



**Using a community participatory
approach to measure environmental
influences of tobacco use on AAPI
youth with potential impact on policy**

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Overview

- Background
- Methods
- Findings
- Community and Policy Implications

Tobacco's Impact on AAPI Youth

- High tobacco use among SE Asian males (Lew)
- Rising tobacco prevalence among AAPI youth (Appleyard)
- Low community capacity and historical lack of inclusion (Parity Alliance)
- Heavy targeting by the Tobacco Industry (Muggli)



Acknowledgements

- Asian Pacific Partners for Empowerment and Leadership (APPEAL)
- California State University, Fullerton (CSUF)

- Asian Pacific Psychological Services (APPS)
- Families in Good Health (FIGH)
- Guam Communications Network (GCN)
- Washington Asian/Pacific Islander Families Against Substance Abuse (WAPIFASA)

- Cambodian, Chamorro, Laotian and other AAPI communities (and youth groups) in Long Beach (CA), Richmond (CA) and Seattle (WA)

- Funded provided by Tobacco Related Disease Research Program (TRDRP), University of California

Study Aims

1. To identify, inventory and explore the pro-tobacco and anti-tobacco environmental characteristics in Asian American and Pacific Islander populations through GIS mapping and Photovoice;
2. To study the relationship between environmental characteristics (both pro- and anti-tobacco) and tobacco use among youth in one AAPI population (Cambodian) through a survey and spatial analysis.

Methods

1. CBPR with youth trained
2. 4 study sites, 3 comparison sites
3. Data collection:
 - a. GIS mapping
 - b. Photovoice
 - c. Survey
4. Preliminary data analysis and spatial analysis

Limitations

- Descriptive data- youth perceptions
- Comparison sites self-selected
- Survey- convenience sample of youth
- Preliminary analysis

