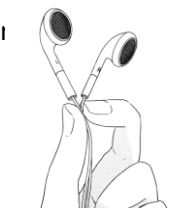


# Thank you for joining us today!

The webinar session will start soon. Please standby.

All sound for this session will be delivered through your computer or device speakers. Please consider the **use of headphones** if you are around other colleagues or in a public space.

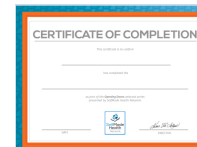


At the bottom of your **audience console** are multiple application widgets you can use during this session. Please explore!



# NEW

Today's session provides the opportunity for a ***Certificate of Completion*** for those attendees that participate in the full webcast event, complete the Session Feedback AND Post-Webinar Certification Test.





# Cancer Survivorship: Improving Health Equity with Culturally Relevant Tobacco Cessation for Asian Populations

Dwana “Dee” Calhoun, MS-National Network Director,  
SelfMade Health Network (SMHN)-CDC Consortium of National Networks  
May 12, 2020

# HOUSEKEEPING

The webinar is **recorded** and will be made available by email following event for on-demand viewing and future reference.

If you are needing technical support, visit the HELP (?) icon at the bottom for a **list of most common technical problems**.



You can **expand your slide area** if needed, by clicking on the maximize icon on the top right of the slide area or by dragging the bottom right corner of the slide area.

Time to address Q&A will be included at the end, but **feel free to submit questions** at any point via the Q&A widget.

At the bottom of your **audience console** are multiple application widgets you can use. Please explore!



For those that are interested in earning the **Certificate of Completion**, please plan to complete the Post-Webcast Questions Test AND the Session Feedback near the end of the session today.



### *SelfMade Health Network*

Member of a consortium of eight (8) national networks funded by the Centers for Disease Control (CDC) Office of Smoking and Health (OSH) in partnership with the Division of Cancer Prevention and Control (DCPC) to advance prevention and control efforts involving cancer and tobacco-related disparities.

### *SMHN Priority Populations:*

Populations nationwide with low socioeconomic status (SES) characteristics residing in rural, metropolitan and frontier communities.





#CessationandCancerSurvivorship

- ❖ Background: Health Equity (Low-Income Populations) Culture, Cancer Survivorship and Tobacco Cessation
- ❖ Asian Populations and Tobacco-related Disparities
- ❖ Asian Smokers Quitline: Access, Services, Utilization Data, Referrals and Engagement
- ❖ Community Engagement: Tobacco Cessation Access Before/During the Coronavirus Pandemic
- ❖ Questions & Answers (Q & A) Session

# Hammond's Seven Nested Layers of Culture

1	Environment
2	Economy
3	Technology
4	Religion/World View
5	Language
6	Social Structure
7	Beliefs and Values

Reference: Kagawa-Singer, M. and Valdez Dadia, A. and Yu, M. C. and Surbone, A. (2010) Cancer, Culture, and Health Disparities: Time to Chart a New Course? CA: A Cancer Journal for Clinicians, 60 (1). pp. 12-39.



