

- ✓ Each of the coordinating agencies is able to provide sample tobacco education materials specific to the communities that they serve.
- ✓ Each of the coordinating agencies is able to provide information related to tobacco use and its impact on the specific population that it serves.
- ✓ The Multicultural Network is available to make presentations regarding tobacco use and cultural competency in tobacco control.
- ✓ The Multicultural Network is able to provide technical assistance or resources to individuals and organizations that would like to become involved in tobacco-related issues.

Affirmations  
 290 W. 9 Mile Rd., Ferndale, MI 48220  
[www.goaffirmations.org](http://www.goaffirmations.org)

American Indian Veterans of Michigan  
 26641 Lawrence Ave. Center Line, MI 48015  
<http://aivomi.org/>

Arab American and Chaldean Council  
 111 West 7 Mile Detroit, MI 48203  
[www.myacc.org](http://www.myacc.org)

Arab Community Center for Economic & Social Services  
 6450 Maple Rd. Dearborn, MI 48126  
[www.accesscommunity.org](http://www.accesscommunity.org)

Association of Chinese Americans  
 32585 Concord Drive  
 Madison Heights, MI 48071  
[www.acadetroit.org](http://www.acadetroit.org)

South Eastern Michigan Indians, Inc.  
 26641 Lawrence Ave. Center Line, MI 48015  
[www.semii1975.org](http://www.semii1975.org)

Grand Rapids Urban League  
 745 Eastern Ave SE Grand Rapids, MI 49503  
[www.grurbanleague.org](http://www.grurbanleague.org)

Perceptions  
 P.O. Box 1525 Midland, MI 48641  
[www.perceptionsmi.org](http://www.perceptionsmi.org)



***"Communities of Color and Culture United to Eliminate Commercial Tobacco Use"***

We educate on, as well as promote and advocate for, commercial tobacco use prevention and related issues, collectively addressing ethnic and culturally competent perspectives.

We provide leadership capacity to positively impact the health and well-being of communities of color and other groups in the state of Michigan who have been targeted by the tobacco industry.



### ***Tobacco Use Among Disparate Communities***

#### **African Americans**

Approximately 14.2% of Michigan residents are African American. The 2015 MiBRFSS indicates that 25.9% of African American adults in Michigan smoke cigarettes. Studies show that the number of tobacco retailers are higher in African American communities, and they often offer product discounts and promotions to lure young people to a lifetime of tobacco addiction.

#### **Arab and Chaldean Americans**

There are at least 350,000 Arab and Chaldean Americans in Southeast Michigan, the largest population outside of the Middle East. Most have immigrated from Egypt, Iraq, Lebanon, Palestine, Syria and Yemen. According to the 2014 MiBRFSS, approximately 29.2% of Arab and Chaldean adults in Michigan smoked. In addition to cigarettes, smoking tobacco through a water-pipe known as the hookah, is popular among this community.

#### **Asian Americans**

The 2015 Census shows 3% of Michigan residents are of Asian descent. Some of the countries of origin include India, China, Japan, Korea, Vietnam, and the Philippines. Centers for Disease Control data shows the adult smoking rate at 7.0%. Rates are generally highest in Korean and Vietnamese men.

#### **LGBT**

According to the 2015 MiBRFSS, the smoking rate among adult LGBT Michiganders is 35.9%. Additionally, LGBT youth initiate tobacco products at much higher rates than heterosexual youth, leading to early and sustained addiction.

#### **Veterans**

For years, Veterans were given cigarettes as part of their wartime ‘rations.’ As a result, they came home addicted and have suffered greatly from tobacco related disease and death. During 2007-10, male veterans aged 25-64 years were more likely to be current smokers than nonveterans (29% versus 24%.)

#### **Latino/Hispanic Americans**

A rapidly growing population, Latinos make up 5% of Michigan’s residents. The majority, approximately 73%, are of Mexican descent. A smaller number of Latino groups include those from Puerto Rico, Cuba, and South America. According to the 2014 MiBRFSS, 32.4% of Latino adults in Michigan smoked cigarettes.

#### **American Indians**

With 12 federally recognized tribes, American Indians comprise .6% of Michigan’s population. Tobacco, also called Sema, is sacred in this community. It is believed to provide spiritual strength, guidance and protection, and is used during prayer, or offered as a sign of respect. Despite its traditional use, commercial tobacco is commonly abused. MiBRFSS 2015 data shows an adult cigarette smoking rate of 43.8%.