



Water Pipes

Hookah

Shisha



Smokeless Tobacco Products

Snus

Snuff

Chew

Dissolvables



E-Cigarettes and other ENDS Devices



Electronic Cigarettes
Vaporizers
Vape Pens
Mods

Areca Nut

Consumed as a chewing tobacco in the form of paan, betel nut, gutka, or buai

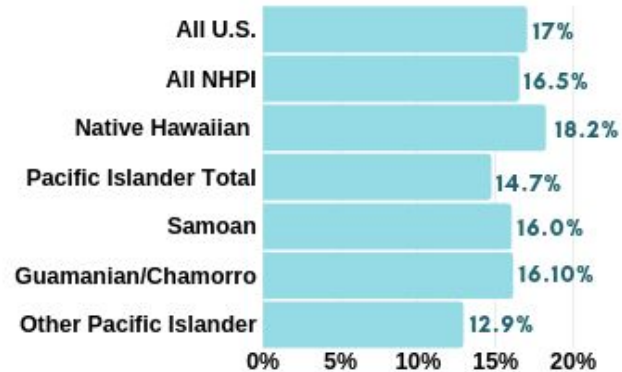


Tobacco Use Rates among NH/PI

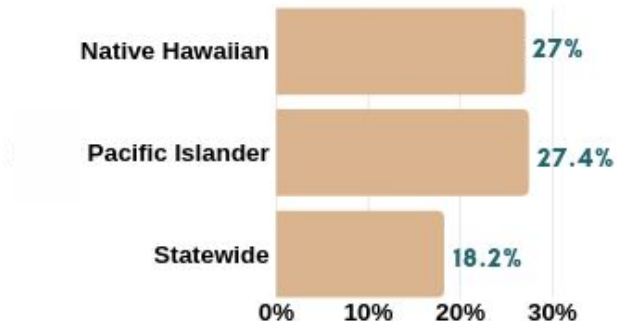
Tobacco use is the #1 cause of preventable deaths across the United States.

Tobacco use is associated with the top 3 leading causes of death in AANHPIs – cancer, cardiovascular disease, and stroke

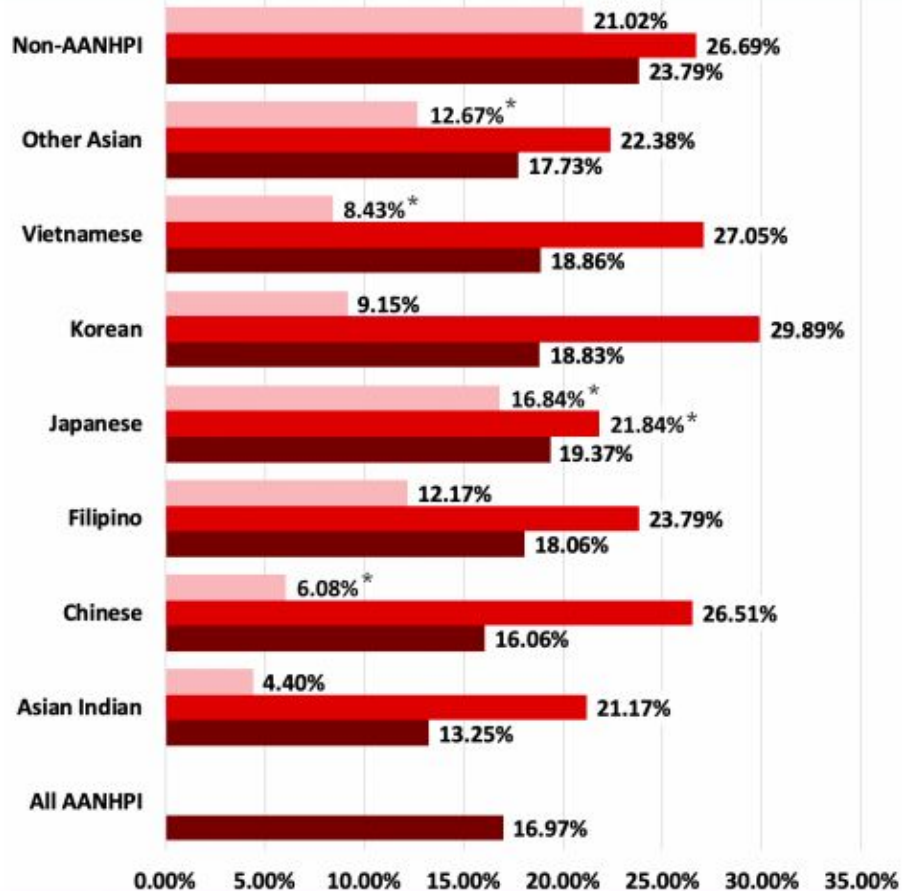
**CURRENT SMOKERS: AANHPI
ADULTS LIVING IN THE U.S.** ^[2]



