

a global APPEAL

creating change in the community

feature

Seeing Past the Smokescreen: The Truth Behind Tobacco Industry Sponsorship

by Kelly Koh



Also in this issue:

- Policy.....2
- Director's Note3
- Transitions.....3



- Youth Program4-5
- Outreach6
- Project Updates7
- Calendar8



“Since there is no way for the tobacco industry to legitimately earn the public’s respect, its latest goal is to buy it.”

— California American Lung Association

Five years after the Master Settlement Agreement (MSA), tobacco companies are becoming more creative about achieving respectability, profit, and inroads into targeted communities both here and overseas. In this post-MSA world, corporate sponsorship of community events and activities has emerged as one of the industry’s most effective tools in shifting attention away from the death, disease, and addiction they produce. Since the late 1980s, industry documents show that market research was conducted on AAPIs, resulting in targeted sponsorship activities of women’s groups, political groups, arts and culture, and senior citizens organizations headquartered in California and Washington, DC.

According to a Philip Morris memo, the objectives of corporate sponsorship programs are to “generate increased visibility for the brand and generate incremental Marlboro carton sales in the Asian community where there is a high incidence of smoking, especially among young adult males.” Tobacco industry documents from the 1980s reveal that company executives have long been aware that the AAPI community is “generally [sic] predisposed toward smoking... [and] is a potential gold mine.”

By funding groups that generally receive the least support, tobacco companies earn kudos. They also gain legitimacy, new customers, silence, and support. Philip Morris’ own corporate affairs plan from January 1992 tells managers to seek ways to use sponsorship “to advance the company’s communications, public affairs, and government relations agendas”; “support target groups’ basic operational needs and ... work increasingly to turn that support to projects which more deeply involve us with each target organizations — making ourselves impossible to replace with money alone.”

Local level AAPI organizations that focus on health have been particularly active in

continued pg 8

World Health Organization Finalizes Groundbreaking Treaty for Global Tobacco Control

by Nick Basilio Zanoria

“[The convention] is a milestone in international collaboration in a globalized world...Nations will be working systematically together to protect the lives of present and future generations.”

— WHO's Director-General,
Dr. Gro Harlem Brundtland

In response to the global epidemic estimated to kill 4 million people annually, the World Health Organization (WHO) has answered the call with draft text for a groundbreaking global health treaty to control tobacco supply and consumption. Known as the Framework Convention for Tobacco Control (FCTC), text of the treaty was finalized in February after four years of intense deliberations by delegates from over 170 member states of the WHO. The convention will go to the World Health Assembly in May for adoption, after which it will be open to ratification by member states. Once it is ratified by at least 40 countries, the treaty will come into force in those nations.

The convention is especially important to developing nations, such as those in Asia and the Pacific. These countries, which account for over half of the world's tobacco related deaths, are often targeted by the tobacco industry because

of their weak tobacco control legislation. The activities of transnational tobacco corporations oversees also impact many API immigrants in the U.S. who still have family in their countries of origin and who travel back and forth.

The draft framework to be presented to the World Health Assembly in May calls for strict tobacco control measures, including a comprehensive ban on tobacco advertising, with provisions for conflicts with a country's constitutional restrictions; a requirement that countries provide financial support to national tobacco control programs including education, prevention, and cessation programs; and warning labels containing descriptive text or pictures of the hazards of tobacco use that cover at least 30 percent of the display area on product packaging. However, the treaty fails to prohibit the use of deceptive descriptors like “mild” and “low tar” on tobacco ads and packaging.

Health and tobacco control advocates have expressed concern that many of the convention's stronger provisions could be watered down in the final moments by countries like the United States and Japan to accommodate the tobacco corporations based in their nations. Perhaps the greatest point of debate is the exclusion of a crucial clause that would allow participating countries to opt out of individual clauses or make amendments before accepting the treaty. Delegates from the United States and other countries that refuse to accept the draft convention in its current form plan to take their objections to the World Health Assembly in May.

continued pg 8



a global APPEAL

is copyrighted and produced by Asian Pacific Partners for Empowerment and Leadership (APPEAL)

MISSION

To prevent tobacco use among the AAPI community through five priority areas: network development, capacity-building, education, advocacy and leadership development.

