



APPEAL

Tobacco Kills South East Asians

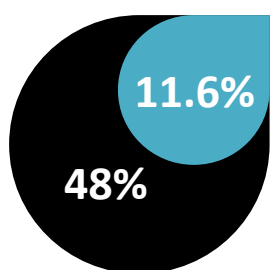
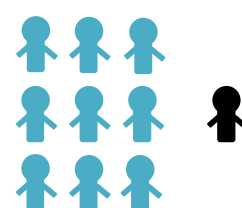
IN GREATER NUMBERS THAN OTHER ETHNIC GROUPS

Asian Americans as a group have the lowest rate of tobacco use (11.6%)¹ compared to whites (22.1%),² but South East Asians in the U.S. face much higher rates compared to either group. Of those who smoke, more than half report smoking a menthol brand.³ Research shows that menthol is marketed towards communities of color and is more addictive than regular cigarettes.⁴

Laotians, Cambodians, and Vietnamese are HIT HARD by TOBACCO

39% of **CAMBODIANS** use tobacco⁵

51% of **Vietnamese** use tobacco⁵ compared to **22.1%** of whites²

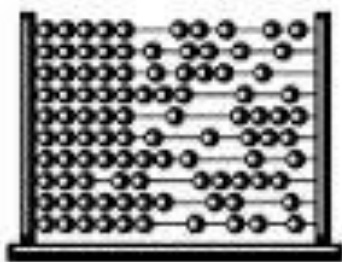


48% of Laotians use TOBACCO⁵ compared to **11.6%** of Asian Americans¹

Tobacco is the #1 Preventable Cause of DEATH among SOUTH EAST ASIANS



LUNG CANCER rates are 61/100k among CAMBODIANS, 72.5/100k among LAOTIANS, and 74.1/100k among VIETNAMESE compared to 58.6/100k for the general population of CA.⁶



You can help CHANGE THE NUMBERS!

TAKE ACTION

- Stand up to Big Tobacco's deceptive marketing to our communities.
- Support smoke-free policies in workplace and outdoor spaces.
- Talk openly about tobacco and dangers of second hand smoke with family and friends.
- Encourage community leaders to promote smoke-free environments.
- Support FDA regulation of menthol.



APPEAL

Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL) is a national health justice organization working to achieve health equity for Asian Americans, Native Hawaiians, Pacific Islanders and other underserved communities.

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¹ CDC. Vital and Health Statistics – Summary Health Statistics for U.S. Adults: National Health Interview Survey, 2009. Available at: http://www.cdc.gov/nchs/data/series/sr_10/sr10_249.pdf

² CDC. Vital Signs: Current Cigarette Smoking Among Adults ≥ 18 – United States, 2009. MMWR 2010;59;1135-1140.

³ Caraballo and Asman, “Epidemiology of Menthol Cigarette Use in the United States,” Tobacco Induced Diseases 9, Suppl. 1 (2011); S1.

⁴ Lee YO and Glantz SA, “Menthol: Putting the Pieces Together,” Tobacco Control 10 Suppl. 2 (2011): ii1-ii7.

⁵ Lew, R. (2009). Addressing the Impact of Tobacco on Asian American: A Model for Change. In Bateman WB, Abesamis-Mendoza N, and Ho-Asjoe H (Eds.), p. 729-749.

⁶ California’s Comprehensive Cancer Control Plan 2011-2015. Sacramento, CA: California Dialogue on Cancer, July 2011. Available at: http://www.myoc3.org/documents/CaliforniaCancerPlan2011-2015_Download.pdf