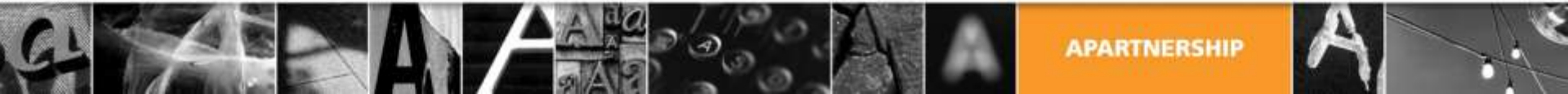
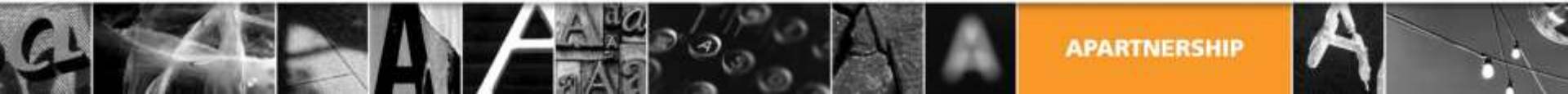


Advertising That Motivates Behavior Change in the Asian American Market



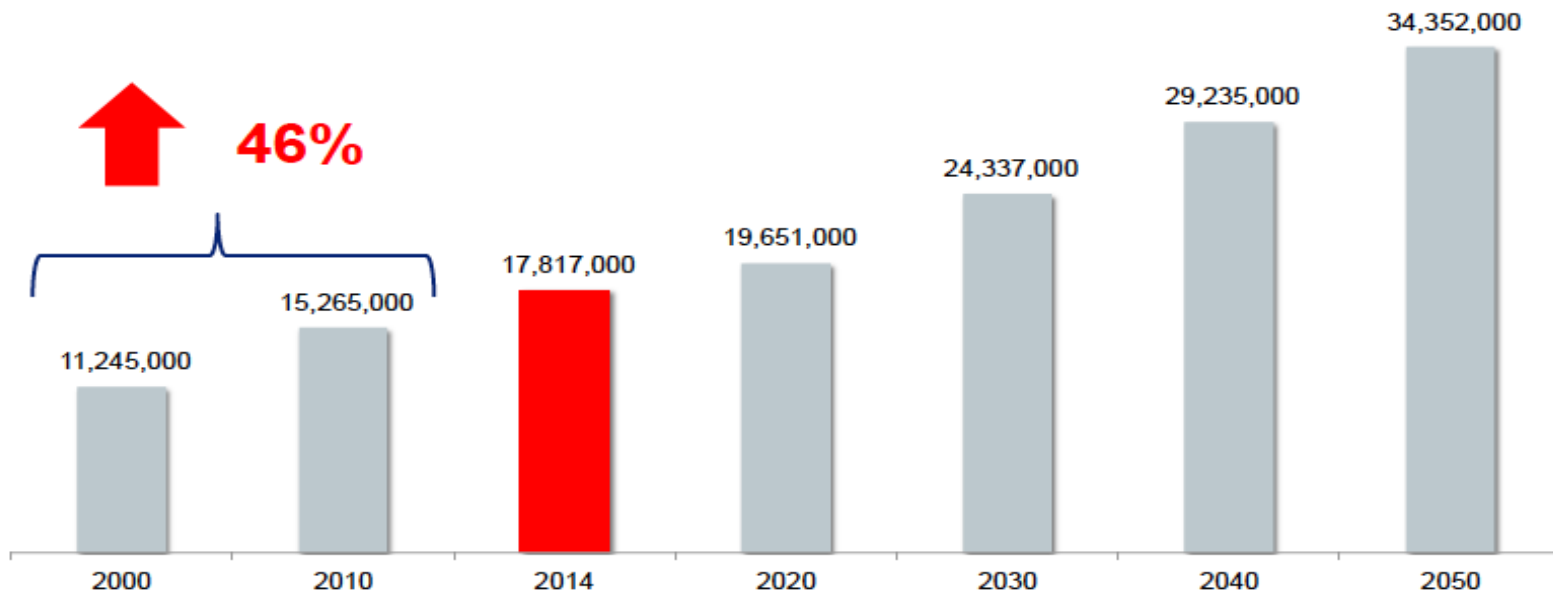
About APARTNERSHIP

- Full-service, Asian-American market advertising agency founded 1998
- New York-based, independent, minority small business
- History of client work in multicultural health marketing including CDC VERB, CDC TIPS, CDPH Tobacco Control, Asian Smokers' Quitline, Hepatitis B awareness; Private Health Plans and more
- Mission is to help Asian Americans access and enjoy products and services no matter cultural or linguistic factors



