



Break Through the Noise

Take a Look at How Commercial Tobacco Targets AA and NH/PI Communities

Asian American, Native Hawaiian, and Pacific Islander (AA and NH/PI) communities experience notable health disparities. Because some health conditions occur more frequently in specific subgroups, the overall data can mask the true impact within particular populations. Among AA and NH/PI adults, cancer and heart disease—the two leading causes of death—are both strongly associated with cigarette smoking.^{1,2}

The Truth about the Impact of Commercial Tobacco

- + In 2019, the CDC estimated that **18.7% of Native Hawaiian and Pacific Islander (NH/PI) adults reported use of commercial tobacco products**. This is much higher than the general population.³
- + According to the CDC, **the tobacco companies target the AA and NH/PI community by sponsoring cultural events**, such as Lunar New Year.⁴
- + **17.8% of NH/PI middle and high school students reported using tobacco products**. This is much higher than other groups of young people.⁵
- + AA and NH/PI communities are often grouped together as if they share the same experiences and needs. **It's essential to recognize the diversity within these subgroups to ensure unique challenges and cultural contexts are not overlooked.**⁶

Reasons to Live Tobacco Free

Living tobacco-free helps ensure stronger, healthier families and sets a positive example for youth.

When you live free of tobacco, you:



Breathe better and have stronger lungs



Feel more energetic and less tired



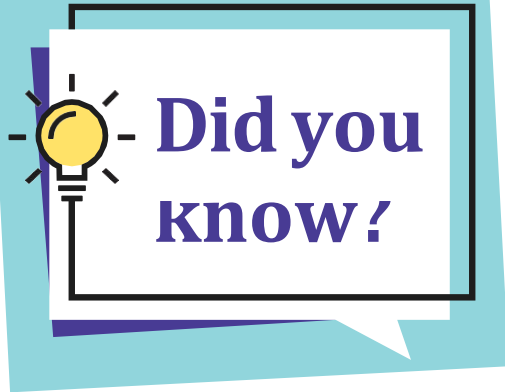
Have a stronger immune system and stay healthier



Protect your loved ones from second- and third-hand smoke

“ Being free of commercial tobacco is crucial to the health and wellbeing of our Asian American and Native Hawaiian and Pacific Islander communities. ”

—Tana Lepule, Director of Native Hawaiian and Pacific Islander Affairs for APPEAL



Using a quit smoking program **DOUBLES** your chances of quitting for good!⁷

Free Quit Programs



Asian Smokers' Quitline

For more information, visit asiansmokersquitline.org

+ Chinese: **1-800-838-8917**

+ Korean: **1-800-556-5564**

+ Vietnamese: **1-800-778-8440**



Kick It California

Contact **Kick It California** to get free, confidential, personalized help to quit tobacco and nicotine.

For more information, visit the website www.kickitca.org

Call: **1-800-300-8086**

Text "**Quit Smoking**" or "**Quit Vaping**" to **66819**



Rod Lew, MPH
Executive Director

rodlew@appealforhealth.org

appealforhealth.org

Sources:

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