**CURRENT SMOKERS: ADULT NATIVE
HAWAIIANS LIVING IN HAWAII** ^[3]



ADULT CIGARETTE: PAST 30-DAY USE AMONG
ASIAN AMERICAN MEN & WOMEN (PATH 2013-2014) ^[1]



Tobacco Use Rates among Asian Americans

TEENS WHO USE TOBACCO...

- **CAN BECOME ADDICTED TO NICOTINE**
- **MAY BECOME REGULAR USERS AS ADULTS**



TOBACCO USE IS HIGHEST AMONG



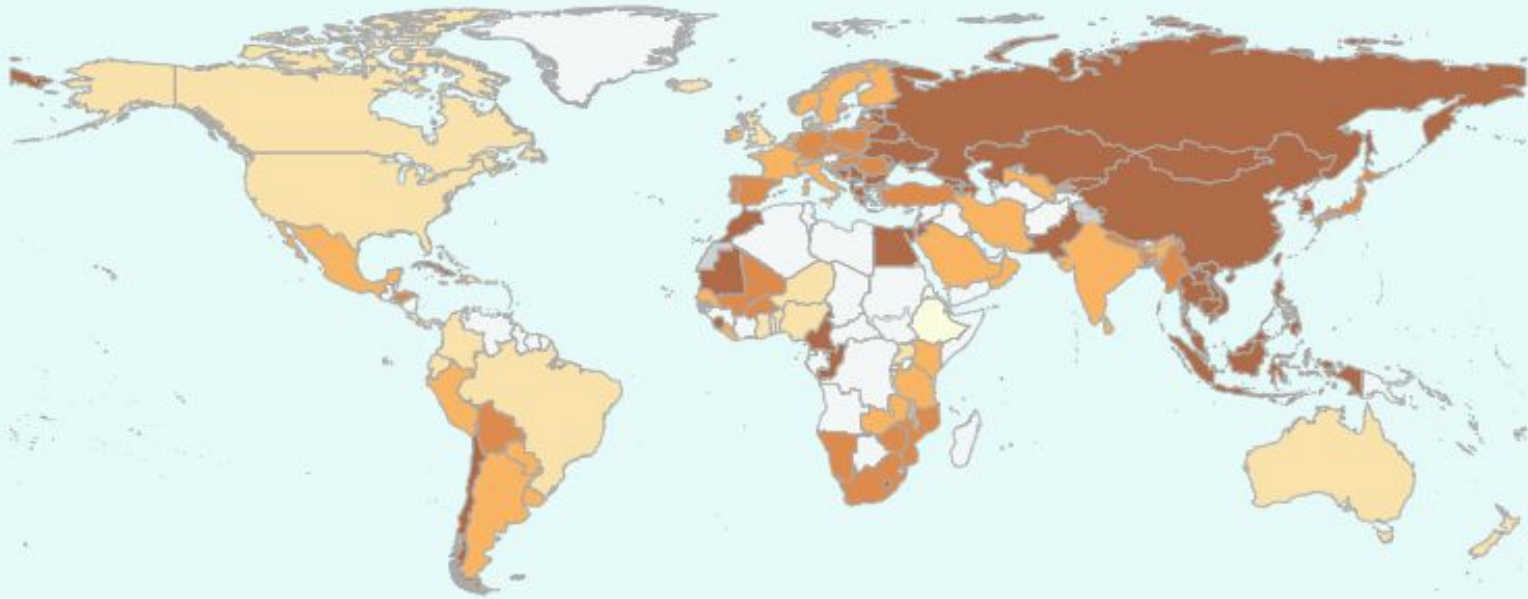
- **NATIVE HAWAIIAN/
PACIFIC ISLANDERS**
- **AMERICAN INDIANS/
ALASKA NATIVES**
- **MULTIRACIAL YOUTH**

