

# MPACT

Motivating Pasifika against Cigarettes & Tobacco

A research project of  
**WINCART**  
Weaving an Islander Network for Cancer Awareness Research and Training

- 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 1<sup>st</sup> time are often successful after several more attempts.** Quitting success comes with persistence.

## TOBACCO USE

- 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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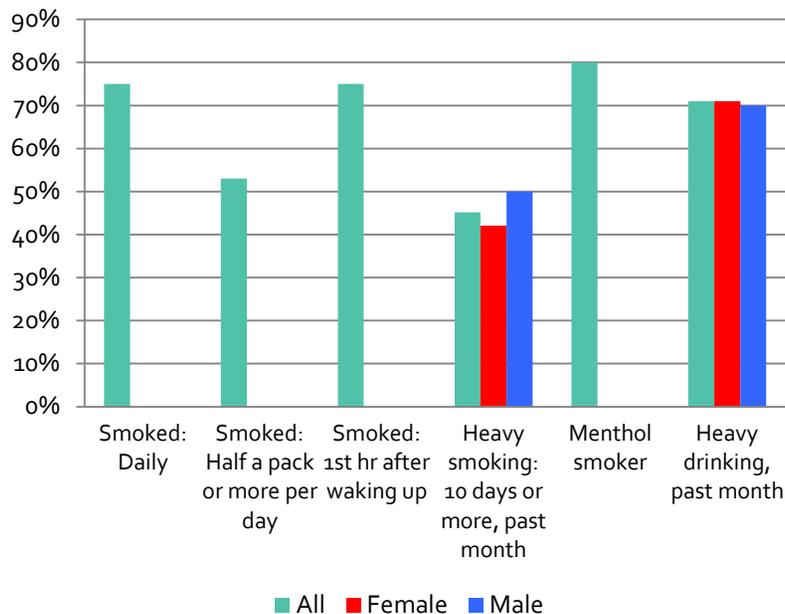
# STUDY FINDINGS

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:

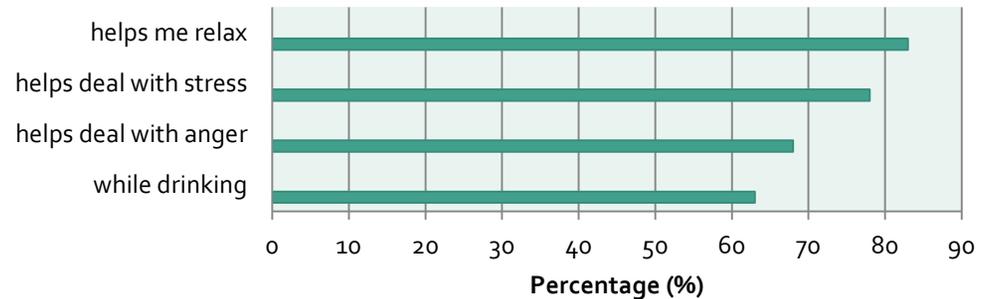
## General characteristics

- 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



## 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.