Asian American Population Growth

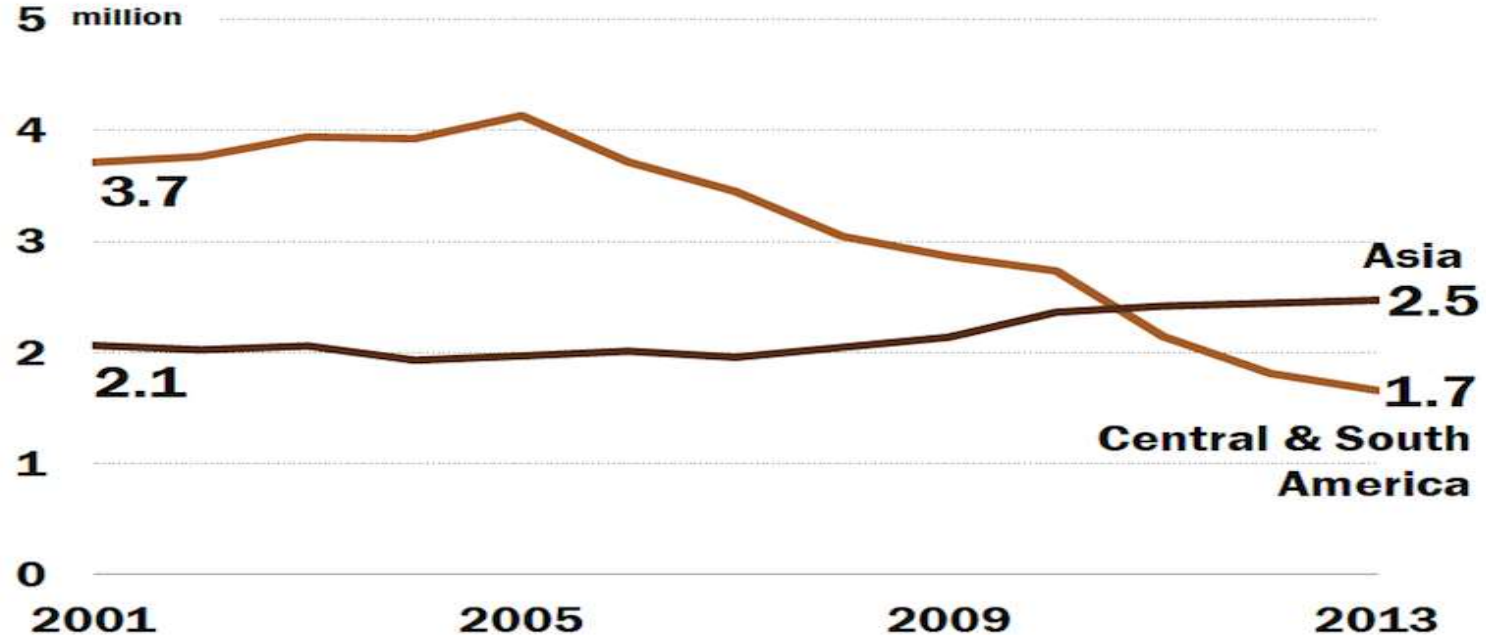
At approximately 18 million, Asian Americans represent the fastest growing ethnic segment in the U.S.



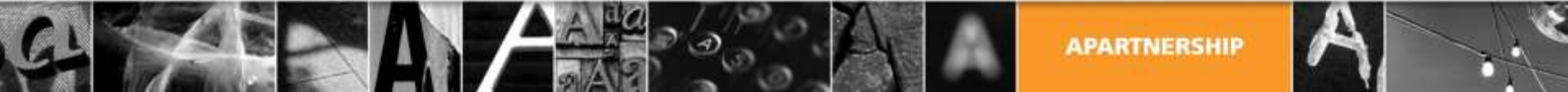
Source: U.S. Census Bureau, "U.S. Interim projections by Age, Sex, Race and Hispanic Origin"