**POLICIES CAN PREVENT
TEEN TOBACCO USE**

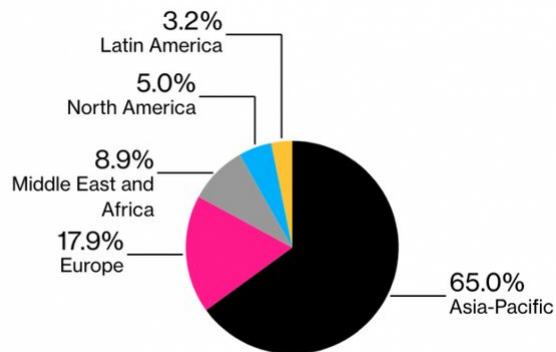
- **RAISE** PRODUCT PRICES
- **REDUCE** ACCESS
- **REDUCE** SECONDHAND SMOKE AND AEROSOL EXPOSURE



WHO: 2015 Prevalence of Tobacco Smoking by Persons 15 years and older (%)



International

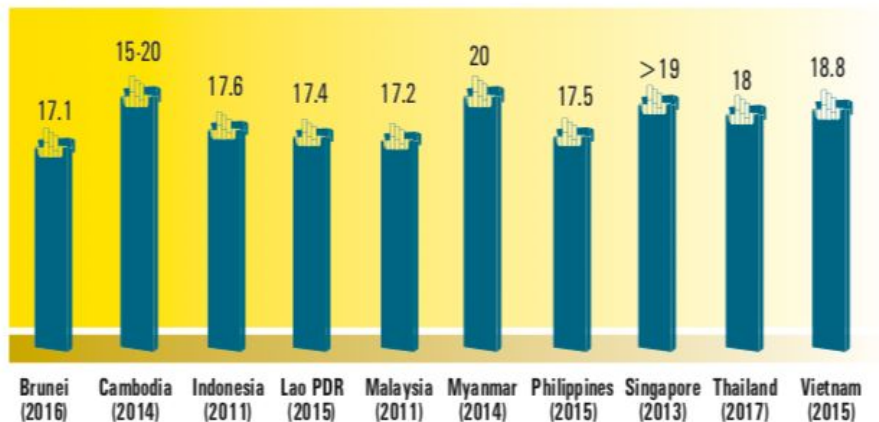


Most of the world's
cigarettes are sold in the
Asia region

Source: Euromonitor International

Note: Sales volume data for 2018

Average age of smoking initiation in ASEAN

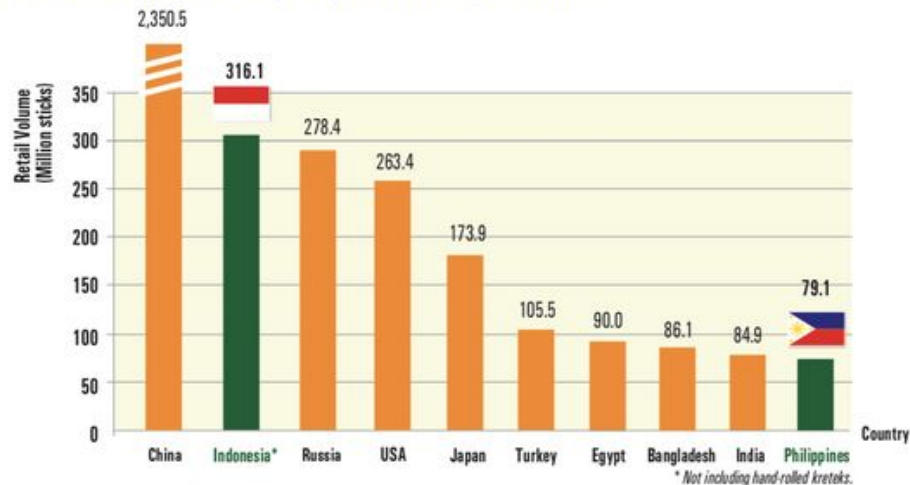


In low-income countries in Asia,
sometimes more than 10% of household
income is spent on tobacco products –
meaning less money for food, education
and healthcare.

Source: Seatca.org

International

2 ASEAN countries in world's top 10 cigarette markets by volume (2016)



Number of points-of-sale in selected ASEAN countries

Country	Total smokers	Cigarette retailers*	Cig retailer per 10,000 smokers	Physicians per 10,000 pop**