APPEAL

c/o AAPCHO
439-23rd Street
Oakland, CA 94612
Tel: 510-272-9536
Fax: 510-272-0817
D.C. Office Tel: 202-293-2880
www.appealforcommunities.org

CREDITS

Coordinators

Kristy Chin
Nick Basilio Zanoria

Staff Editors/Contributors

Duong-Chi Do
Peggy Hsu
Kelly Koh
Tonya Lang
Rod Lew
Reiko Mayeno
Karen Rezai
Rheena Yangson

Graphic Design

Vickie Ho

Printing

J.T. Litho

CONSORTIUM

Asian American and Pacific
Islander Health Promotion, Inc.
Asian & Pacific Islander
American Health Forum
National Asian Pacific American
Families Against Substance Abuse

ADVISORY COMMITTEE

Dileep Bal, MD, MPH
Ky Ban
Barbara Benavente
Henry Chung, MD
Mary Anne Foo, MPH
Martin Quach Huynh Ha, MPA
Kayang Hang, MPH
Reginald C.S. Ho, MD
Elaine Ishihara, MPA
Percival Leha'uli
Sarah Mesa
Neil Parekh
Robin Shimizu
Dong Suh, MPP
Sora Park Tanjasiri, MPH, DrPH
JoAnn Tsark

ADVISORY EMERITUS

Jacqueline Jamerio Bergario
Kim Ku'ulei Birnie
Senator Lou Leon Guerrero, MPH
Chris Jenkins, MA, MPH
Howard Koh, MD, MPH
Phuong Ngo, MPA
Tam Phan
Oh Sourichanh

This publication is produced with funding from The Robert Wood Johnson Foundation (RWJF) #042226 and The Centers for Disease Control and Prevention (CDC) #U1A/CCU919192-03. The contents are the sole responsibility of the authors and do not necessarily represent the official views of RWJF or CDC.

transitions

Director's Note

After nearly a decade and a half of unwavering dedication and leadership towards healthy, tobacco-free AAPI communities, APPEAL's Director Rod Lew recently began a 6- to 9-month sabbatical. Since the start of his leave in January 2003, Karen Rezai has served as APPEAL's Acting Director, overseeing staff and grant activities, promoting APPEAL's mission and policies, and maintaining relationships with our many partners and members. Karen has worked at AAPCHO in cancer control and along side Rod Lew for over four years and is excited about the opportunity to contribute to APPEAL as Acting Director.

New Staff

Reiko Mayeno joined APPEAL in March as our new Research Program Coordinator. She brings over 7 years of experience in tobacco control at the community level. Most recently, Reiko worked at the American Lung Association of the East Bay, where she served as Community Coordinator for East Bay Asians Against Tobacco, conducting outreach and technical assistance and training with AAPI community-based organizations. Reiko was a 2000-2001 APPEAL Leadership Fellow and currently serves as an Advisory Committee Member for Asian Pacific Islander Tobacco Education Network (APITEN).



Reiko Mayeno



Peggy Hsu

In January, APPEAL welcomed **Peggy Hsu**, as its new intern. This first year student at UC Berkeley and past APPEAL fellow has been providing valuable assistance to HYPE, APPEAL's National Youth Leadership Program, by keeping up with and providing technical assistance to the youth fellows. In addition to supporting the HYPE program, Peggy will be doing research for the American Legacy Foundation's Project 2030 on tobacco industry marketing and outreach to priority populations.

Staff Announcements

Congratulations to Tonya Lang, Deputy Project Director of APPEAL, and her husband Frederick Umminger. On March 24, 2003, she gave birth to a healthy baby boy. Tonya will be on leave from mid-March until mid-July. Please join us in welcoming their baby to the APPEAL family.

