



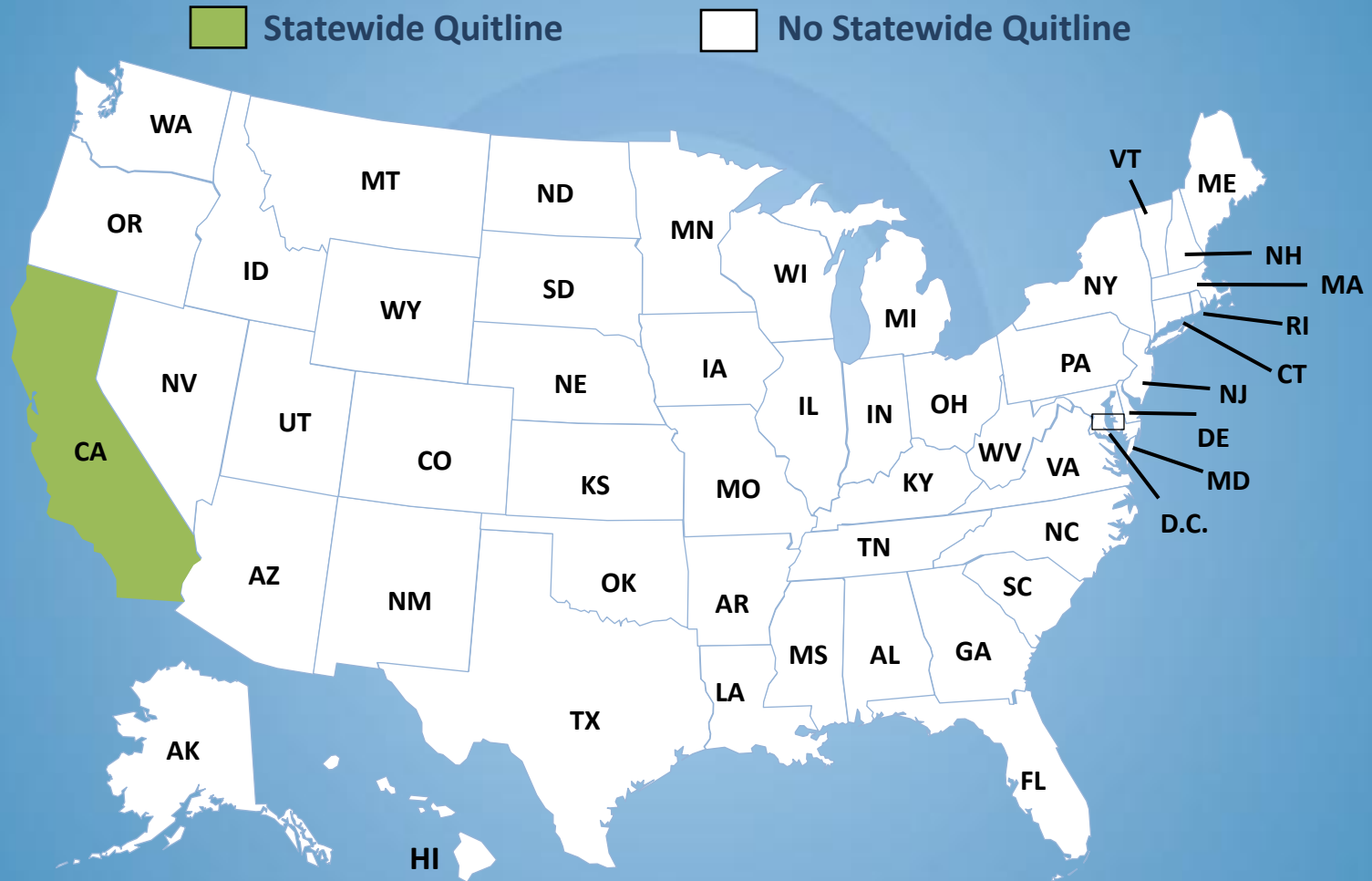
Shu-Hong Zhu, PhD
University of California, San Diego

INTRODUCING THE ASIAN SMOKERS' QUITLINE (ASQ)