Indonesia	65,188,338	2,500,000	383	2
Malaysia	4,991,458	80,000	160	12
Philippines	16,500,000	694,821	421	12
Singapore	345,000	4,617	134	20
Thailand	10,676,361	870,000	815	4
Vietnam	15,600,000	303,333***	194	12

*Does not include street vendors. In Indonesia, street vendors make up 50% of all cigarette sales.

** Table 8: Health outcomes in Human Development Report 2016. Available at: http://hdr.undp.org/sites/default/files/2016_human_development_report.pdf

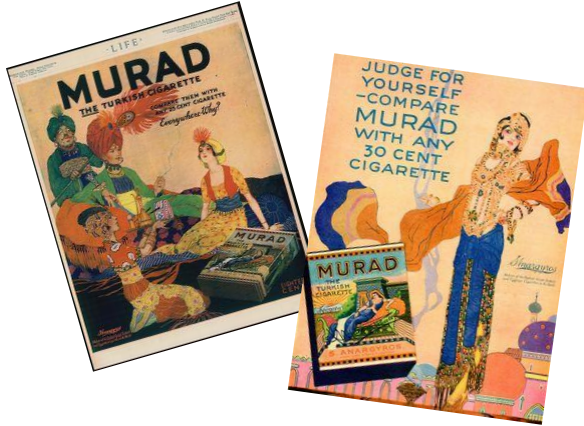
***Ho Chi Minh City has reportedly more than 70,000 cigarette retailers.

Results from Tobacco Industry Documents 1988-1995

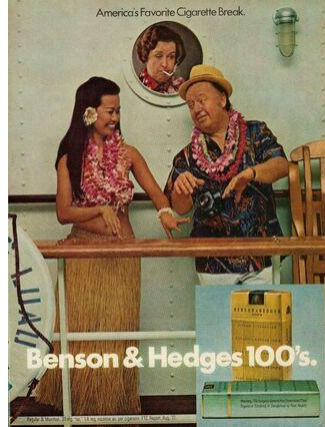
- AAPI market important due to population growth and geographic clustering
- AAPIs had “predisposition to smoking” and increased consumer purchasing power
- High percentage of AAPI retail business owners
- Philip Morris’ PUSH, PULL and CORPORATE GOODWILL strategies