Believing the 'HYPE': AAPI Youth in Action

by Duong-Chi Do and
Peggy Hsu

Amazing things can happen when you bring together a group of committed, passionate and informed youth. This past October, 42 AAPI youth participated in a 3-day leadership summit in Honolulu, launching a year-long fellowship to work against tobacco's toll in AAPI communities across the U.S. and the Pacific. Since the summit, the youth Fellows have been busy planning a range of tobacco control projects in their communities. Here you'll find highlights of AAPI youth activism in regions across the U.S. and Pacific, contributed by some of our youth participants. Although we couldn't list all of their projects, APPEAL would like to recognize the hard work and dedication that our Fellows have demonstrated in transforming their ideas into action. Keep up the good work!

Hawai'i Keshia Adolpho (Molokai`i, HI)

Keshia is a very active fellow and has been busy planning some great activities to spread the awareness of tobacco. On November 16th, all the stores on the island agreed not to sell any tobacco products from 8am-4pm. This project, called No Sale Day, was a huge success. She also helped local groups host a free concert along with several guest speakers, including youth from the community. This led to the planning of a dance to spread the word about the harmful effects of tobacco. Her next project is to promote the awareness of drugs, alcohol and tobacco week at school.

Northwest Eric Mose (Lakewood, WA) and Elizabeth (Lisa) Foss (Seattle, WA)

Eric and Lisa led a retreat for the API Youth Tobacco Coalition where they successfully recruited new members and began discussion about a media campaign similar to the Truth Campaign, but focusing more on AAPI youth. Eric and Lisa also staged a tobacco oriented puppet show with the Coalition at the Cambodian New Year Festival in Salishan; in addition, Eric and his street theater group performed skits relating to the effects of second hand smoke on friends and family.

California Tina Cheung (San Lorenzo, CA)

Tina has been working with a local organization, East Bay Asians Against Tobacco (EBAAT), to put on a tobacco free talent showcase for youth this spring called BURNT. She is currently trying to promote the showcase through the local media. The showcase will include a youth group presentation and information booth. Tina is also working on a letter campaign, which previously recruited AAPI celebrity role models like Margaret Cho to help with the campaign.



Keshia Adolpho



Eric Mose



Elizabeth Foss



Tina Cheung

Midwest Dan Huynh (St. Paul, MN)

During the past couple months, I have worked exclusively with the “Frog Town” community in St. Paul, which has one of the highest concentrations of API youth in Minnesota. Since the Minnesota state lawsuits began prohibiting tobacco companies from advertising on billboards in 1998, the tobacco industry has significantly increased the volume of advertising in a place where most kids go at least once a week: convenience stores.

The number of tobacco advertisements located in convenience stores is appalling. Even more disturbing is the placement of these advertisements and of tobacco products themselves. The next time you visit a convenience store, just look for low-to-the-ground advertisements and tobacco products located next to candy.

My project, named TSC (The Storefront Constitution), is intended to provide small business owners, particularly convenience stores, with a written guideline they can follow to ensure that they are not participating in the tobacco industry’s youth marketing campaign. — *Written by Dan Huynh*

Southwest Sophie Kim (Katy, TX)

During National Red Ribbon Week 2002, I organized a tobacco information booth, which I exhibited at lunch for the students at my high school. I called up my local police department and my local department of health in Houston to obtain materials for the information booth. Both departments contributed by donating information, including the main attraction..... PIG’S LUNGS! Together with other teens at my school’s D.A.R.E. Role Model organization, we presented facts about tobacco, showed demonstrations, and played “Tobacco Trivia.”

The outcome was positive and very exciting to see. There was never a moment when the booth was not surrounded by a crowd. The teens were actually engaged in the message we had to offer and I truly believe that it strongly impacted them in one way or another. — *Written by Sophie Kim*

Northeast Supreet Anand (New York, NY)

Supreet is keen on spreading awareness of tobacco. In December, she presented to a youth camp in Houston for kids ages 6-17 on tobacco awareness and the harmful effects of tobacco. She also helped to lead activities and had them sign pledges to not use tobacco products. To make her presentation more age appropriate, she designed a basic, straight-forward presentation for the younger kids, whereas for the older kids she had them do skits relating to alcohol and tobacco.

Pacific Islands Jessica Marati (Tamuning, Guam)

Jessica has taken on a professional role as the editor for VIBE, the teen section in the local paper. As the editor, she uses her position to promote tobacco control by letting the public know of tobacco’s harmful effects. In one article she stresses the dangers of smoking, warning the public of its health risks.

