INTRODUCING THE ASIAN SMOKERS’ QUITLINE (ASQ)

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THE REACH AND EFFICACY OF A MULTILINGUAL TELEPHONE QUITLINE FOR ASIAN SMOKERS
English Quitlines in 1992

- **Statewide Quitline**
  - CA
- **No Statewide Quitline**
  - All other states
English Quitlines in 2004
Disparity

• The lack of a language-specific quitline puts the Asian language-speaking population at a distinct disadvantage.
Why Such a Slow Adoption for Asian Language Quitlines?

• **Perception/misperception**
  – Asian smokers will not call quitlines
  – Quitlines will not work for them

• **Misunderstanding**
  – Model minority/they will not complain
  – Zero-sum game for funding
APPEAL Promise Network Survey

• Perceived barriers:
  – Federal/state agencies not willing to fund an Asian quitline (82.4%)
  – Asian-language smokers prefer face-to-face counseling (54.9%)
Likelihood of Calling the Helpline
(Using CHIS 2007 for Population Estimates)

Source: Zhu et al. (2010), AJPH 100, 846-852.
15-year Data in CA Show that:

Asian language speakers will use a quitline – just as likely as English-speaking Whites

• Provided there is adequate promotion for it
• There is plenty of evidence from quitlines operating in Asian countries
A Randomized Trial Testing Efficacy: One Protocol, Three Language Groups

Interested Smokers (N=2,273)

- Chinese (N=729)
  - Self-help materials
  - Counseling + Self-help materials

- Vietnamese (N=700)
  - Self-help materials
  - Counseling + Self-help materials

- Korean (N=848)
  - Self-help materials
  - Counseling + Self-help materials

Zhu et al. JNCI (2012) doi: 10.1093/jnci/djr530
Six-month Prolonged Abstinence Rate
(all three language groups, IIT-analysis)

Source: Zhu et al. 2012, JNCI 104: 299-310
Relapse Curve
(all three language groups, complete case analysis)
Conclusions

• Asian smokers will use the quitline

• Quitline counseling is effective

• Given the new evidence on Asian language speakers and Cochrane Review showing quitlines work in general, we should focus on dissemination.
The Asian Language Quitline Dissemination Project

- Funded by the CDC to translate the proven Asian-language counseling protocol into a multi-state quitline

- UCSD (Shu-Hong Zhu, PI) as the lead with multi-state partnership with CA, HI, CO, NY, WA & TX
Main Partners

**California**
Asian Pacific Partners for Empowerment, Advocacy, and Leadership (APPEAL)

**Colorado**
State Tobacco Education and Prevention Partnership, Colorado Department of Public Health and Environment

**Hawaii**
- Hawaii Tobacco Prevention and Control Trust Fund
- University of Hawaii at Manoa

**Washington:**
Asian Pacific Islander Communities Against Tobacco (APICAT)

**New York**
- New York State Smokers’ Quitline (Roswell Park Cancer Institute)
- NYC Department of Health and Mental Hygiene

**Advisory Board chaired by David Willoughby, former NAQC Board Chairman**
Design

• Separate promotion from operation (counseling)
• Six states promote the quitlines in 3 languages
  – CA, HI, CO, NY, TX, WA
  – Toll-free number for each language:
    • Chinese: 1-800-838-8917
    • Korean: 1-800-556-5564
    • Vietnamese: 1-800-778-8440
• UCSD provides counseling to all callers
• NRT is provided according to each state’s own policies
Project Timeline

Jan 2010
Open the lines to other states

Feb 2010
Start monthly reporting

Sept 2012
End counseling
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<th>CO</th>
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<th>NY</th>
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<td>3.6%</td>
<td>11.1%</td>
<td>8.1%</td>
<td>4.6%</td>
<td>1.2%</td>
<td></td>
</tr>
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</table>
Added Benefits of Quitline

• An Asian language-specific quitline encourages:
  – Media campaigns in Asian communities
  – Community campaigns
  – Physician referrals

• It enhances medication benefits for Asian smokers:
  – NRT distribution through quitlines
LAUNCHING THE ASIAN SMOKERS’ QUITLINE (ASQ)
Asian Smokers’ Quitline

• Builds on two previous federally supported efforts
  – NCI-funded trial proving the efficacy of telephone counseling for Asian language speaking smokers*
  – CDC-funded Asian Quitline Dissemination project

Asian Smokers’ Quitline

• Open to all Asian-language callers nationwide
  – Hours: 8am-9pm, Pacific Time
  – Chinese: 1-800-838-8917
  – Korean: 1-800-556-5564
  – Vietnamese: 1-800-778-8440

• Services:
  – Self-help materials
  – Counseling
  – NEW: 2-week nicotine patch starter kit
NRT

• UCSD to send 2-week nicotine patch starter kit directly

• We would like to work with each state’s NRT policy to provide additional NRT, if possible
  – Same service to Asian-language callers as English- and Spanish-speaking callers
    – We can provide a list of names to states
    – States to coordinate with their quitline to send additional NRT
APPEAL Promise Network Survey

• Extremely likely to recommend a quitline to a cigarette smoking in their community (72.6%)
• Extremely likely to recommend NRT (74.5%)
Timeline

• 9/26: Project launch!
• 9/26: NAQC webinar
• 10/3: Press release and website launch
• 10/3: APPEAL webinar
• 10/8: Advertorials to appear in Asian-language newspapers, print ads to follow
Promotion

- Stakeholder calls
- Earned media
- APPEAL: promotion to Asian CBOs and health care providers
- TA to CDC for the TIPS campaign to include Asian language advertising
- Advertorials and other ads placed in Asian newspapers across the US
한인 마라토너 500여명 ‘전문 완주’ 기업

LA 마라톤 2인3척 동원 한 성수

한인들의 힘을 보여주는 이벤트로, 500여명의 한인 마라톤 선수가 참가해 전문 완주 기업을 성공적으로 이끄는 장면을 보여주었다.

