Recruitment of Chinese American Smokers for an Internet Stop Smoking Program

John Chan, BA1; Joyce Cheng, MS1; Angela Sun, PhD, MPH1; Janice Tsoh, PhD2; Ricardo F. Muñoz, PhD2; Candice Wong, MD, PhD, MPH2; Kavos Bassiri, LMFT, CGP3; and Carlos Serrano-Quan, MSW4

1 Chinese Community Health Resource Center; 2 University of California San Francisco; 3 Richmond Area Multi-Services, Inc.; 4 Chinese Newcomers Service Center

BACKGROUND

Chinese Americans & Smoking

- Chinese Americans constitute the largest Asian American group (3.2 million);
- 81.0% are immigrants
- 75.3% speak a language other than English
- 51.1% had low English proficiency.
- Smoking prevalence ranged from 16-34% among men and 5-13% among women, with significantly higher smoking prevalence observed among immigrants and those with limited English proficiency.
- Smoking rate among Chinese American adolescents is positively correlated with Western acculturation.

Internet Access and Usage

- Since 2008, China has surpassed the U.S. as the top nation in the world in the number of Internet users. China is the second most commonly used language on the Internet next to English.
- Asian Americans have the highest rates of Internet access (82%) among all racial groups in the U.S. (75% Whites, 59 blacks, 55 Hispanics).
- Among the foreign born Asian respondents aged 18 or above, 89% males and 84% females reported access.
- High Internet access across age groups among the foreign born Asian respondents were reported: >90% among those aged under 45, >75% among those between ages 45 and 64, and 69% for those aged > 65.
- Internet-based interventions have been shown to have smoking quit rates comparable to other cessation strategies, may be more cost-effective and able to penetrate a larger population.

OBJECTIVES

Objectives: Examine outreach strategies for recruiting Chinese American smokers into an Internet Stop Smoking Program developed by the Chinese Community Internet Stop Smoking Project.

Objective (Parent Project): Establish accessible, evidence-based, and sustainable self-help resources via the Internet to promote smoking cessation among Chinese Americans.

METHODS

To meet these objectives, the following methods were used:

1. Establish a Task Force with representatives from community partners and academia.

2. Utilize various outreach recruitment strategies and evaluate their effectiveness.

   - Community networks: to recruit participants, media (i.e. newspapers, talk shows, community news, television and radio announcements, Internet).
   - List serves: Promotional fliers
   - Word-of-mouth
   - Incentives: for participants who successfully complete the study will also be provided.

RESULTS

1) Outreach & Recruitment

   - Bilingual (Chinese/English) Promotion Flyer
   - Task Force Community Networks & Word-Of-Mouth

2) Recruit Ten Eligible Reviewers

   - Eligibility criteria: 16+ years; 1st generation Chinese immigrant; primary language spoken at home: Chinese; Current or Former Smoker: use email and read web pages weekly

3) In-Person Screening by Investigative Team

   - Screening Criteria: Age; Gender; Birthplace; Years in US; Duration of Internet Usage; Smoker Status; English proficiency.
   - Screening Format: Questionnaire/Screening Form + Verbal Exchange + Evaluation of Reviewer's Skills & Expertise

4) Four Reviewers selected

   - Reviewer Characteristics (N=4):
     - Gender: male (n=3); female (n=1); Age range: 36 – 64 years
     - Language spoken at home: Chinese/English (n=2); English (n=2)
     - Years in US: 10 – 45; Profession: Driver; Consultant; (Employment); Graphic Designer; Registered Nurse; Level of Education: Bachelor's degree (n=3); High school diploma/GED (n=1);
     - Smoking Status: Current Smoker (n=2); Former Smoker (n=2)

   - Reviewers received incentives upon completion of website evaluation

RESULTS (Cont’d)

- Distinguish global outreach strategies to be used for the project include:
  - Local
    - Continuing to utilize previous methods: community-based networks, promotional flyers, and word-of-mouth
    - Producing and disseminating promotional items such as community cards depicting the smoking cessation website
    - Sponsoring booths at local events
    - Contacting people through computer classes
    - Empowering family members and friends, including youth, to teach Internet-related skills to their smoking counterparts, which will increase access for parents to utilize the stop smoking website and other Internet-based resources
    - Forces groups and/or individual interviewers exploring barriers and promoters in utilizing Internet-based resources and will also be conducted to shape recruitment efforts
  - Global
    - Online advertisements (i.e. Google Ads)
      - Community partners' websites
      - http://www.cchrc.org
      - http://www.chineseinhealth.org
      - http://www.chineseinnews.org
    - Social media networks (Facebook, Twitter)

CONCLUSIONS

- Methods such as utilizing community-based networks, promotional flyers, and word-of-mouth have been shown to be successful recruitment strategies.
- Effective recruitment strategies will continue to be explored during the usability and feasibility trial phases of the Parent Study.
- References available upon request.

ACKNOWLEDGMENTS

Shirley A. Ng, SSD, CHCRC Graphic Designer
Study Participants
Research is supported by Tobacco-Related Disease Research Program Grants 19BT0033 and 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Honor-Diversity Award Supplement (Webster, Cornelia Hopper Diversity Award Supplement (Awardee: J. Tsoh)); and Career Development Award Grant (Tsoh) and Tobacco-Related Disease Research Program Grant 19BT0044 (Pis: Sun and Tsoh), and TRIDP Cumulative Hon...