Population Growth Is Being Driven Recent Immigration

Immigrants arriving in the past 5 years

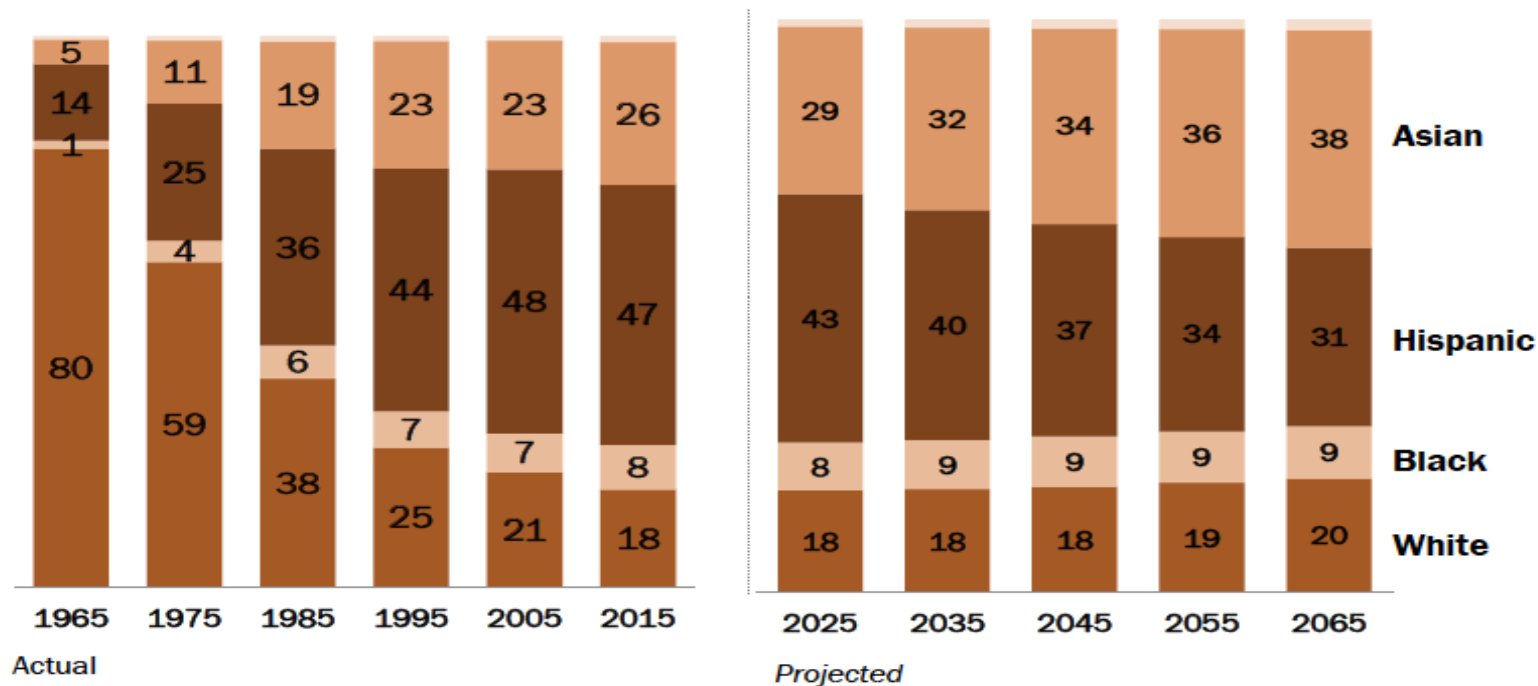


Source: Pew Research Center tabulations of the 2001-2013 American Community Survey (IPUMS).



Asians Projected To Become Largest Immigrant Group

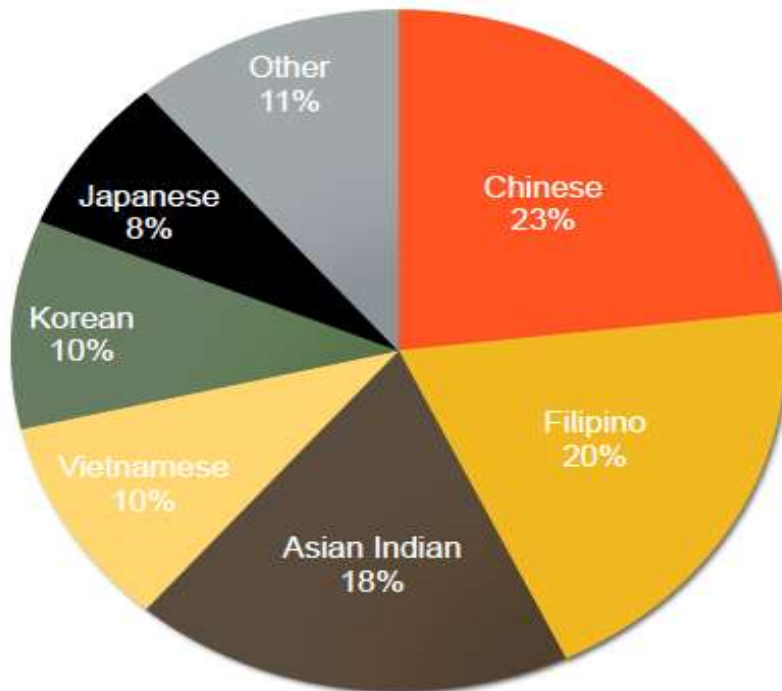
% among U.S. foreign-born population



Source: Pew Research Center estimates for 1965-2015 based on adjusted census data; Pew Research Center projections for 2015-2065

Asians Americans: A Diverse Group

Culturally and linguistically diverse. 90% are of 6 segments.