In April, APPEAL will be awarding mini-grant awards for up to \$1,500 to fellows in HYPE, the National APPEAL Youth Leadership Program. APPEAL recognizes the challenges AAPI communities face in addressing tobacco issues in their region and the need for funding to support these activities. For this reason, APPEAL is offering mini-grants to encourage the involvement of AAPI youth in tobacco control efforts within the AAPI community.



Dan Huynh



Sophie Kim



Supreet Anand



Jessica Marati

Building Relationships: Reaching Out To the AAPI Lesbian, Gay, Bisexual, Transgender, Questioning, and Intersex Communities

by Rheena Yangson

The diversity within the AAPI community is often defined by differences in language, ethnicity, cultural practices, generational differences, and immigration histories. However, in order to understand the needs of the entire community we must broaden this definition to include sexual orientation and gender identification as well.

AAPI health organizations often fail to address the special health concerns of AAPIs within the Lesbian, Gay, Bisexual, Transgender, Questioning, and Intersex (LGBTQI) community. Likewise, mainstream health organizations and LGBTQI organizations may address general health needs of the LGBTQI population, but not in the context of the AAPI experience.

There are few local studies that aim to capture smoking prevalence within the LGBTQI community and even fewer studies about AAPIs within that community, but it is estimated that smoking prevalence among LGBTQI communities nationwide is as high as 46%, which is double that of the general population. Moreover, it is estimated that LGBTQI communities of color have an even higher smoking prevalence rate because

they are being targeted by tobacco advertising as both ethnic minorities and sexual minorities.

A survey conducted by the Asian & Pacific Islander American Health Forum (APIAHF) determined that smoking in the community is commonly attributed to stress caused by marginalization, social pressures, racism, discrimination, and homophobia. Additionally, the respondents perceived many “benefits” to smoking, such as formed bonds, improved appearances, a sign of masculinity, and acceptance in the community.

Tobacco use prevention and cessation efforts will not successfully address the needs of the AAPI LGBTQI community if they do not attend to these issues. Increased tobacco industry marketing and sponsorship compounded with these social stressors make the AAPI LGBTQI community especially susceptible to tobacco use.

APPEAL is firmly committed to addressing the needs of the AAPI LGBTQI community. Along with APIAHF, APPEAL is reaching out to learn more about the AAPI LGBTQI community and develop adequate strategies to combat their tobacco usage. Future APPEAL projects may include developing an AAPI LGBTQI tobacco fact

sheet and hosting a listserv dedicated to AAPI LGBTQI health issues, designed to promote a forum for discussion and create awareness of the negative impact of tobacco in the AAPI LGBTQI community. ■



Intersex: A term used to describe those who without voluntary medical interventions, possess bodies that doctors cannot neatly classify as male or female. This includes people who have chromosomal sex other than XX (female) or (XY) male.

Questioning: A term used to describe those who aren't quite sure of their sexual orientation and are trying to figure it out.

Transgendered: A term that is used to refer to the entire community of individuals whose sex is not entirely congruent with their gender identity. This includes the entire range from the occasional, recreational cross-dresser to the transsexual.

Sources:

www.tgender.net, www.ajc.com,
www.survivorproject.org

project updates



World No Tobacco Day APPEAL Action Kit Available

To help AAPI advocates mobilize their communities around World No Tobacco Day (WNTD), APPEAL has developed a World No Tobacco Day action kit. The kit includes information on planning and implementing a WNTD event in your community, as well as suggestions for getting media coverage of your event. It is available for free to all network members.

In past years, communities have recognized WNTD by educating their community about the dangers of tobacco use; holding quit and win contests to encourage groups of people to quit; organizing youth poster contests illustrating the problem of tobacco use in their communities; and coordinating letter writing campaigns to local elected officials asking for stronger support of tobacco prevention programs.

The World Health Organization (WHO) sponsors WNTD on May 31 each year. It is the only global event established to call attention to the seriousness of tobacco use on public health worldwide. All countries are encouraged to participate in WNTD events.