CBPR with AAPI Youth



Study Sites

Long Beach, CA

Richmond, CA

Seattle, WA

Comparison Sites

Pasadena, CA

Albany, CA

Bellevue, WA

Data Collection and Analysis

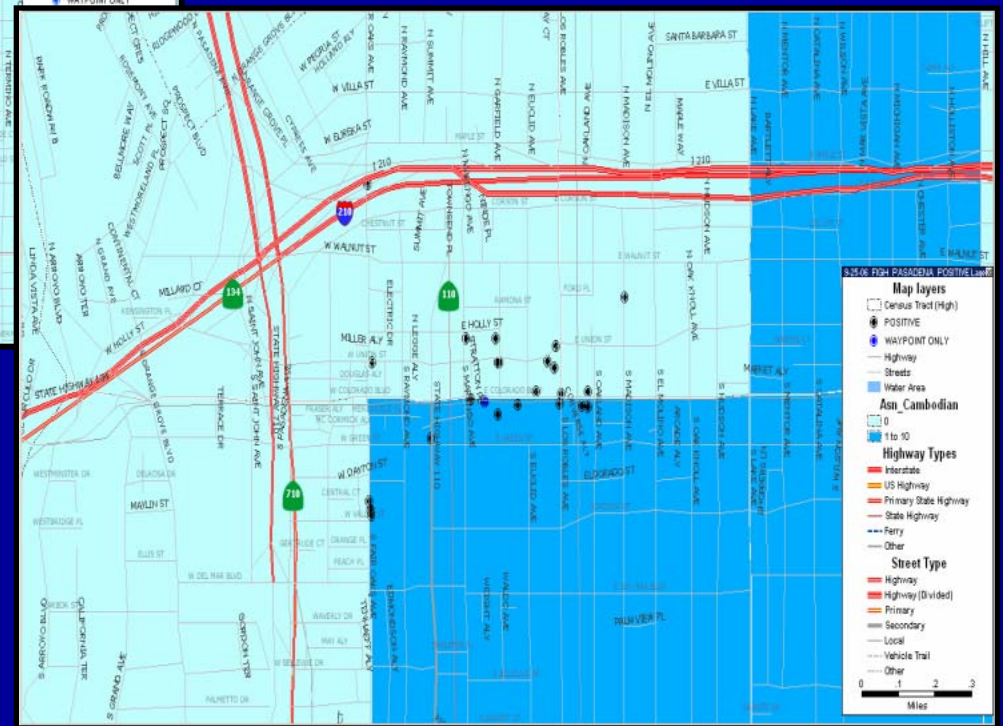
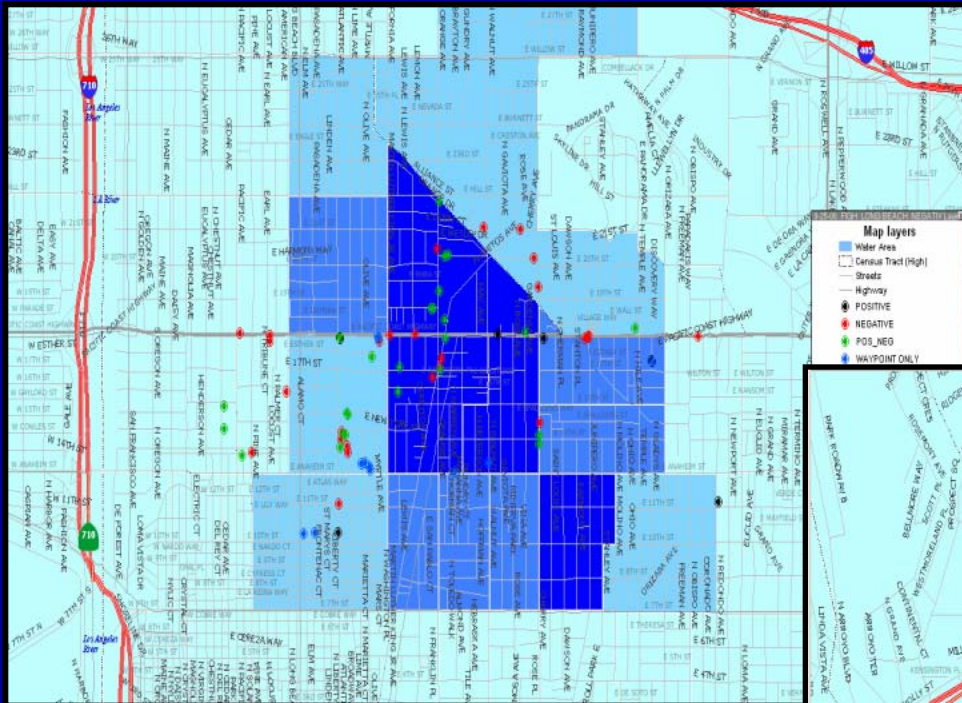
- **GIS Mapping**- involves collecting place-based data using GPS devices and plotting on maps using GIS software (Maptitude)
- **Photovoice**- involves youth taking photographs of what is important to them, and interpreting the meanings using SHOWeD method
- **Survey**- Convenience sample of 298 Cambodian youth 11-21 years in Long Beach on topics including smoking behavior, exposure to pro-tobacco influences and protective factors

Preliminary Findings

Long Beach: Youths' Perceptions of Environmental Influences

		Positive	Negative	Pos/Neg
Ads	Cigarette ads		4	
Shops	Liquor Store	3	10	2
	Smokeshop		4	
	Gas Station		1	2
Food	Fast food	1	1	2
	Donut shop		2	
	Restaurant			1
	Coffee Shop	1		
Residen tial	House	1	7	
	Apartment		2	
Commu nity	Park		6	4
	Recreational Ctr	1		3

GIS Maps: Long Beach vs. Pasadena





“A smoke shop is on PCH (Pacific Coast Highway), so when people drive by they can see the smoke shop. There is a lot of advertisements on the window and it is near an Elementary School. To stop kids from using drugs, we need to start a program to tell the teens about the consequence of drugs. Someone can buy the store and make the smoke shop move.”



“Driving by the ditch, people can see all the graffiti and all the litter. The graffiti is in a neighborhood and its gang-related. All the liter and graffiti make Long Beach look bad. We should make a place, so they can tag and start a gang prevention program. We should pick up trash and paint out the graffiti.”

