



## Abstract #481314

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### Wechat-to-quit: A pilot randomized controlled trial of a messaging-based smoking cessation intervention for Chinese American smokers

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#### Abstract:

**background:** Smoking prevalence remains disproportionately high among Chinese U.S. male immigrants with limited English proficiency (LEP). This study examines the feasibility of using social media to deliver a culturally sensitive smoking cessation intervention to Chinese immigrants with LEP.

**method:** Chinese American smokers were identified via electronic health records of patients from a major health plan in San Francisco who had a primary care visit within the past 2 years. Eligible participants were randomized to receive intervention (WeChat, n=33) or control (assessment-only, n=31). WeChat participants received weekly WeChat messages for 6 weeks. Follow-up surveys were administered via WeChat at 1 and 3 months. This study reports user engagement, satisfaction, knowledge gain and quit attempts at 1- and 3-month follow-up.

**results:** Participants (N=64) included 95% male, 48% aged 65+ (range: 33 to 81 years old), 53% had < high school education, and 86% spoke poor or no English. Most smoked 10+ cigarettes daily (72%) and were unmotivated to quit (70%). Among WeChat participants who read at least one message (66%), they completed on average 4.1 (SD=2.1) weekly messages and interacted 9.5 (SD=4.6) times. Most rated the messages as helpful for deciding quitting (85%) and would recommend the program to others (80%). At 3-month, only 2 participants achieved 7-day abstinence; 36% (WeChat: 39%; Control: 32%) reported 24-hour quit attempts. Among highly engaged participants who completed 4 or more weeks of the program, 54% reported 24-hour quit attempts. WeChat participants had greater knowledge in evidence-based resource for quitting than those in Control at 1-month (p=0.04) but not at 3-month.

**conclusions:** WeChat-To-Quit has shown feasibility in engaging Chinese smokers including elderly, those with low SES, and were unmotivated. Future WeChat-based intervention should focus on promoting smokers' engagement and use of evidence-based cessation resources to facilitate quit attempt and maintaining abstinence.

**Session 2092.0: Tobacco Use and Special Populations (ID=61814)****Session Type:**

Poster

**Session Scheduled:** Sunday, October 25, 2020: 5:00 p.m. - 6:00 p.m.**Slot:**

2092.0 - PS-SCI: Sunday, October 25, 2020: 5:00 p.m.-6:00 p.m.

**Title:**

Wechat-to-quit: A pilot randomized controlled trial of a messaging-based smoking cessation intervention for Chinese American smokers

**Submitter's E-mail Address:**

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**Preferred Presentation Format:**

No Preference

**Learning Outcome(s):**

- Describe challenges in promoting smoking cessation in Chinese American community.
- Identify opportunities of using social-media technology such as WeChat to engage Chinese American smokers to quit smoking

**Target Audiences:**

health care providers counseling patients to quit smoking, program administrators developing smoking cessation programs using social media

**Keyword(s):**

Tobacco Use, Social Media

**Learning Areas:**

Administer health education strategies, interventions and programs

Assessment of individual and community needs for health education

Communication and informatics

Diversity and culture

Implementation of health education strategies, interventions and programs

Social and behavioral sciences

**Health Indicator(s):**

Access to Care and Access to community-based resources (e.g., support of community living, opportunities for recreational and leisure-time activities)

**External Funding:**

Tobacco-Related Disease Research Program (TRDRP)

**Presenter****Presenter**

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**Any relevant financial relationships?** No

**Qualified on the content I am responsible for because:** I was the Research Assistant for this project and helped draft both the abstract and manuscript, as well as managed the data collected.

Signed on 09/21/2020 by *Kara Young*



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**Qualified on the content I am responsible for because:** Angela Sun has devoted her career to increase health literacy for the Asian American community utilizing evidence-based strategies for over 25 years. CCHRC's mission is to build a healthy community through cultural competent health education programs, community based participatory research, advocacy and mentorship. In partnership with academics, local and national health organizations, CCHRC initiated numerous innovative programs tailored for the Chinese immigrant community.  
Signed on 02/24/2020 by *Angela Sun*

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