

CHARACTERIZING SMOKELESS TOBACCO USE AMONG SOUTH ASIANS IN THE UNITED STATES

Juan Edquiban

Isra Ahmad, MPH

Santa Clara County Public Health Department

Arnab Mukherjea Dr.Ph, MPH

Department of Health Sciences

California State University, East Bay

Presentation Objectives

- Population Overview
- Defining South Asian Smokeless Tobacco products (SLT)
 - Paan
 - Paan Masala
 - Gutkha
- Patterns and Predictors
- Recommendations

Population Overview

The South Asian Americans Leading Together (SAALT) define South Asian community as individuals who can trace their ancestry to the following countries:

- Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan, and Sri Lanka.

Changes in South Asian American Population, 2000 to 2010⁵

	Single Ethnicity Reported			Multiple Ethnicities Reported		
	2000	2010	Percent Change	2000	2010	Percent Change
Bangladeshi	46,905	142,080	202.9%	57,412	147,300	156.6%
Bhutanese	192	18,814	9,699.0%	212	19,439	9,069.3%
Indian	1,718,778	2,918,807	69.8%	1,899,599	3,183,063	67.6%
Maldivian	29	102	251.7%	51	127	149%
Nepali	8,209	57,209	596.9%	9,399	59,490	532.9%
Pakistani	164,628	382,994	132.6%	204,309	409,163	100.3%
Sri Lankan	21,364	41,456	94.0%	24,587	45,381	84.6%
Total for Selected Ethnicities	1,960,105	3,561,462				

Population Overview

- The states with the largest South Asian populations are:
 - California
 - New York
 - New Jersey
 - Texas
 - Illinois

Table 3: Top 5 U.S. Metropolitan Area for Selected South Asian Groups^{*}**

Bangladeshi	Bhutanese	Indian	Nepali	Pakistani	Sri Lankan
New York City, NY	Atlanta, GA	New York City, NY	New York City, NY	New York City, NY	New York City, NY
Washington, DC	Dallas, TX	Chicago, IL	Washington, DC	Houston, TX	Los Angeles, CA
Detroit, MI	Houston, TX	Washington, DC	Dallas, TX	Chicago, IL	Washington, DC
Los Angeles, CA	Seattle, WA	Los Angeles, CA	Boston, MA	Washington, DC	San Francisco, CA
Philadelphia, PA	Phoenix, AZ	San Francisco, CA	San Francisco, CA	Dallas, TX	Dallas, TX

^{***}No data available for Maldivian populations. Data are available only for the population groups having a population of 100 or more of that specific group within a particular geographic area.

Glossary - Gutka



- Initially marketed as a smoke cessation product in India
- All packets contain nicotine and other known carcinogens

Glossary – Paan (Pan) Masala

Commercial preparation of paan with the addition of:

- Catechu
- Various condiments
- Powdered tobacco *



Glossary – Gutka and Paan Masala Packaging

Packaging is very similar to supposed “tobacco free” paan (pan) masala.



Glossary – Paan (Pan)

Five main ingredients:

- Betel leaf
- Areca nut
- Slaked lime
- Lime paste
- Tobacco (high likelihood)

Intertwined with Hindu culture

Typically made to order – highly unregulated



Patterns / Predictors

- Does not follow the trends in prevalence Asian/Pacific Islander tobacco use.
- Knowledge-based and socio-cultural influences form the foundation for culturally-specific tobacco use
- Misclassification and underrepresented.

	Odds Ratio (95% CI)
Sociodemographics	
Age	
18-29 y (reference)	1.0
30-49 y	1.1 (0.8-1.6)
40-49 y	1.5 (1.0-2.3)
≥50 y	1.9 (1.3-2.9)
Sex: male	1.5 (1.2-2.0)
Education	
Less than high school (reference)	1.0
High school or some college/trade school	2.6 (1.1-6.5)
College degree or graduate/professional school	4.0 (1.7-9.5)
Household income	
<\$20,000 (reference)	1.0
\$20,000 to <\$50,000	1.5 (0.8-3.1)
\$50,000 to <\$75,000	1.9 (1.0-3.7)
\$75,000 to <\$100,000	2.5 (1.3-4.7)
≥\$100,000	2.6 (1.4-5.0)
Not reported	2.1 (1.1-4.1)
Acculturation	
Percentage of life in United States	
<25%	2.1 (1.1-4.3)
25% to <50%	2.8 (1.3-5.6)
50% to <75%	3.4 (1.6-7.3)
≥75% but not born in United States	3.2 (1.4-7.3)
Born in United States (reference)	1.0
Not reported (may include equal % in India and United States)	0.7 (0.1-4.2)
Language most often spoken at home	
Indian language	2.3 (1.5-3.4)
English or non-Asian Indian language (reference)	1.0

Patterns / Predictors

- Popularity of cultural STP vary – with native born older males having *gutka* as the most common. While native born females prefer *paan/paan masala*.
- Some users even attribute the use of cultural STP's as a way to still connect with their culture/homeland

“...If you go to Jersey City or Iselin [cities in New Jersey with large South Asian populations], you'll see it's something that's so deeply rooted in their culture that its ok for us to do it. It justifies everything.”

(Focus group of mixed gender, young professionals/grad students).

Recommendations / Future Implications

➤ Research



➤ Programs



➤ Policies



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