# PRECEDE-PROCEED Model: Delays in Healthcare Utilization

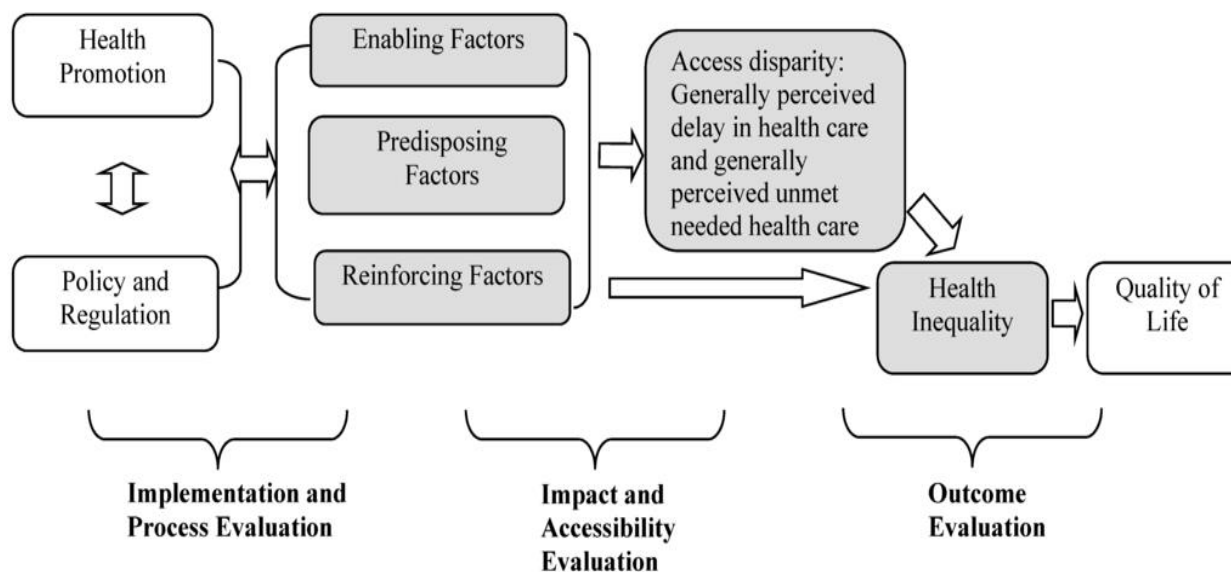
**Phase 5  
Policy Assessment**

**Phase 4  
Behavioral  
Factors**

**Phase 3  
Behavioral  
Assessment**

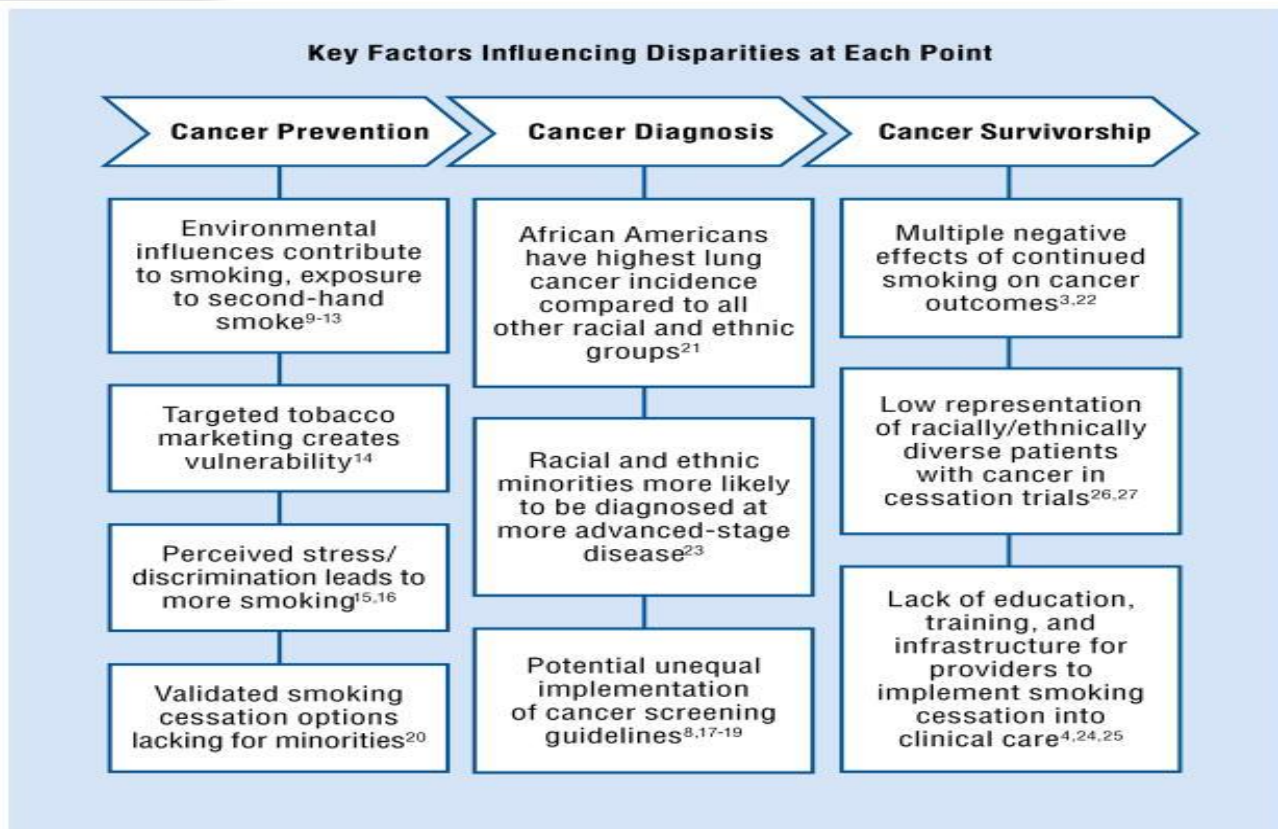
**Phase 2  
Health  
Assessment**

**Phase 1  
Quality-of-Life  
Assessment**



Reference: Yamada, T.; Chen, C.-C.; Murata, C.; Hirai, H.; Ojima, T.; Kondo, K.; Ill, J.R.H. Access Disparity and Health Inequality of the Elderly: Unmet Needs and Delayed Healthcare. *Int. J. Environ. Res. Public Health* 2015, 12, 1745-1772.

