



Center for Asian Health Equity

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University of Chicago Medicine

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FOR MEDIA INQUIRIES

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Center for Asian Health Equity participates in 4th annual *Nobody Quits Like Chicagoland* Week in Chicago's Asian and African immigrant communities

Nov-12, CHICAGO – The Center for Asian Health Equity (CAHE) joins *Nobody Quits Like Chicagoland* (NQLC) this week along with the Chicago Department of Public Health and the American Cancer Society to promote tobacco prevention and cessation to Chicagoland communities. Tobacco remains the most preventable cause of disease and death in the United States. According to the United States Department of Health and Human Services, cigarette smoking is responsible for more than 480,000 deaths per year in the U.S., and 50,000 deaths from secondhand smoke exposure.

The Center for Asian Health Equity (CAHE) targets Chicago's Asian and African immigrant communities by collaborating with Korean and Nigerian faith-based organizations, working alongside youth advocates in Chinatown, and promoting awareness of culturally-tailored cessation resources for Korean, Vietnamese, and Chinese immigrants. Center for Asian Health Equity is using NQLC week to prevent youth from starting to smoke while ensuring new Chicagoans have the support they need to quit.

Nobody Quits Like Chicagoland starts Sunday 12 November with Smoke Free Faith Day where churches, temples, mosques, and other faith-based organizations promote tobacco prevention and cessation as well as declaring their campus "Tobacco-Free Ground." The Center for Asian Health Equity engaged faith leaders from the CityLight Church, Living Stone Christian Church, First Korean Presbyterian Church, Nigerian Islamic Association, Health Awareness Consortium, Ansar-Ud-Deen Society of USA, and Noblest to join congregations across the Chicago metro area in taking the tobacco-free pledge.

"For many of Chicago's immigrants, mosques and churches do more than serve their community's spiritual needs. They are also a trusted source of information—how to apply for a job, find housing, or access healthcare," said Abidemi Abioye, MPH, MSW, and Program Manager for CAHE. "Through Smoke Free Faith Day, these faith-based organizations can also share resources that help Asian and African immigrants begin healthy, smoke-free lives in their new country."

On Thursday 16 November during *Nobody Quits Like Chicagoland* week, the Center for Asian Health Equity engages youth in Chicago's Chinatown community to discover how policies, like Tobacco21, prevent young people from starting to smoke. Now in its third year, the Center's *Reward and Reminder* intervention brings together tobacco advocates with Chinese American youth to visit Chinatown retailers that sell cigarettes and e-cigarettes. If retailers ask young people for ID and refuse to sell, the store gets a reward—a certificate, a small gift card, and a personal thank you from the adult advocate and youth leaders. If retailers do not ask for ID, the adult advocate provides educational materials and remind them how Tobacco21 policies protect youth and young adults. Young people follow up with personal notes, in Chinese and English, to remind store owners about Tobacco21 and thank them for being responsible business owners.



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“I know that some of the stores [are] still selling tobacco to people who are under 21, but it is better to stop them now...” said Elly, a 17-year old youth advocate who participated in last year’s *Reward and Reminder* program. “I care about the environment at my neighborhood as well as the health of young people. The reason that it is important to prevent youth smoking is because smoking has a long-term impact on people’s health, especially on teenagers.”

The Center for Asian Health Equity is working throughout NQLC week to prevent youth from starting to smoke while providing culturally-tailored support to Asian and African immigrants who wish to quit, including:

- Sunday, November 12 | **Smoke Free Faith Day** engaging faith communities that serve Chicago’s Asian and African immigrant communities, including mosques, churches, and religious organizations
- Monday, November 13 | **Kick Butts Out of the Home**, raising awareness of smoke-free multi-unit housing in Chicago’s immigrant neighborhoods
- Tuesday, November 14 | **Social Media Day**, sharing #ChiQuits resources to help people quit smoking such as the Asian Smoker’s Quitline, a free nationwide Asian-language quit smoking service that offers self-help materials, one-on-one telephone counseling to quit smoking, and a free two-week starter kit of nicotine patches for Cantonese, Mandarin, Korean, and Vietnamese speakers
- Wednesday, November 15 | **Behavioral Health Tobacco Recovery Day**, addressing mental health stigma within the Asian American community and highlighting the tobacco cessation needs of those living with mental illness or substance abuse disorders
- Thursday, November 16 | **Great American Smoke Out**, promoting the positive impact of Tobacco21 in Chicago’s Chinatown community
- Friday, November 17 | **TGIF**, involving the LGBTQ youth community in smoking cessation

Partners in this effort include the Chicago Department of Public Health, the American Cancer Society, the Coalition for Asian Substance Abuse Prevention, the Respiratory Health Association of Metropolitan Chicago, Jesse Brown VA Medical Center, Pui Tak Center, Project: VISION, Chinese American Service League, CityLight Church, Living Stone Christian Church, First Korean Presbyterian Church, Nigerian Islamic Association, Health Awareness Consortium, Ansar-Ud-Deen Society of USA, and Noblest. Each day will address a different focus area, and a full list of events is available at <https://www.facebook.com/groups/124164108254036/>.

The Center for Asian Health Equity (CAHE) is a partnership between the University of Chicago Medicine and the Asian Health Coalition that brings together the assets of a world class research institution and a respected community health coalition to investigate health disparities that affect Asian American populations and take action to advance health equity. We take a multidisciplinary, collaborative approach to research, engage our communities, and disseminate information. To learn more, visit www.asianhealth.org.