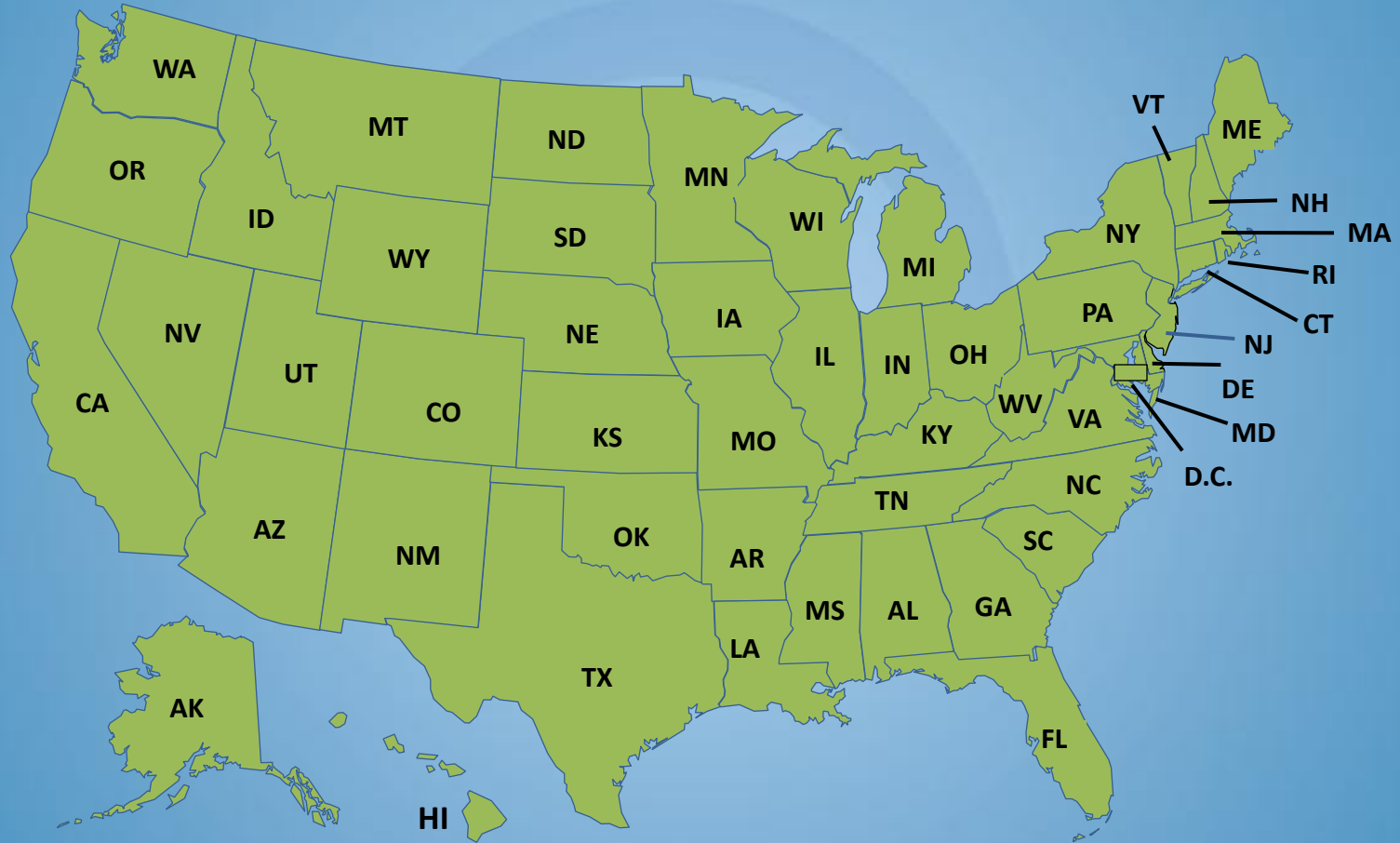


THE REACH AND EFFICACY OF A MULTILINGUAL TELEPHONE QUITLINE FOR ASIAN SMOKERS

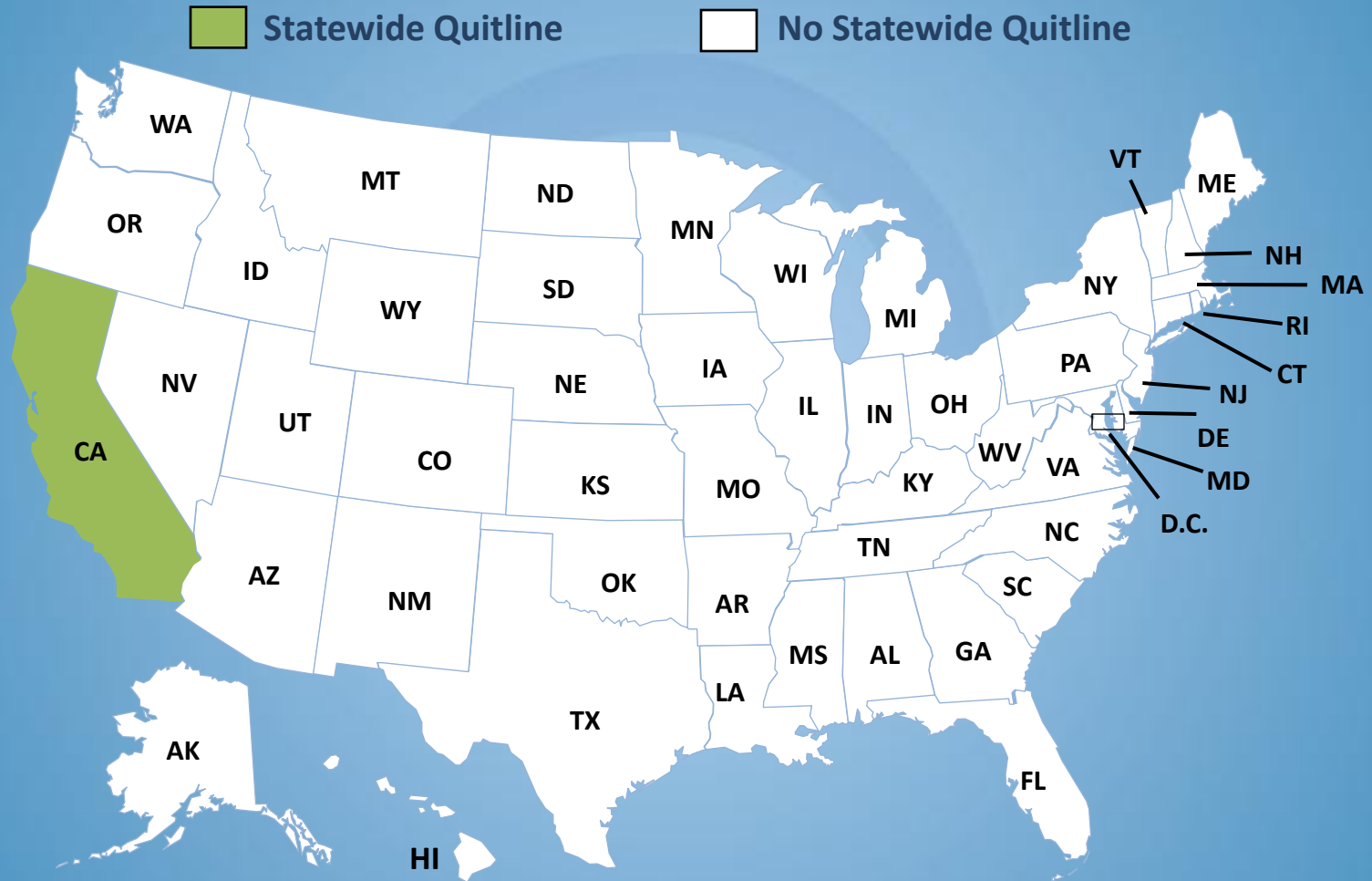
English Quitlines in 1992