Source: U.S. Census Bureau, ACS, 2012

EAST ASIAN

China (PRC)
Taiwan (ROC)
Korea
Japan

SOUTHEAST ASIAN

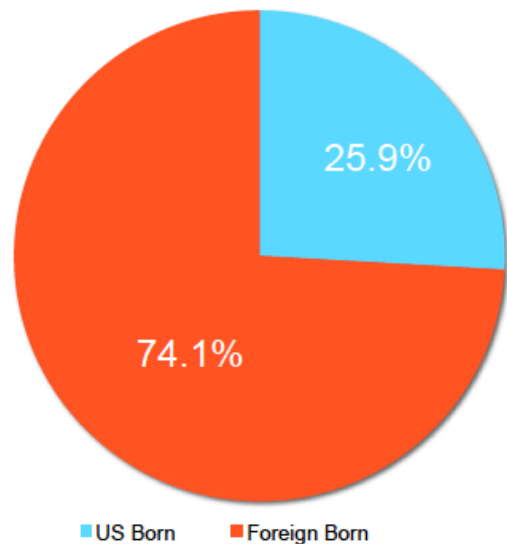
Philippines, Vietnam
Thailand, Cambodia,
Myanmar (Burma),
Singapore

SOUTH ASIAN

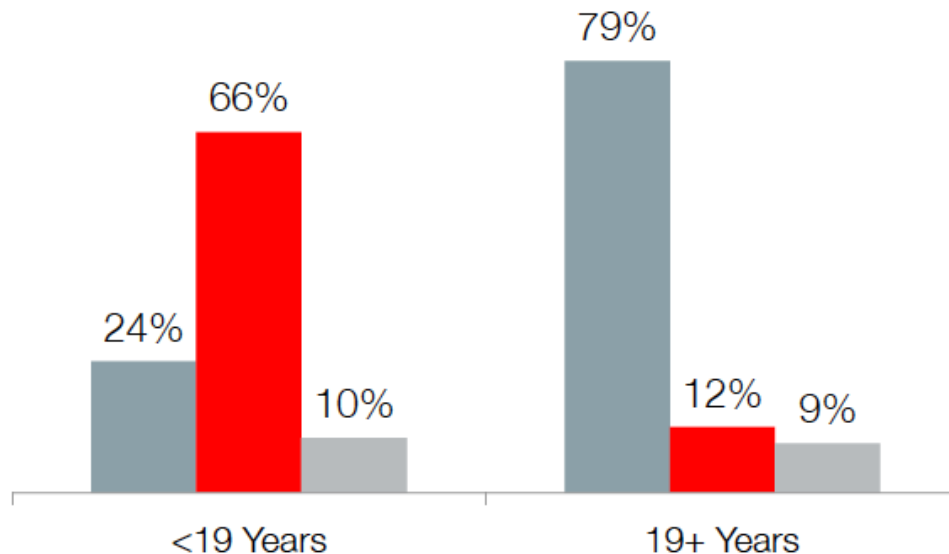
India, Nepal,
Bangladesh, Bhutan,
Maldives, Pakistan

Asian American Generational Portrait

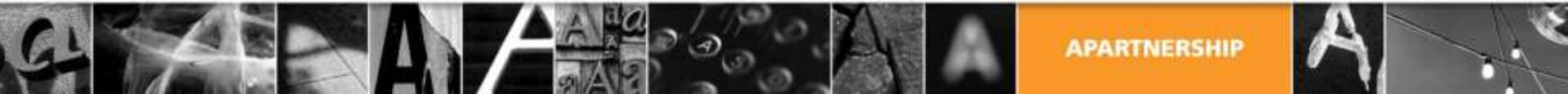
Younger Asian Americans tend to be U.S. Born;
Older Asian Segments tend to be immigrants



