

Tobacco Use and Cessation Among Asian Oregonians

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Wednesday, November 18 @ 9:30 AM

Thursday, November 19th @ 1:30 PM

- ❑ **Introduction.** The Asian Family Center, a program of the Immigrant and Refugee Community Organization, in collaboration with the Tobacco Prevention & Education Program at Oregon's Public Health Division, Oregon's Tobacco Quit Line, and NPC Research developed a community-driven project to collect information about tobacco use and cessation among Asian Oregonians and to examine how demographics, perceptions of harm, cultural factors, and linguistic acculturation are related to tobacco use and cessation.
- ❑ **Background.** Lack of data is a major barrier in documenting and addressing tobacco use among Asians and Pacific Islanders (APIs), both nationally and locally (Lew & Tanjasiri, 2003), and is the impetus for this research. Although national data show that tobacco use prevalence among Asian Pacific Islanders as a group is lower than that of other racial or ethnic groups, data on specific API subgroups have shown much higher rates. Data from the American Lung Association's July 2008 Trends in Tobacco Use report shows that the prevalence of current smoking was highest among non-Hispanic American Indians/Alaska Natives (32.2%), followed by non-Hispanic blacks (22.6%) and non-Hispanic whites (21.8%), and lowest among Hispanics (15.1%) and non-Hispanic Asians (10.3%). The ALA report states that the smoking rate among Asians is substantially lower than that of other races due to the low rate of smoking among females (4.6%). Other researchers have found much higher smoking rates among API subgroups: 31% for Korean men, 35-56% for Vietnamese men, and 47-72% for Cambodian men. Here in Oregon, there was no research data on tobacco use prevalence for Asian and Pacific Islanders, although the State estimates the rate to be about 10% using the Behavioral Risk Factor Surveillance System (BRFSS). This system, however, only includes Asian and Pacific Islander adults who own landline phones and speak English.
- ❑ **Phase I: Mail Surveys.** Sent to Asian Oregonians in 10 counties with highest number of residents of Asian descent. This quantitative portion of the research was used to assess tobacco use, attitudes toward cessation, access to cessation resources, acculturation and language, and demographic information.
- ❑ **Phase II: In-Depth Interviews.** Face-to-face interviews conducted in English about Asian Oregonians' attitudes toward Oregon's Tobacco Quit Line. The goal of this qualitative portion of the research was to compliment and enrich information collected through the mail survey.
- ❑ **Recommendations.** The findings of high tobacco use and low use of the Oregon Tobacco Quit Line suggest that Asian Oregonians are unaware of the services that the Quit Line has to offer.
For County TPEP and Healthy Communities programs: Need to increase Asian American community's awareness of the Quit Line.
For State TPEP: Oregon Tobacco Quit Line services should be culturally and linguistically appropriate. And the Quit Line should diversify its services providing alternative routes of cessation counseling and resources for Asian Americans as well as for other Quit Line users.

- ❑ **Discussion**