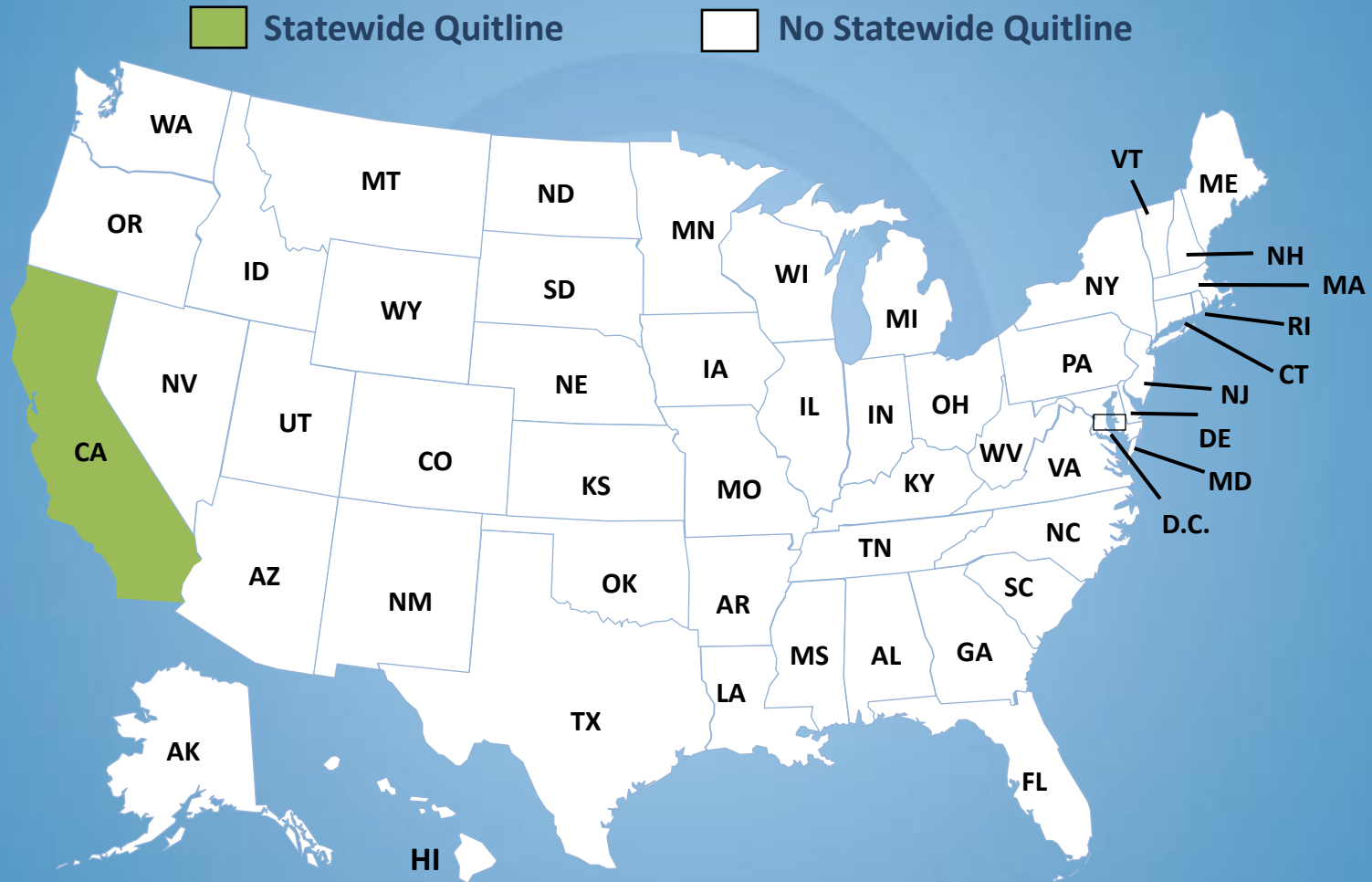
English Quitlines in 2004



Asian Language Quitlines in 1993



Asian Language Quitlines in 2009



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?

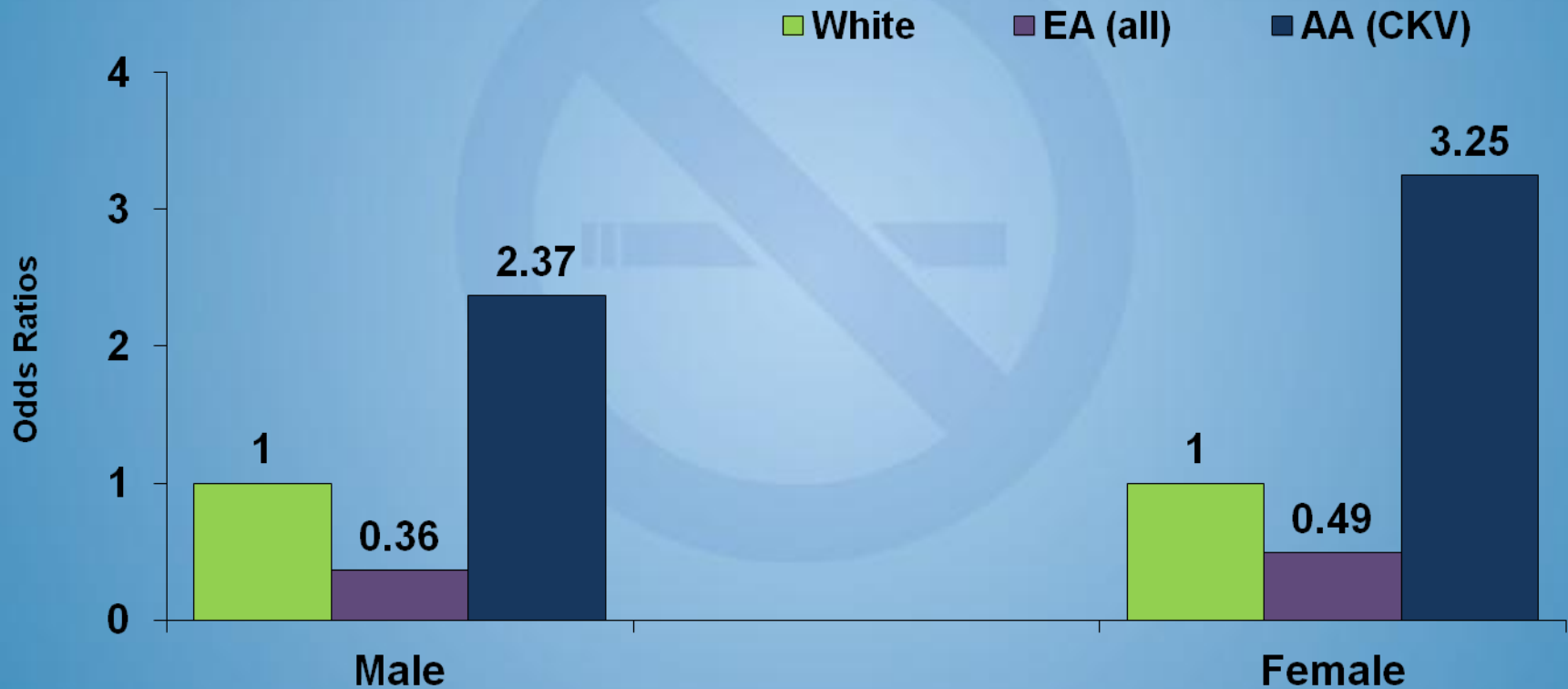
- **Perception/misperception**
 - Asian smokers will not call quitlines
 - Quitlines will not work for them
- **Misunderstanding**
 - Model minority/they will not complain
 - Zero-sum game for funding