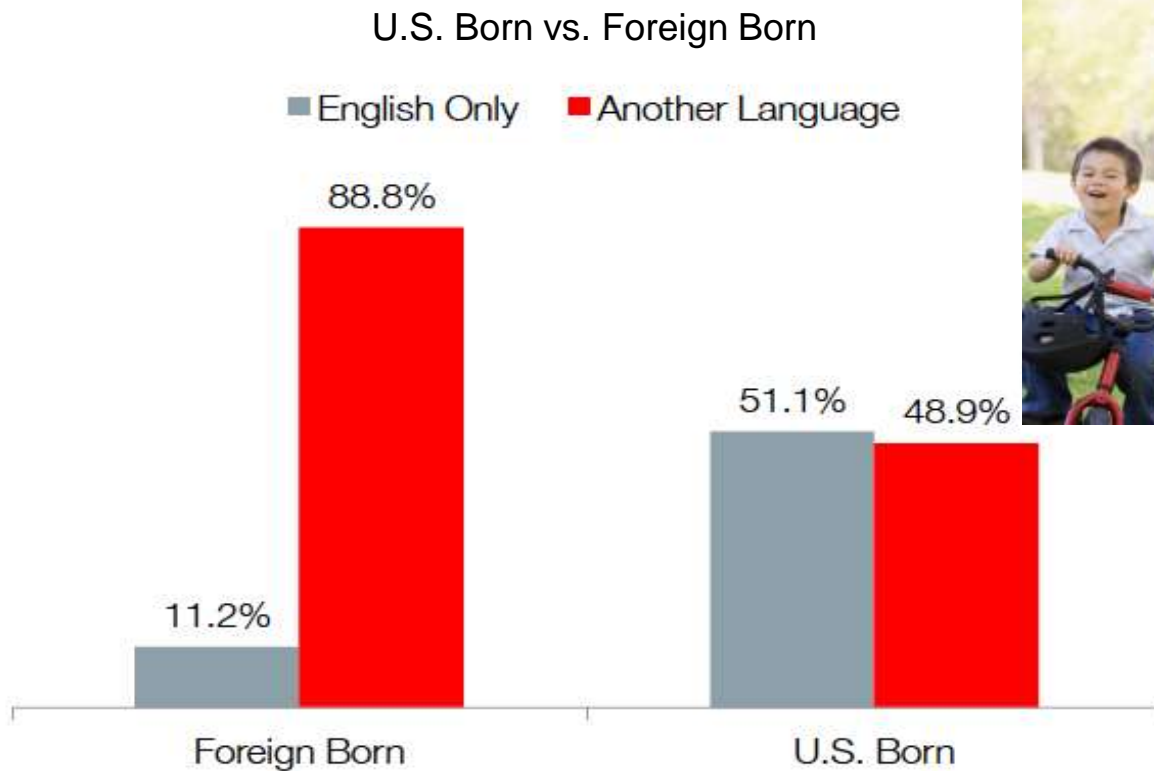
■ Foreign Born ■ 2nd Generation ■ 3rd Generation



Source: Current Population Survey, U.S. Census Bureau, Asian Alone



Language Preference By Generation



Source: U.S. Census 2010: "Asian Alone" (ACS)



THE CULTURAL ICEBERG

SURFACE CULTURE

Food
Flags Festivals
Fashion Holidays Music
Performances Dances Games
Arts & Crafts Literature Language

DEEP CULTURE

Communications Styles and Rules:

Facial Expressions Gestures Eye Contact
Personal Space Touching Body Language
Conversational Patterns in Different Social Situations
Handling and Displaying of Emotion
Tone of Voice

Notions of:

Courtesy and Manners
Friendship Leadership
Cleanliness Modesty
Beauty

Concepts of:

Self Time Past and Future
Fairness and Justice
Roles related to Age, Sex,
Class, Family, etc.

Attitudes toward:

