Tobacco use is the leading cause of preventable illness and death and causes roughly 443,000 deaths yearly in the United States from lung and other types of cancer, heart attack, and stroke.

Young adults 18-29 years of age and certain ethnic groups, such as Native Hawaiian Pacific Islanders (NHPIs) are at high risk for smoking-related disease.

The good news is that most NHPIs want to stop smoking and stopping by age 30 reduces the chance of early death by 90%.

Smokers who fail to quit the 1st time are often successful after several more attempts. Quitting success comes with persistence.

NHPIs, including Chamorros, Marshallese, Native Hawaiians, Samoans, and Tongans, are one of the fastest growing populations in the U.S. according to the 2010 census with 1.4 million.

NHPIs have among the highest rates of tobacco use compared with other ethnic groups. Many NHPI smokers are also heavy drinkers making alcohol abuse a problem in some NHPI communities.

To assist young adult NHPIs, who may want to quit smoking, community and academic researchers administered a survey to NHPI smokers to guide the development of the MPACT quit smoking program. We share some of our findings in this fact sheet.

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STUDY FINDINGS

Over 100 young adult NHPI cigarette smokers 18-29 years of age in Southern California took part in the survey. Findings from 64 current smokers, who completed our survey, revealed the following:

General characteristics
- 62% were male, 38% female
- 76.5% were born in the Continental U.S.
- 13% had completed college
- 44% were unemployed
- 47% did not have health insurance

What we learned about young adult NHPI tobacco & alcohol use

Reasons for smoking cigarettes
- Helps me relax
- Helps deal with stress
- Helps deal with anger
- While drinking

What NHPIs in our study said about quitting smoking

78% want to quit because they worry about their health
96% had tried unsuccessfully to quit on their own
65% reported they intend to quit smoking in the next year
88% said that having friends who smoke make it hard to quit
73% reported that their children want them to quit smoking

Significance to the NHPI community
- NHPI young adult females and males are at high risk for tobacco use and nicotine addiction, and many smokers are also heavy drinkers.
- Smoking while pregnant can result in serious health problems for the mother and cause babies to be born too early, have birth defects, or die.
- Tobacco companies aggressively market their products to NHPIs.
- Remember - Quitting smoking by age 30 is the best thing you can do for your health. Quit for yourself and for your family.

Next Steps
MPACT is looking for young adult NHPI smokers who may want to quit smoking. Contact us for information about our quit smoking program.