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)



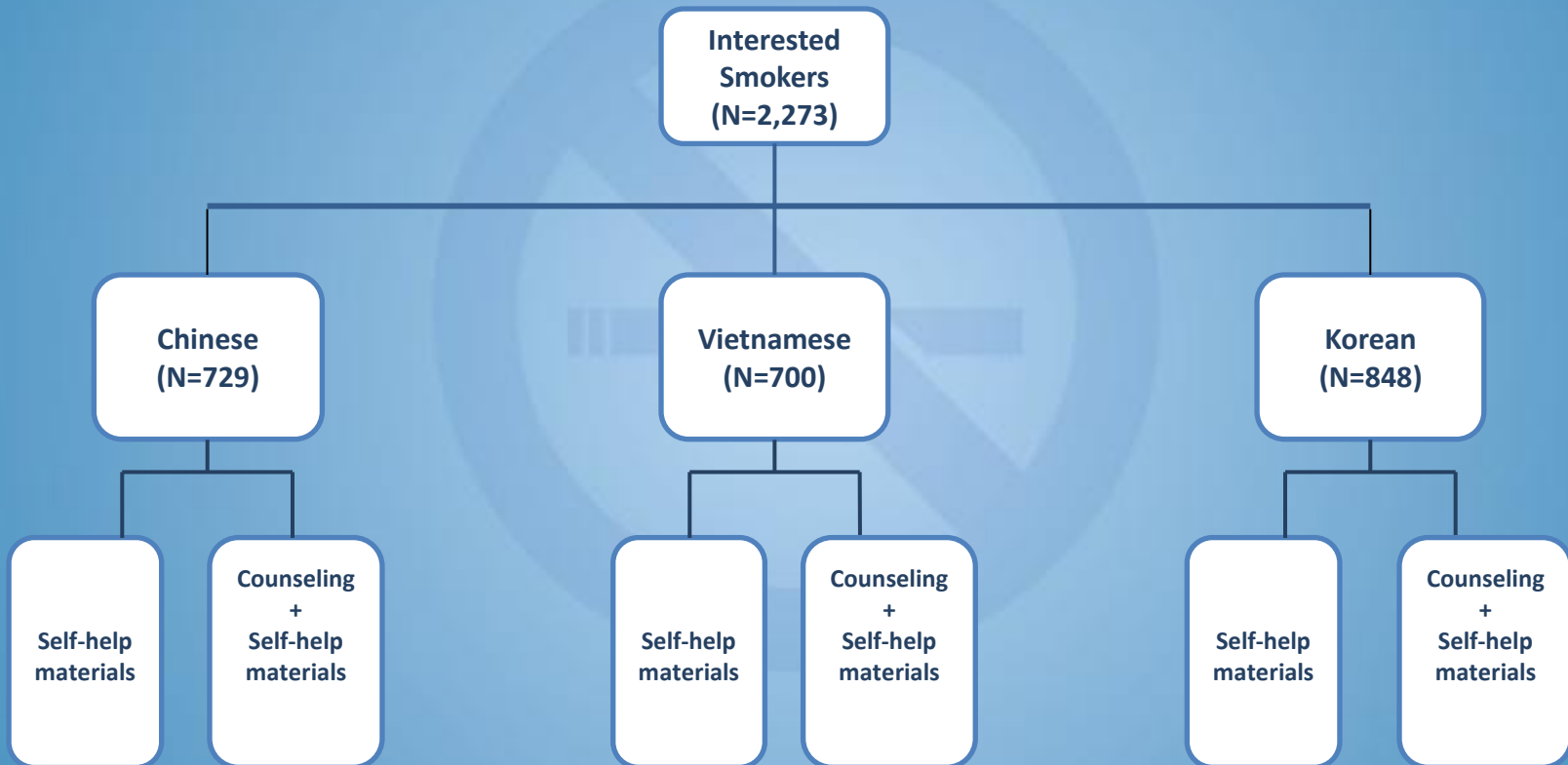
Source: Zhu et al. (2010), *AJPH* 100, 846-852.

