

TRDRP: Linking Tobacco Control Research & Practice for a Healthier California

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Abstract Title: Chinese Community Internet Stop Smoking Project: A Community-Academic Partnership

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Abstract Text (no character or word limit):

Objective: The Chinese Community Internet Stop Smoking Project aims to establish a community-academic partnership to build accessible and sustainable online self-help resources to promote smoking cessation among Chinese smokers in the U.S. and globally. The presentation will describe the process involved developing an internet stop smoking program that aims to deliver evidence-based smoking cessation resources to Chinese smokers, their families and health providers.

Background: Chinese consume one third of all cigarettes globally. Chinese American males who have low English proficiency or recently immigrated have disproportionately higher smoking prevalence than the general US population. Chinese is the second most commonly used language on the Internet next to English. Internet holds great outreach potential to effectively deliver smoking cessation resources to Chinese communities globally.

Methods: The Project has established a Smoking Cessation Task Force currently consisting of four San Francisco community-based organizations and academics. The Task Force activities target to: i) establish interconnectedness

among membership organizations by enhancing leveraged on-line resources shared among the agencies; ii) explore barriers and facilitators in reaching client populations that served by the membership organizations via the Internet; iii) formulate outreach strategies to recruit Chinese smokers; and iv) develop culturally and linguistically appropriate internet-based smoking cessation program for Chinese smokers locally and globally. An open feasibility trial will be conducted to examine recruitment, users' satisfaction, and short-term smoking cessation outcomes at 1, 3, and 6 months.

Summary of Current Progress: The Task Force has selected the UCSF Internet World Health Research Center Stop Smoking program (www.stopsmoking.ucsf.edu), which has yielded 20% quit rates at one-year consistently in 4 trials, as the prototype for building an evidence-based online smoking cessation program for Chinese smokers. The development has incorporated input from the Task Force and community reviewers on cultural appropriateness, content, and features to adapt for the website prototype through focus groups and worksheets. The website will be launched in Spring 2012. Preliminary user data will be presented.

Conclusions: This project will fill a current gap in the literature about effective smoking cessation strategies targeting Chinese Americans. Feasibility trial results will be used to refine the intervention and design a large-scale trial to examine the effectiveness of the online program.