



APICAT

Asian Pacific Islander Coalition Against Tobacco

COMMUNITY ASSESSMENT OF NEIGHBORHOOD STORES (CANS) ALCOHOL & TOBACCO YOUTH PHOTO VOICE PROJECT

Chinatown/International District – Seattle, WA

Project Overview

In October 2014, APICAT worked with youth in the Asian American & Native Hawaiian/Pacific Islander (AA&NHPI) community to conduct a photo voice project in Seattle's Chinatown/International District. The purpose of the project was to track and update the targeting/marketing of alcohol and tobacco products towards the AA&NHPI community. The project was a follow-up to a similar project conducted in the summer of 2010 tracking tobacco and alcohol marketing in the same neighborhood.

Location

Seattle's Chinatown/International District is the historical heart of the city's AA&NHPI community. A majority of the housing is for low-income residents, many of whom are AA&NHPI and limited-English proficiency. It also has a high concentration of minority-owned and operated small businesses, as well as many non-profit organizations serving the AA&NHPI community in particular.

The project took place on sixteen square blocks between 4th Ave. S & 8th Ave. S and S. Jackson St. & S. Dearborn St. This is typically considered the core of Chinatown/International District.



Tobacco Marketing

Although there are still many establishments which sell tobacco products, one of the most noticeable differences between this project and the one conducted in 2008 is that the number of storefront tobacco advertisements in Chinatown/International District had dropped significantly.

In 2008, eight (8) businesses had a significant amount of tobacco advertising visible from the street. In this most recent project, that number had dropped to four (4).

Below are two stores which no longer advertise tobacco products. *(Pictures from 2008 project)*



Several of those businesses that continued to advertise tobacco products had reduced the number of advertisements in their windows significantly, and had also cleaned up the surrounding area.

2008

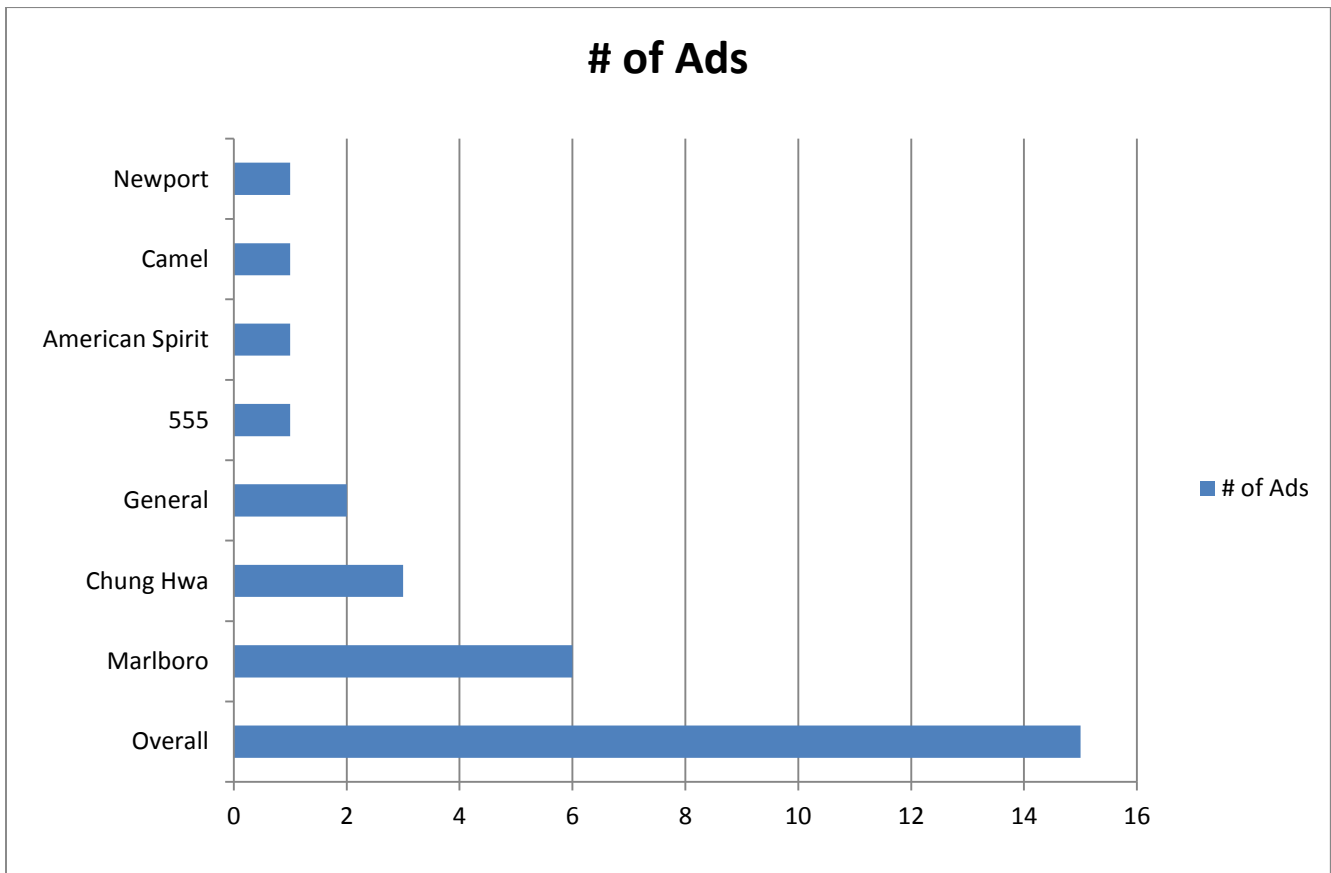
2010



Although tobacco advertising has become less prevalent in the neighborhood overall, nine (9) businesses continue to sell tobacco products. And one (1) business in particular had six (6) advertisements posted for four (4) different brands, including a discount brand from China.



Total Number of Ads by Brand



Alcohol Marketing

This project found a high number of alcohol advertisements in Chinatown/International District. Since the 2008 project only focused on tobacco, we were unable to compare to see if there was any increase or decrease in advertising.

The youth identified forty-five (45) alcohol advertisements in the 16 square blocks in which the project took place. A majority of the advertisements were neon signs for specific brands in restaurant storefronts. It is because of the high concentration of restaurants in the neighborhood that alcohol advertisements were so prevalent.



Total Number of Ads by Brand

