



American Heart Association.

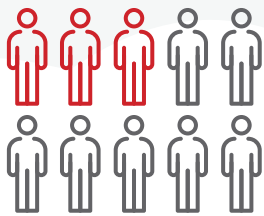
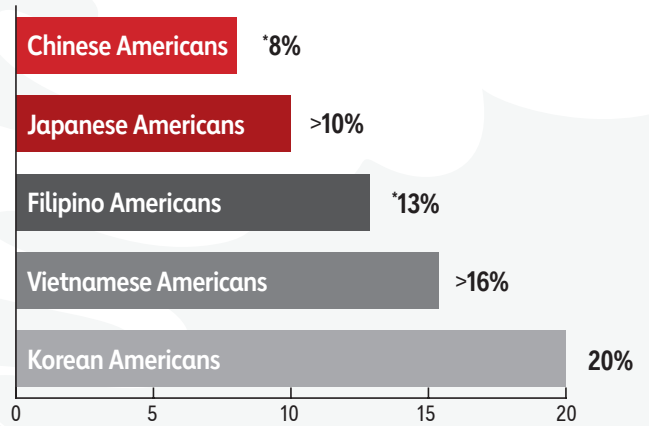
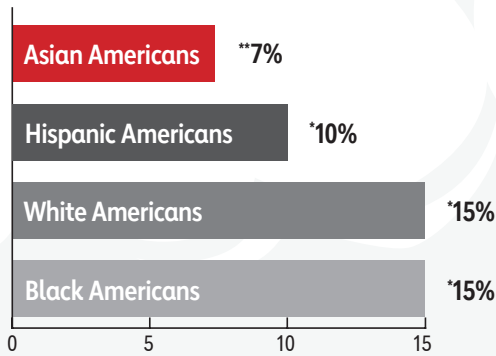
# The truth about... How the Tobacco Industry Targets Asian American and Pacific Islander Communities



The tobacco industry began marketing to Asian Americans and Pacific Islanders in the 1980s and 1990s. Why? Because of the groups' increasing population and purchasing power, high smoking rates in their countries of origin and brand loyalty to American products. This predatory marketing continues today. Tobacco companies work hard to gain the trust and confidence of Asian American and Pacific Islander groups. They often sponsor East Asian, Asian American and Pacific Islander community events and festivals.

While Asian Americans have the lowest cigarette smoking rates compared with other racial and ethnic groups, prevalence of cigarette smoking among this population varies considerably by sub-group.

## ADULT SMOKING CIGARETTES



**NEARLY 3 IN 10  
NATIVE HAWAIIANS  
SMOKE.**



**NATIVE HAWAIIANS** who smoke have the **HIGHEST RATE OF LUNG CANCER** compared to other ethnic groups.



**CIGARETTES COST LESS** in California neighborhoods with high populations of Asian American and Pacific Islander people.

A review of tobacco industry marketing found that **tobacco companies sponsor East Asian, Asian American and Pacific Islander community festivals** to increase awareness of their products in Asian communities.



(\*Nearly, \*\*About)