Health behaviors and attitudes about tobacco among Native Hawaiian and Pacific Islander adults in California

The California Native Hawaiian and Pacific Islander Tobacco Survey* was developed by the UCLA Center for Health Policy Research and community partners to understand how certain health behaviors and attitudes regarding tobacco affect Native Hawaiian and Pacific Islander (NHPI) communities in California.

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Tobacco use

Nearly 2 in 3 (64.3%) NHPI adults reported current use of tobacco products of any kind.

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Cessation

Among NHPI smokers...

- **1 in 6** (16.6%) did not try to quit smoking in the past 12 months.
- **1 in 7** (14%) have never tried to quit smoking in their lifetime.
- **2 in 5** (40.4%) delayed or did not get FDA-approved cessation medicine† due to cost.
- **1 in 2** (52.3%) would rather receive cessation services at NHPI-serving health organizations than general health organizations.
- **2 in 3** (65.8%) would be more likely to quit if more tobacco cessation services were tailored to NHPI communities.
- **37.4%** delayed or did not seek cessation services because of perceived race-based discrimination.

Cessation methods used:

- **71.2%** used NHPI-serving cessation services programs.
- **63.5%** used vaping products.
- **59.8%** used FDA-approved cessation medicine.
- **59.6%** used a cessation hotline.

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Secondhand Smoke or Vape

NHPI adults were exposed in places such as...

- **72.5%** sidewalk
- **71.2%** home
- **58.7%** workplace

Among NHPI adults...

- **3 in 4** (76%) agree or strongly agree on a tobacco sales ban to anyone born after 2025.
- **4 in 5** (83.2%) agree or strongly agree that apartment units should be smoke- and vape-free.

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Related Policy

*The California Native Hawaiian and Pacific Islander Tobacco Survey is a study that used non-probability recruitment methods, therefore data estimates may not be entirely representative of NHPI populations in California.

†Nicotine replacement therapy or prescription cessation medication (e.g. Chantix or Zyban)

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Read the full report: [https://ucla.in/3NmgNJ7](https://ucla.in/3NmgNJ7)