

APICAT Photo Voice Project



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Intro

- What: Photo Voice
- Who: Asian American Community
- Where: Int'l District and Madison Park
- Why: To see how tobacco affects the community and who it targets
- When: Over the course of two months

Initial Observations

- Int'l District

- Dirty in some parts
- Predominately Asian
- Large homeless population
- Lots of corner stores with tobacco advertising
- Majority of population was low-income and/or senior citizens

- Madison Park

- Upscale appearance
- Predominately Caucasian
- Very clean
- Family friendly
- Positive vibrations
- No tobacco advertising
- Lots of nature
- Maintains neighborhood
- Majority is upper-income

Google Earth Analysis



Summary of Neighborhoods

- The ID had a high number of tobacco ads, while Madison Park had NONE
- The ID is lower-income, therefore the city ignores it more than they do Madison Park, and the community doesn't have the money or time to maintain it
- The city kept Madison Park clean, provided more recreational spaces, and made sure there was less crime

Conclusions

- *"We don't smoke that sh*t, we just reserve that right for the young, the poor, the black, and the stupid."*
– RJ Reynolds Executive

Conclusions

- This quote explains why tobacco had such a presence in the ID, compared to Madison Park
 - “Poor” – The ID is almost all low-income, while Madison Park was upper-income. This was obvious in how the ID was not as clean; had older, neglected buildings; lack of recreational spaces; high number of homeless; and more crime

Conclusions

- This quote explains why tobacco had such a presence in the ID, compared to Madison Park
 - “Black” – Black could be used for any community of color. The ID is predominately Asian, while most residents of Madison Park are Caucasian. Not only can you see that from people on the street, but from businesses, cultural landmarks, and even the free publications that are available on the street

Conclusions

- This quote explains why tobacco had such a presence in the ID, compared to Madison Park
 - “Stupid” – The ID has a high number of people who don’t speak English. In the eyes of the tobacco industry, they’d be seen as “stupid,” so they can be targeted more. The ID also has less access to education, with children needing to be bussed, and we did not see any early learning advertised like we did in Madison Park

Conclusions

- There are many obvious differences between the ID and Madison Park based on economics
- These differences are what makes the ID targeted more heavily by the tobacco industry
- The targeting of the community and less access to resources is what leads to higher rates of smoking in the ID, and the Asian American community in general