History of Marketing to AANHPI



Oriental images in
advertising
Early 1900's



Benson & Hedges
1972



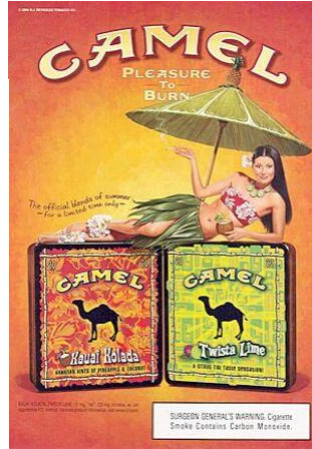
Virginia Slims
1999

History of Marketing to AANHPI



Virginia Slims

2000



Camel

2004

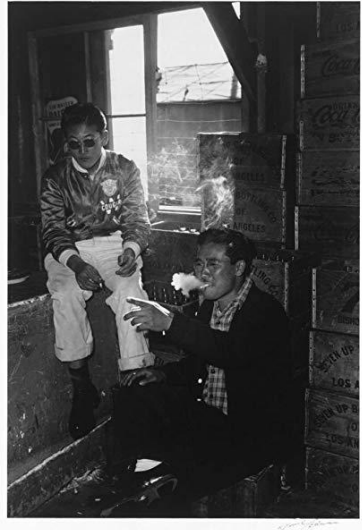


Virginia Slims

Today



AANHPI History & Tobacco Industry



Japanese American men
smoking cigarettes at
Japanese internment camp



Larry Itlong smoking cigars
during meetings regarding
farm labor movement



Rose Pak featured on San
Francisco city magazine
smoking a cigar

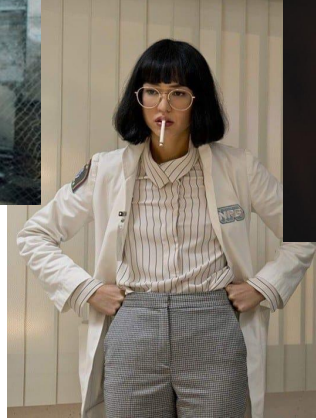
Tobacco in AANHPI Pop Culture



Kim Jae Wook & BTS
Member Suga (Yoongi)
Smoking Cigarettes



Rena Owen
Once Were Warriors
1994 film



Sonya Mizuno
Smoking Cigarettes on
Netflix Original Maniac



Lucky Grandma
Tribeca film festival
2019 film

What Can SPARC Do?

- Develop an Enabling System to support AANHPI tobacco control activities
- Create educational materials on tobacco control and policy change
- Annual Leadership Summits
- Strategic Plan & Tobacco Control Policy Platform



What Can We Do?

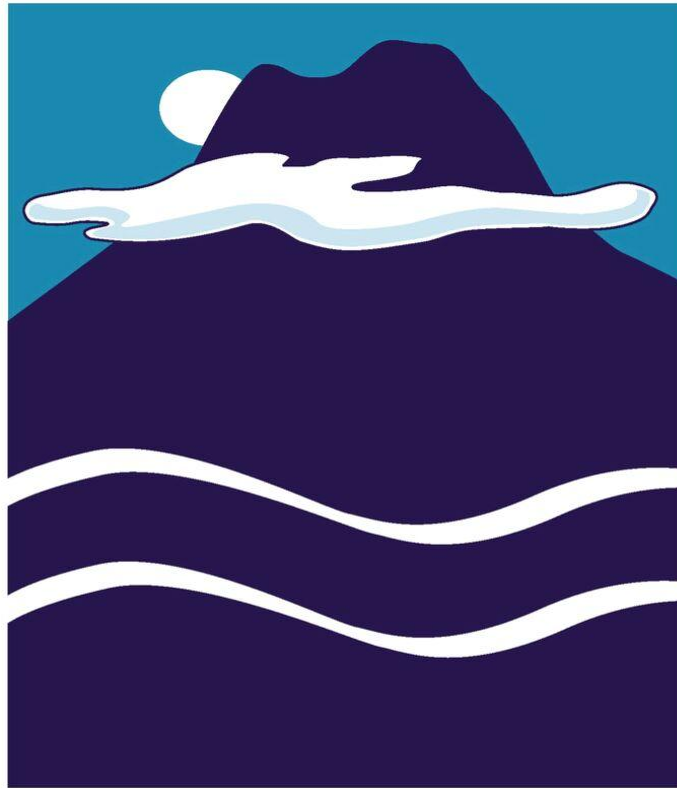
- Get engaged in local advocacy efforts in your community
- Sign up for our newsletter
- Share this information with your friends, relatives, and colleagues
- Advocate for and use disaggregated data when possible
- Share your story



Questions?

Send them in the chat box!

THANK YOU



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