



TOBACCO DISPARITIES AMONG ASIAN AMERICANS IN NYC

While overall smoking rates across NYC have decreased, significant disparities still exist among certain populations, including the Asian American community. NYC Smoke-Free, a program of Public Health Solutions, works to ensure all communities have the resources they need to live healthy, smoke-free lives. For more information, visit nycsmokefree.org.

TOBACCO USE IS WIDESPREAD IN ASIAN AMERICAN COMMUNITIES

Smoking rates among Asian Americans, particularly Chinese American and Korean American men, continue to climb at a rapid pace, despite decreasing rates among the general population. Many Asian Americans emigrate from countries where smoking rates are high and smoking for men in particular is common. As a result, these cultural norms are ingrained in many Asian Americans' lives in NYC and across the nation.

- In 2015, Asian males had the highest rate of smoking among all ethnic groups in NYC
- 27% of Chinese American men smoke — compared to 4% of Chinese American women
- 22% of Korean American men smoke, compared to 16% of Korean American women



ASIAN AMERICAN COMMUNITIES ARE RAMPANT WITH TOBACCO MARKETING

With smoking rates generally much higher in most Asian countries than they are in the US, tobacco companies have a long history of targeting marketing tactics towards Asian Americans. Through focused cultural campaigns and strategic ad placements, tobacco marketing is prevalent throughout Asian American communities.

- The tobacco industry is a long-time sponsor of Asian American Heritage month activities, including the Chinese New Year and Vietnamese New Year
- Tobacco advertisements on billboards and in stores are more abundant in predominantly urban Asian American communities than in other urban neighborhoods
- Tobacco companies support Asian American business associations and offer special retail sales materials



MENTHOL CIGARETTES ARE ON THE RISE IN ASIAN AMERICAN COMMUNITIES

Menthol cigarettes are an increasingly popular tobacco product among new and long-time smokers alike. Due to their cooling effect on the throat and mouth, they are easier to smoke and harder to quit than regular cigarettes. In Asian American communities, smokers are more likely to smoke menthol cigarettes than white Americans.

- 31% of Asian American smokers use menthol cigarettes — compared to 24% of white American smokers
- Over half of Asian American youth smokers report smoking menthol cigarettes

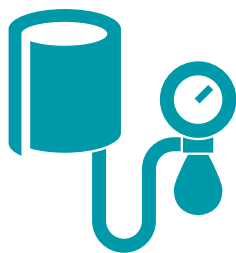


Want to learn more about our programs? Visit healthsolutions.org for locations and contact information.

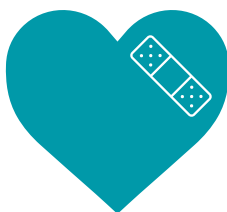
DEADLY SMOKING-RELATED DISEASES PERSIST AMONG ASIAN AMERICANS

Asian Americans are the nation's fastest growing racial or ethnic group, and now make up 14% of NYC's overall population. Despite this, NYC smoke-free policies and programs designed to reach this community are lacking and have been ineffective in engaging them and curbing smoking. As the number one cause of preventable disease, disability, and death, cigarette use has deadly impacts on Asian American communities.

The three leading causes of death among Asian Americans are heart disease, cancer, and stroke — all of which are strongly linked to smoking.



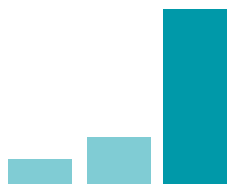
27% OF ASIANS HAVE HIGH BLOOD PRESSURE



6.8% HAVE HEART DISEASE



4.5% HAVE CORONARY ARTERY DISEASE



ASIANS AMERICANS HAVE HIGHER MORTALITY RATES AND DIE AT AN EARLIER AGE FROM STROKE COMPARED TO WHITE AMERICANS

www.nycsmokefree.org



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