

PUFFING TO ACCULTURATE: E-CIGARETTE USE AMONG ASIAN AMERICANS

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ASIAN AMERICAN STUDIES**



ENDS USE

The CDC reported a one-year tripling in ENDS use among US youth, surpassing cigarette use.

- HS: 4.5% (2013) to 13.4% (2014)
- MS: 1.1% (2013) to 3.9% (2014) Arrazola et al., 2015

In a sample of 2,649 US adults

- 3.4% ever-users
- 35.9% used ENDS within the past 30 days
- Highest among Non-Hispanic Whites at 7.1% Pearson et al., 2012

TOBACCO USE AMONG ASIAN AMERICANS

Tobacco use is particularly common among Asian American men and is associated with acculturation in Asian American women (Wu et al, 2013; Gorman et al., 2014).

Smoking prevalence higher for Asian American men (22.6%) than women (7.3%)

- 29.5% Vietnamese men, 7% Filipina women (Chae, Gavin, & Takeuchi, 2006)

HAWAI'I STUDY

High school students in Hawai'i (N=1941)

- 17% e-cigarette use only, 12% dual use, 3% cigarettes only, 68% nonusers
- 29% ever ENDS use & 18% use in the past month
- Sample 23% Filipinos, 22% Native Hawaiians, 14% White, and 6% other Asian Americans

Source: Wills, Knight, Williams, Pagano, & Sargent, 2015

ENDS STUDY

- Stanford Health 4 All program**
- Popularity of ENDS use among Asian Americans in the Bay Area and Los Angeles**
- Noticeable increase of Asian American ENDS users, opening of vape shops and bars**

METHOD

Online and paper survey

Outreach (social media sites, college campuses, email listservs from non-profit organizations, and snowball sampling)

Criteria: California resident, 18–25 years old, and Asian American & Pacific Islander identified

SURVEY QUESTIONS

Have you EVER used electronic cigarettes or other forms of Electronic Nicotine Delivery Systems (ENDS) such as vape pens or e-hookah?

Do you currently use electronic cigarettes or other forms ...

What is your regular flavor of e-cigarette/ e-hookah/vape pen?

What affect do you believe electronic nicotine delivery systems (like e-cigarettes, e-hookah, vape pens) have on health? (Likert scale)

**How did you hear about e-cigarettes? (select all that apply)
(1. TV, 2. Radio, 3. Print, 4. Online, 5. Retail, 6. Friends/Peers, 7. Family, 8. Social Venues, 9. Other)**

SAMPLE

N=501

Chinese (24%), Filipino (29%), Vietnamese (14%), mixed-AA heritage (13%), and 21% other (Asian Indian, Bangladeshi, Cambodian, Hmong, Lu Mien, Japanese, Korean, Laotian, and Malaysian)

Born in the US (74%)

Average 21 years old (SD=2.2)

Female (57%), Male (39%), Non-Reported (4%)

LGBTQIA (15%)

Currently in school (72%), Employed (23%), and 5% (Unemployed)

EVER & CURRENT ENDS USE

Ever users (44%)

Current users (11%)

Ever use higher among men (51%) vs. women (16%)

ENDS use more common for 21-25 year olds (50%) vs. 18-20 (14%)

Current ENDS use twice as high among identified LGBTQIA (20%), those with associate degrees and vocational training (27%), and employed (19%).

Subgroup	n	% of sample	ENDS Use			
			Ever (%)	Current (%)		
Full Sample	501	100%	221	44%	56	11%
Asian Ethnic Group						
Chinese	119	24%	37	31%	8	7%
Filipino	143	29%	75	53%	19	13%
Vietnamese	70	14%	37	53%	10	14%
Mixed Asian Heritage	64	13%	28	44%	7	11%
Other Asian American	105	21%	44	42%	12	11%

ENDS EXPOSURE

Friends/peers (73%)

Online (40%)

Television (36%)

Retail (33%)

Social Venues (30%)

Family (19%)

Radio (11%)

Other (3%)

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VAPORTRIM

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Inhale Flavor
Curb Cravings
Lose Weight

Vanilla Cupcake

— 0 Calories —

0 Calories | 50 Servings

RISK PERCEPTION

Risk perception of ENDS use averaged 4.9 (SD=1.6) with 21% coded as low risk perception (1-3), 17% neutral (4), and 62% harmful (5-7).

Greater perceived risk among women, college-degreed, and 21-25 year olds.

CURRENT ENDS USER PREFERENCE

n=39 Current ENDS users

49% fruit flavored (lychee, taro, mango, and passion fruit)

26% candy or other sweet-flavored (pink Starburst, vanilla, custard)

10.3% drink flavors (Coca-Cola, coffee, thug juice)

7.7% menthol/mint



CURRENT ENDS USER REASONS FOR USING ENDS

42% healthier alternative to conventional cigarettes

33% recreational/social reasons

15% stress relief/coping

10% nicotine high

8% flavor



IMPLICATIONS

Typical tobacco use gender gap is narrowing for ENDS for Asian American Young Adults in California – is this related to ENDS? Technology? Specific subgroups? Acculturation?

LGBTQI AAYAC are at high risk for ENDS use

Health risk perceptions may influence trial and use for AAYAC

Asian American Young Adults in California differ by ethnic subgroup with respect to ENDS trial and use

CURRENT STUDY

Social aspect, sense of collectivity with ENDS use

Vape bars, lounges, & stores are spaces of belonging for Asian Americans

Masculinity

Flavors are tied to familiarity with Asian American culture

Improved relationships with family members since switching from conventional cigarettes to ENDS use

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