마라톤 이모저고

마라톤은 전문가의 힘을 보여주는 이벤트로, 500여명의 한인 마라톤 선수가 참가해 전문 완주 기업을 성공적으로 이끌었다.

버섯 잔칫 농사네 2회 승리

 correctamente, 나는 LA 마라톤에서 2인3척 동원한 한 성수의 힘을 보여주는 이벤트로, 500여명의 한인 마라톤 선수가 참가해 전문 완주 기업을 성공적으로 이끌었다.

이민·추방재판·대형사고

한국의 T사의 영향력이 있는 기업의 대형사고가 일어났다. 이에 등장한 이민·추방재판·대형사고

중국의 T사의 영향력이 있는 기업의 대형사고가 일어났다. 이에 등장한 이민·추방재판·대형사고

제료상품 보험사

제료상품 보험사는 2006년에 한국축구대회에 참가한 팀의 대형사고가 일어난 후에 보험사로 등장했다. 이에 등장한 제료상품 보험사는 2006년에 한국축구대회에 참가한 팀의 대형사고가 일어난 후에 보험사로 등장했다.

Ivan Kim 714.307.4011
“Free Nicotine Patches for Smokers”

The LA County public health department will provide free nicotine patches to the LA County residents. You must be 18 years or older and you can receive 4 weeks worth of the patches for free. Call “California Quit Smoking Hotline” at 1-800-NO-BUTTS. Korean service is 1-800-556-5564.
Brief article in Korea Daily (Los Angeles)

• Ran just before the CDC TIPS campaign
• Mentioned the patch giveaway in LA
• Generated 150 calls over 4 days
• A model for advertorial campaign
Resources for States and CBOs

• Website
  – In-language materials
  – Publications
  – Accessible database
Asian Smokers' Quitline

The Asian Smokers' Quitline is a free nationwide Asian-language quit smoking service operated by the Moores Cancer Center at the University of California, San Diego. The Quitline offers self-help materials, referral to local programs, one-on-one telephone counseling to quit smoking, and a free two-week starter kit of nicotine patches.

Tell me more

Welcome to Asian Smokers' Quitline website!

The Asian Smokers' Quitline is a telephone program that can help you quit smoking. Quitline services are free, funded by the Centers for Disease Control and Prevention (CDC). When you call, a friendly staff person will offer a choice of services: self-help materials, a referral list of other programs, one-on-one counseling over the phone, and a free two-week starter kit of nicotine patches.
Resources are available

The Asian Smokers’ Quitline has resources for states to promote the service in their communities.

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Want to Quit?

We are here to help!

When you call, a friendly staff person will offer a choice of services: self-help materials, a referral list of other programs, and one-on-one counseling over the phone.

Quitting is Easier with Help.

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It's Free. It Works. Call Now!

Chinese: 1-800-838-8917
Korean: 1-800-556-5564
Vietnamese: 1-800-778-8440

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中文 (繁體)

美國全美亞裔戒煙專線 是由加州大學聖地亞哥分校轄下的Moors癌症研究中心管理。為全美國說亞裔語言的戒煙人士而設立的免費戒煙服務。

戒煙專線提供的服務有：自學的戒煙資料；戒煙服務的轉介；電話上一對一的戒煙諮詢；及兩星期用量的免費尼古丁貼片試用裝。

戒煙專線服務經過多年臨床實驗已被證實會使戒煙成功率倍增。

戒煙專線提供四種亞裔語言服務，包括：粵語，國語，韓語及越南語。

另外也為戒煙人士的家人及朋友提供如何幫助吸煙者戒煙的手冊。

中文 (國/粵語)專線: 1-800-838-8917
韓語專線: 1-800-556-5564
越南語專線: 1-800-778-8440
辦公時間：星期一到星期五 9:00am – 9:00pm  西岸時間並設有24小時的留言錄音服務。

全美戒煙專線是由國家疾病控制及預防中心（CDC）資助。

戒煙專線一向與各機構及醫療單位緊密合作，以謀求創造一個更健康的國度為共同目標。

想知道與專線合作或轉介病人接受服務的更詳細情況，請聯絡專線的宣傳及公共部門。

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(858) 300–1010
cshoutreach@ucsd.edu
Advisory Board

• Rod Lew, MPH, Co-Chair
  Executive Director, Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL)

• Michael Byun, MPA, Member
  Executive Director, Asian Services in Action

• Paula Celestino, MPH, Member
  Director, New York State Smokers’ Quitline, Roswell Park Cancer Institute

• Elaine Ishihara, MPA, Member
  Director, Asian Pacific Islander Coalition Against Tobacco (APICAT)

• David Willoughby, MA, Co-Chair
  Chief Executive Officer, ClearWay Minnesota

• Hye-ryeon Lee, PhD, Member
  Professor, University of Hawaii at Manoa

• Tung Nguyen, MD, Member
  Professor, University of California, San Francisco

• Jing Zhang, PhD, Member
  Program Director of Community Health, Asian Human Services
Asian Smokers’ Quitline
Year 1 Goals

• Serve at least 2,000 callers from across US
• Demonstrate feasibility of a national quitline for Asian language speakers
• Build on the success of 1-800-QUIT-NOW by removing barriers to evidence based treatment for non-English speakers
• Obtain Year 2 funding!
Questions?

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Joann Lee: jol015@ucsd.edu