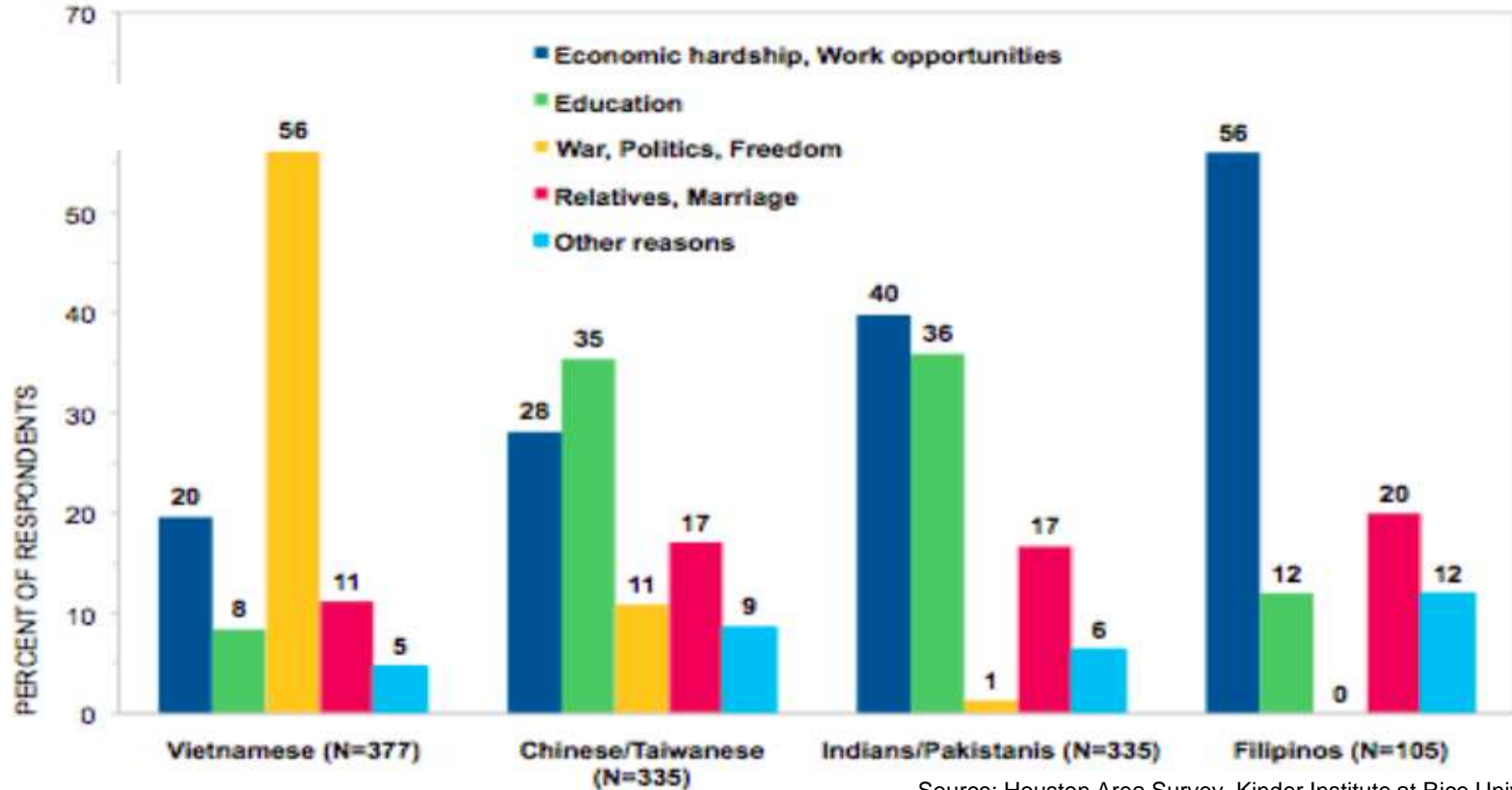
Elders Adolescents Dependents
Rule Expectations Work Authority
Cooperation vs. Competition
Relationships with Animals Age
Sin Death

Approaches to:

Religion Courtship Marriage
Raising Children Decision-Making
Problem Solving

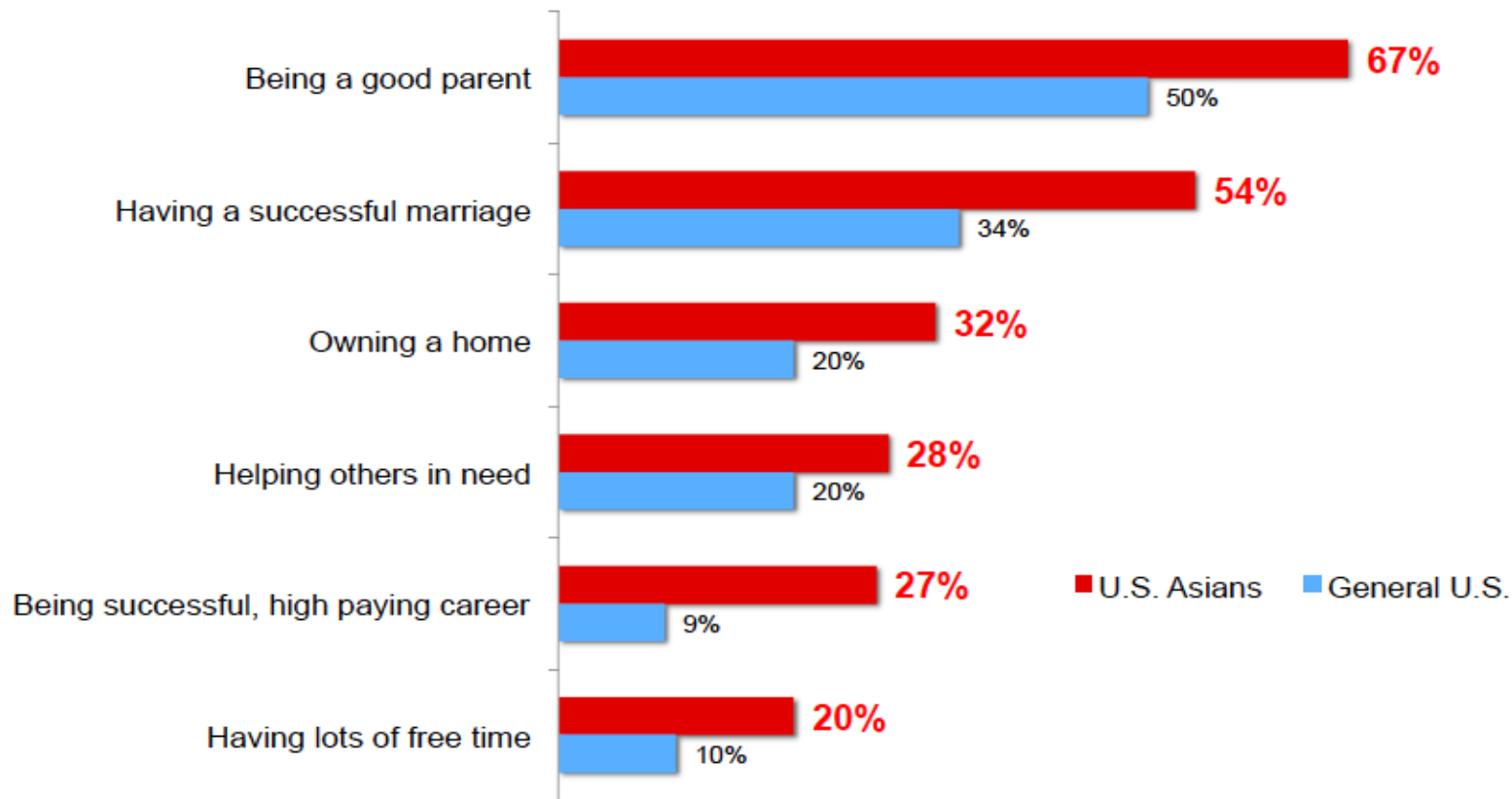
Motivations For U.S. Asian Immigration

Most important reasons given for immigration among four largest Asian communities

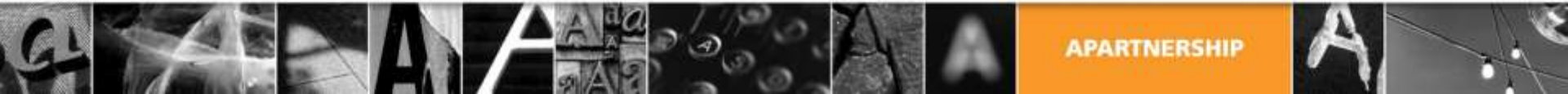


Life Goals and Priorities: Asian Americans vs. General U.S.

% saying each is "one of the most important things" in their lives

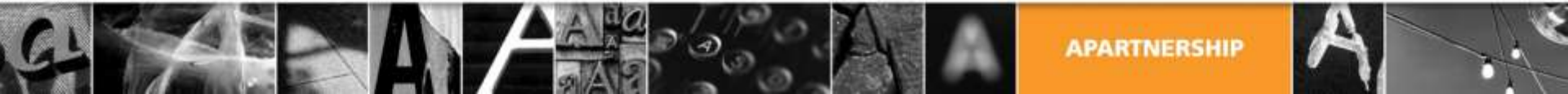


CREATIVE APPROACHES



Home Country Influences On Tobacco Use

- Lagging legislation and pro-health initiatives to curb tobacco use; No Master Settlement
- Cultural predisposition and social attitudes to smoking
- Impacts of tobacco portrayal in popular culture
- High prevalence and accessibility
 - China consumes 30% of world cigarettes; 70% of all adult males
 - 6 of top 10 cigarette consuming countries are Asian
- Big Tobacco influences
 - Marketing and promotion
 - Low cost
 - Etc.