15-year Data in CA Show that:

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

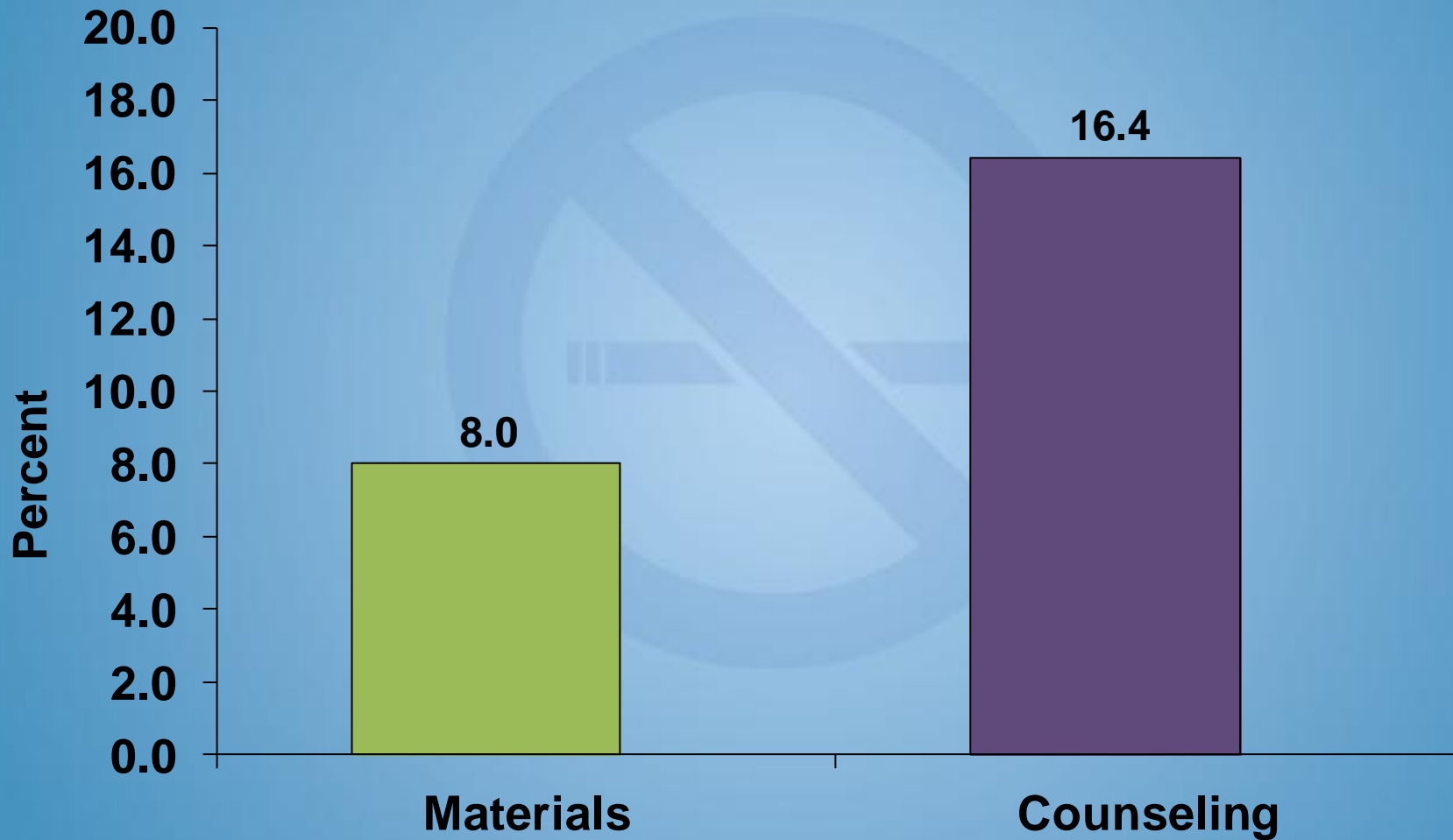
- Provided there is adequate promotion for it
- There is plenty of evidence from quitlines operating in Asian countries

