

TOBACCO & ASIAN AMERICAN, NATIVE HAWAIIAN, AND PACIFIC ISLANDER (AANHPI) COMMUNITIES



The tobacco industry considers AANHPI communities as a **potential gold mine** because of high smoking rates in Asia and the Pacific. They have targeted AANHPI communities by:



Sponsoring cultural events and festivals such as Chinese New Year



Advertising heavily in AANHPI neighborhoods



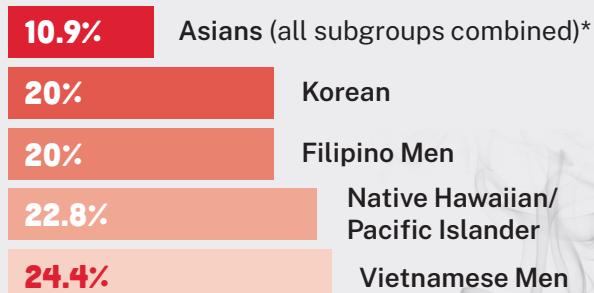
Offering special retail materials to AANHPI business owners



Creating Asian-inspired flavored tobacco products such as lychee, sriracha, and taro



As a result of these targeting strategies, some AANHPI subgroups have the **highest smoking rates** in the U.S.¹



*Excludes Native Hawaiian/Pacific Islander



Tobacco use leads to the **main causes of death** among AANHPI populations:²

- Cancer
- Heart disease
- Stroke

TOBACCO-FREE POLICIES CREATE HEALTHIER COMMUNITIES!



41,000
NON-SMOKERS
die from secondhand
smoke every year in
the U.S.³



..... Making your facility tobacco-free is an important step in reducing the negative impacts of commercial tobacco in our communities. This protects our health and culture, and shows our families that tobacco use is not the norm.

Tobacco-free policies in multi-unit housing, outdoor areas, and church grounds can:



Protect people from secondhand smoke



Promote healthy lifestyles and set a good example for children



Create a cleaner, safer environment with less tobacco litter and fire risk

JOIN US to **SAVE** lives and **IMPROVE** our communities!



Find us on Facebook @APIPACT



Contact us at
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California Health Collaborative



API PACT

Asian Pacific Islander Partners &
Advocates Countering Tobacco

SOURCES

¹ Martell, BN, et al. Disparities in Adult Cigarette Smoking – United States, 2002-2005 and 2010-2013. *MMWR Morb Mortal Wkly Rep*, 65 (2016) 753–758.

² Heron, H. Deaths: Leading Causes for 2016. *National Vital Statistics Reports*. 67.6 (2018).

³ U.S. Department of Health and Human Services. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*. 2014.