

## Determinants of cigarette smoking and smokeless tobacco use among young adult South Asians

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South Asians (SAs), individuals from [Bhutan](#), [Bangladesh](#), [India](#), [Maldives](#), [Nepal](#), [Pakistan](#), and [Sri Lanka](#), represent the third most populous Asian group in the U.S. While the high prevalence of tobacco use, both cigarette smoking and smokeless forms of tobacco, have been documented among South Asians in their countries of origin, we know relatively little about either the prevalence of tobacco use or choice of tobacco products among these populations in the U.S. Moreover, our knowledge of the determinants of tobacco use among SAs in the U.S. is negligible. Across all racial/ethnic groups in the U.S., young adults have among the highest rates of tobacco use. Yet, to date, they remain largely understudied and, as a result, present unique challenges to the development of effective tobacco cessation programs. To our knowledge, evidence-based tobacco cessation programs tailored to the young adult SA population do not exist. Over the two years of the project, we will work with community partners to build and solidify relationships, establish a research governance strategy, co-develop research questions, and collect pilot data. Findings from this project will fill knowledge gaps regarding tobacco use among young adult SAs (ages 18 to 29 years), a group at high risk for progression to addictive tobacco use. The specific aims are to: (1) Establish a community-academic research collaboration for tobacco use and cessation research among Bangladeshi, Indian, Nepali, and Pakistani males and females between 18 and 29 years of age; (2) carryout a comprehensive assessment of tobacco use (smoking and smokeless) behaviors and cues with 176 current and past tobacco users utilizing, (a) focus groups, (b) in-depth tobacco use history interviews, (c) questionnaires, and (d) ecological momentary assessment (EMA) to identify the cultural, social, environmental, and intrapersonal factors impacting tobacco use and quitting behaviors; (3) disseminate findings within SA communities through community meetings, webinars and other web-based distribution methods and to external audiences through scientific meetings and publications; and (4) utilize the study findings to inform the development of future cessation strategies uniquely suited to young adult SAs in the U.S. The proposed pilot is directly relevant to TRDRP's research mission

in that it addresses one of TRDRP's primary areas of research, namely, "*Prevention and Cessation of Tobacco Use and Tobacco-Related Health Disparities among California's Diverse Populations.*"

Funded by the California Tobacco Related Disease Research Program