A Randomized Trial Testing Efficacy: One Protocol, Three Language Groups



Six-month Prolonged Abstinence Rate

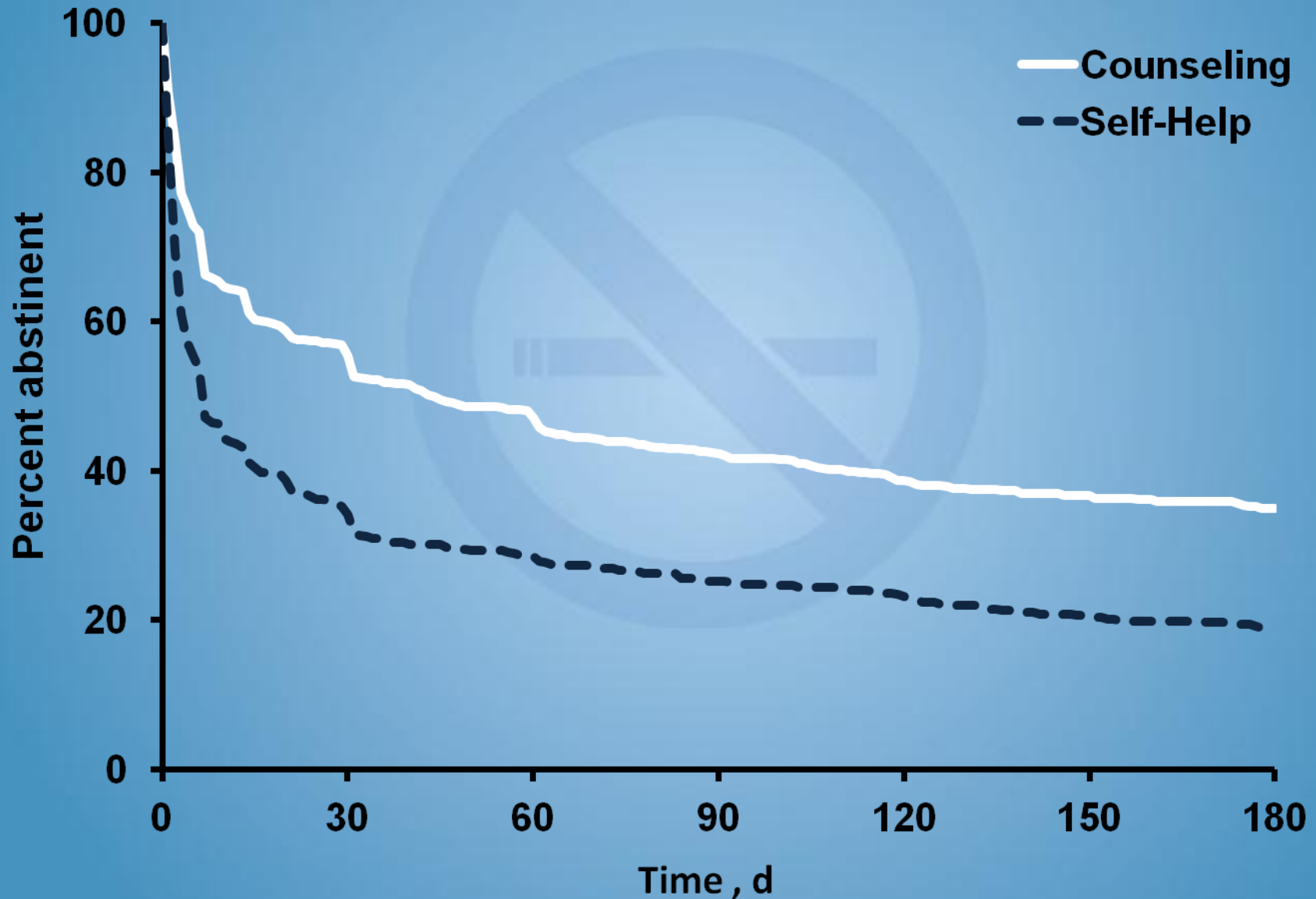
(all three language groups, IIT-analysis)



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)