The theme of this year's World No Tobacco Day is "Fashion and Films." The film and fashion industries often portray tobacco use as appealing and desirable. In particular, Hollywood and Bollywood — the Indian films industry in the city of Mumbai — were encouraged to stop promoting tobacco use as a norm.

If you are interested in learning more about how to plan activities in your community, please contact APPEAL. ■

APPEAL Launches Technical Assistance and Training Expert Pool

In an effort to expand APPEAL's capacity to provide technical assistance and training (TAT) on tobacco control for AAPI communities, APPEAL has developed a pool of adult and youth TAT providers from around the nation, ready to respond to requests for information, guidance, trainings, or linkages. Participating members represent a diverse group of individuals from various AAPI ethnicities, areas of expertise, and regional affiliations. Examples of services they can provide include guidance on developing leadership programs, cultural competence trainings, assistance with grantwriting, and evaluation design.

For more information or to request technical assistance and training, please contact Rheena Yangson at ryangson@aapcho.org or 510-272-9536 ext. 117.

Strengthening Tobacco Control Efforts in the Republic of the Marshall Islands

We are pleased to welcome JoAnn Tsark, research director from Papa Ola Lokahi, as the newest regional partner in the APPEAL technical assistance and training consortium. JoAnn will be working with health advocates from the Republic of the Marshall Islands (RMI) to increase their capacity to address tobacco issues in a region where the World Health Organization has determined that the per capita consumption of cigarettes has doubled from 1970 to 1990.

Her focus will be to analyze data from the Marshall Islands Adult and Youth Tobacco Surveys collected by the Ministry of Health and Environment of the RMI, develop a grant proposal to establish a tobacco prevention and control program, and to assess the community's level of readiness using the APPEAL Stages of Readiness model. ■

Seeing Past the Smokescreen ...

continued from page 1

developing and passing tobacco-free funding policies. But non-health groups, such as Asian Pacific American Heritage Coalition and the Khmer Society of Fresno have also adopted formal policies.

At the national level, this effort is in its early stages. APPEAL's meeting, "Beginning the Dialogue: Finding Alternatives to Tobacco Funding for AAPI Communities," was the first step in supporting the capacity building of organizations to develop sustainable alternatives to tobacco industry funding. Since this meeting, APPEAL has provided technical assistance to a variety of organizations on sponsorship issues. Most recently, it supported the San

Diego Asian Business Association's decision-making process and decision to reject Philip Morris funds for their annual banquet.

Ultimately, each organization must decide what is right for them. In this process, APPEAL endeavors to empower organizations by providing them with the information necessary to examine and process different aspects of the issue. We encourage organizations to discuss mission, sustainability, and ethical funding, but to also consider in their decision-making, the impact of tobacco industry funds on the organization, what they will receive in return, the industry's motivation, and how it would benefit. ■

Groundbreaking Treaty...

continued from page 2

Health organizations and tobacco control advocates agree that strong implementation on a national level is vital to the treaty's effectiveness. APPEAL urges individuals and organizations in the AAPI community and abroad to educate their local and national legislators and representatives about the treaty and to promote strong tobacco control legislation. We also recommend sending information to local media to inform the public of the importance of the convention. For more information about additional ways to take action and for the complete text of the FCTC, go to www.fctc.org. ■



A G L O B A L A P P E A L S P R I N G 2 0 0 3



ASIAN PACIFIC PARTNERS FOR
EMPOWERMENT AND LEADERSHIP
C/O AAPCHO
439-23RD STREET
OAKLAND, CA 94612

Nonprofit
U.S. Postage
PAID
Oakland, CA
Permit #2009

calendar of events

The 2nd National Collegiate Tobacco Symposium

May 1-2, 2003
Providence, RI
www.bacchusgamma.org

World No Tobacco Day

May 31, 2003
<http://www.wntd.com>

CDC/OSH Tobacco Control Leadership Forum

July 21-25, 2003
Scottsdale, AZ
www.TobaccoControlLeadershipForum.org
(website open by early May)

12th World Conference on Tobacco or Health

August 3-8, 2003
Helsinki, Finland
www.wctoh2003.org