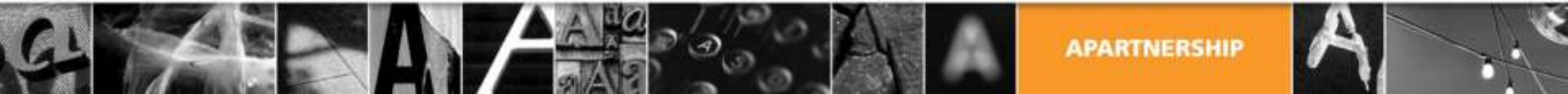


Motivating Behavior Change

Strike a deep emotional chord that changes Asian apathy and social norms towards smoking, by driving change in 3 places:

1. Ambivalent perception towards Tobacco Industry influences (CPTI)
2. Cessation – Smoking only harms the smoker; Death vs. living with the health effects
3. Peril of secondhand smoke – consider those around you

....without stigmatizing the smoker



Deadliest

CPTI - California Tobacco Control

Your Child Needs You More Than You Need a Cigarette

Cessation - California Tobacco Control

Cereal

SHS - California Tobacco Control

Quý vị nuôi con cái mình
bằng thứ gì?



Khi quý vị hút thuốc gần bên con cái, có khả năng khiến chúng nuốt phải các hóa chất độc hại. Khói thuốc của quý vị chứa đựng trên 4,000 hóa chất, như carbon monoxide, arsenic, và chì đều là chất độc. Chỉ cần đặt người thân của quý vị vào nơi có khói thuốc trong giây lát cũng có thể nguy hiểm. Hãy gọi Đường Dây miễn phí California Giúp Bỏ Hút Thuốc ngay hôm nay để biết cách cai hút thuốc hiệu quả và một chương trình tùy theo hoàn cảnh để giúp quý vị thành công trong việc bỏ hút thuốc.

Hãy bỏ hút thuốc ngay! Xin gọi số 1-800-778-8440 ngay hôm nay.

Đừng để khói thuốc làm hại gia đình quý vị.

Asian Smokers' Quitline Print

Chinese



你戒煙 我們全力支持

你可以做到!

打通電話 索取免費戒煙貼

800-838-8917

www.asiansmokersquitline.org

Korean



당신은 담배로부터 벗어날 수 있습니다

1-800-556-5564

금연하실 준비가 되셨습니까? 여러분께 효과적인 방법을 알려드리겠습니다. 지금 한국인 금연专线(Asian Smokers' Quitline)로 전화하시고, 무료 니코틴 패치 및 1대1 전화 상담과 같이 흡연자의 금연 성공률을 높여주는 것으로 입증된 무료 서비스를 받으십시오. 오늘 전화하십시오. 여러분도 담배를 끊으실 수 있습니다.

asiansmokersquitline.org

Vietnamese

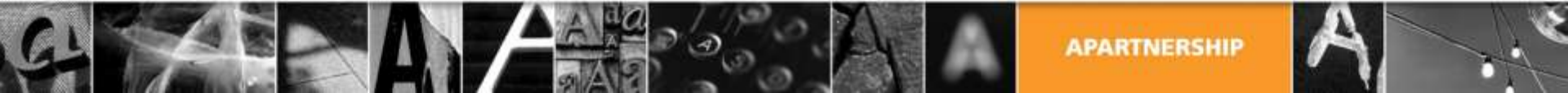


PHÁ VỠ SỰ TRỞ BUỘC CỦA THUỐC LÁ

HÃY ĐÁY VIỆC NGHIỆN THUỐC LÁ VÀO QUÁ KHỨ BẰNG NHỮNG BẢNG DẪN NICOTINE MIỄN PHÍ

800-778-8440

www.asiansmokersquitline.org



Online

Helpline Landing Page - "Untied" Simplified Chinese





欢迎立即致电索取免费戒烟贴两周试用包，踏出断除烟瘾的第一步！我们提供各种经过验证可让成功率倍增的国粤语免费戒烟服务，例如一对一电话咨询、供应戒烟贴试用包及自助戒烟资料等。所有服务均由联邦政府资助，并由加州大学圣地亚哥分校旗下Moore's癌症研究中心所管理的全美戒烟戒烟专线提供。请立即拨打专线，让烟瘾从此成为过去！

办公时间：周一至周五8:00am - 9:00pm(西岸时间)
并设有24小时留言咨询服务

华语戒烟专线
1-800-838-8917

进入英文网站获得更多资讯

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从此摆脱缠身烟瘾

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Shadow

NYU Hepatitis B Free CEED