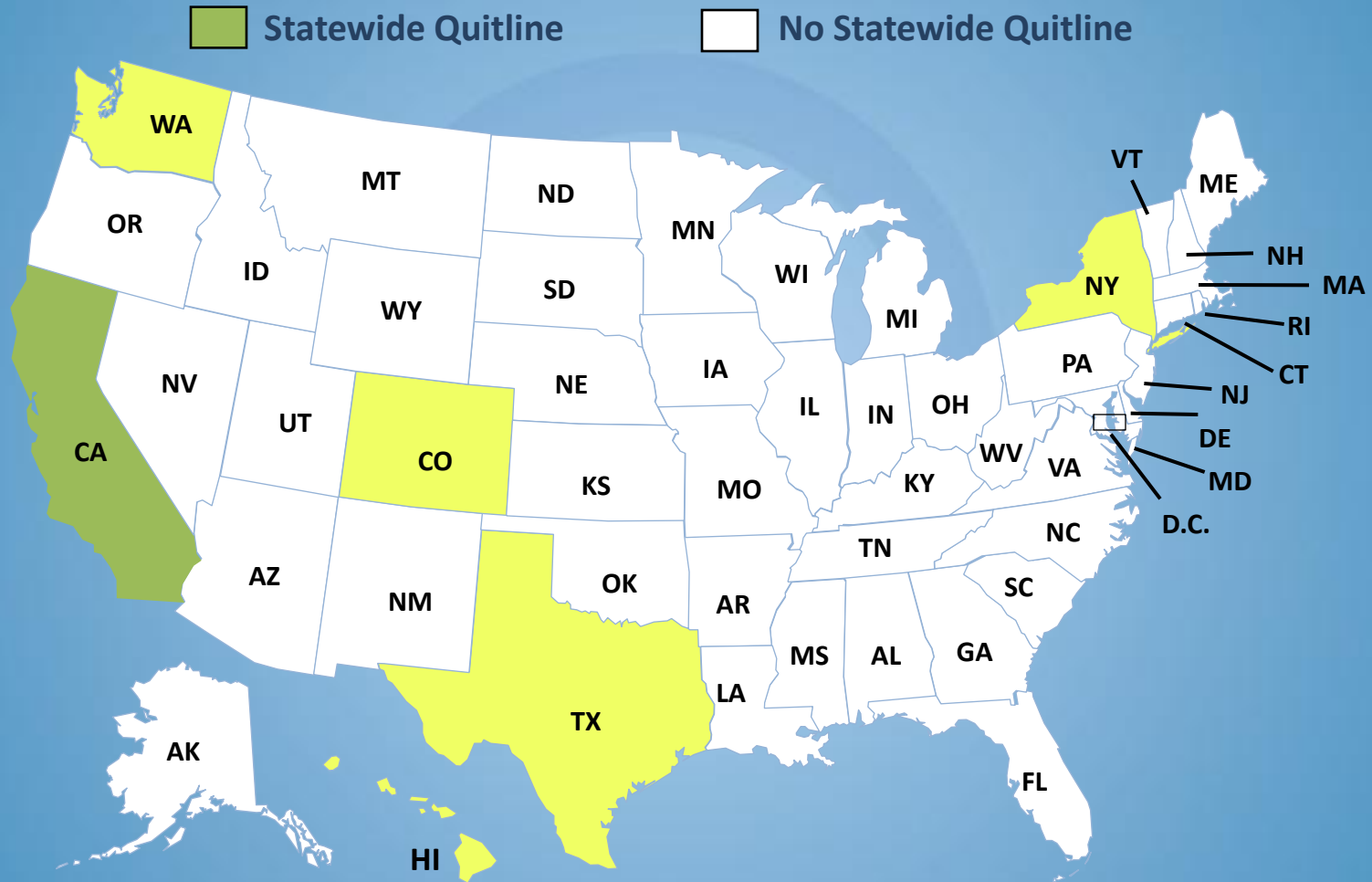


New York

- 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

Asian Language Quitlines in 2011



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



Callers Completing Intake

1/2010-8/2012

	CA	CO	HI	NY	WA	TX	Total
Chinese	444	11	8	127	5	1	596 26.7%
Korean	853	51	225	46	67	3	1245 55.8%
Vietnamese	299	13	15	8	31	23	389 17.5%
Total	1596 71.6%	75 3.6%	248 11.1%	181 8.1%	103 4.6%	27 1.2%	2230

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

*Zhu S-H et al. The effects of a multilingual telephone quitline for Asian smokers: A randomized controlled trial. *JNCI*. 2012;104(4)299-310.

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

‘니코틴 패치’ 무료 제공 보건국, 금연돕기 위해

한인을 비롯한 아시아계 주민들의 흡연율이 여전히 높은 것으로 나타나고 있는 가운데 LA카운티 공공보건국이 주민들의 금연을 돕기 위해 금연 보조제품인 ‘니코틴 패치’를 무료로 제공한다고 밝혔다.

카운티 공공보건국은 LA 카운티에 거주하는 18세 이상 남성들 가운데 캘리포니아 금연 핫라인(1-800-NO-BUTTS)으로 전화를 걸어 신청하는 사람들에게 4주 분량의 니코틴 패치를 무료로 제공한다고 밝혔다. 이 프로그램은 한시적으로 운영된다.

한국어 문의 (800)556-5564

“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.

Resources for States and CBOs

- Website
 - In-language materials
 - Publications
 - Accessible database

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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.

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Resources are available

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

[Tell me more](#)

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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護單位緊密合作，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關部門：

Communications and Partner Relations Department

Asian Smokers' Quitline

9500 Gilman Drive, Mail Code #0905

La Jolla, CA 92093-0905

(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
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- **Paula Celestino, MPH**, Member
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- **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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