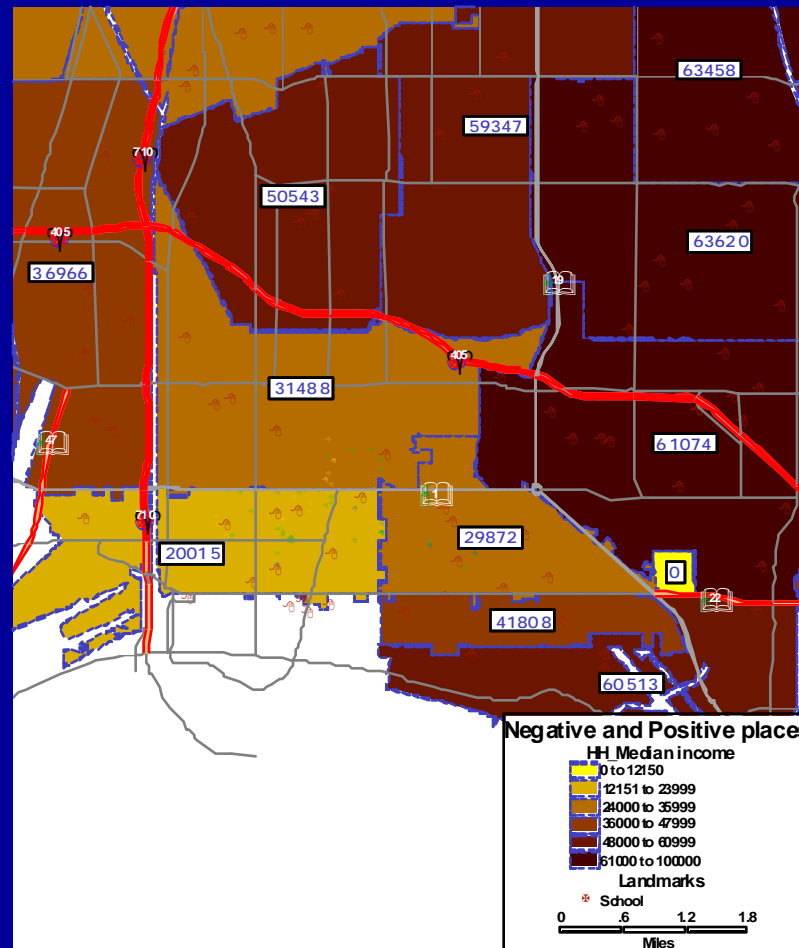


“This picture shows how clean Pasadena is and the environment around it. Pasadena is a clean place and isn’t as dirty as Long Beach, the plaza or strip is very clean. Now mostly all I want to do is try and make Long Beach clean, so I and the people who live here have a nice and clean place. Not a lot of people smoke in Pasadena and there is barely any cigarette ads around. After looking at this picture and how clean it is I want Long Beach to be the same, to be clean, pretty, and a great place.” -Kevin

Smoking Behavior

	<i>MALE (%)</i>	<i>FEMALE (%)</i>
<i>Youth who have bought or tried to buy a pack of cigarettes in the past 30 days</i>	27.3	14.9
<i>Youth who have ever tried tobacco other than cigarettes</i>	26.1	15.7
<i>Youth who smoked at least one cigarette in the last 30 days</i>	48.8	33.9
<i>Youth who smoked cigarettes at least once a month</i>	50.6	29.8
<i>At any time during the next 12 months, youth who will probably/definitely smoke a cigarette or use other tobacco products</i>	38.5	22.6

Example of Spatial Analysis: Tobacco Influences on Income Long Beach



Community and Policy Implications

- Contributes to planning and developing interventions
- Youth participation and potential empowerment
- Policy applications (testifying at City Council meeting about need for licensing of retail outlets)



Conclusions

- Innovative methods of CBPR in describing disparities
- Empowerment of youth in assessing one's community and taking action
- Potential of policy and advocacy initiatives for creating change
- Added depth of multiple methods in spatial analysis