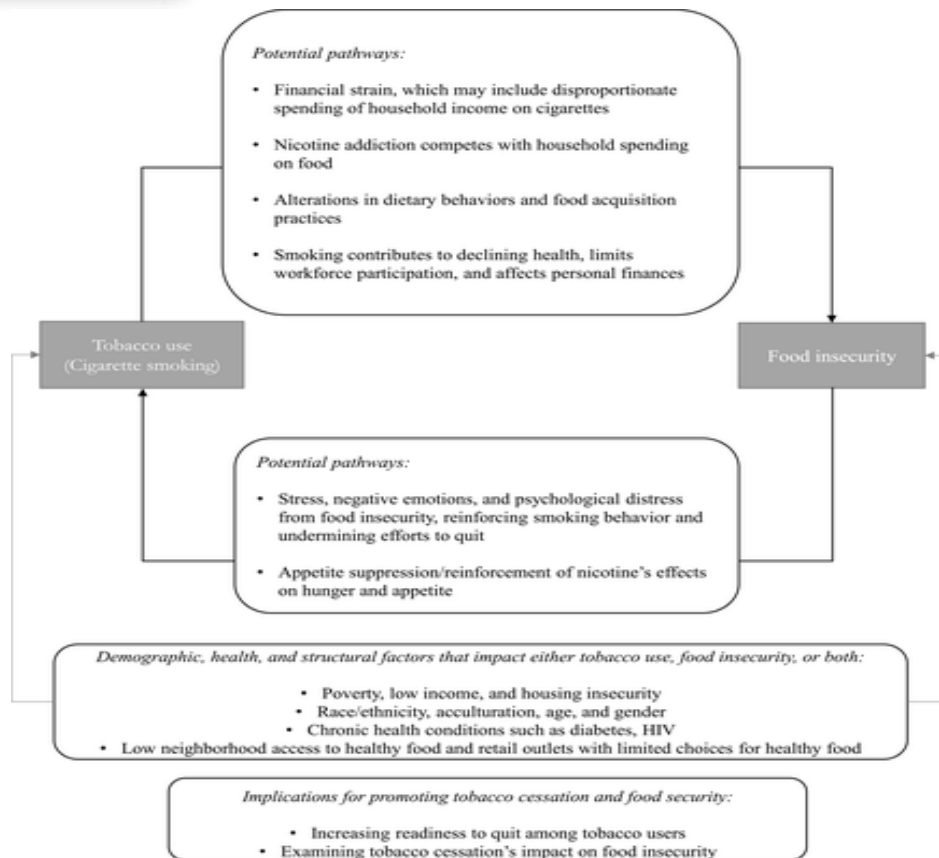
# Key Factors Influencing Cancer-Related Disparities



Reference: Simmons VN, Pineiro B, Hooper MW, Gray JE, Brandon TH. Tobacco-Related Health Disparities Across the Cancer Care Continuum. *Cancer Control*. 2016;23(4):434-441.



# Health Disparities: Intersection Tobacco Use and Food Insecurity



Reference: Kim-Mozeleski, J. E., & Pandey, R. (2020). The Intersection of Food Insecurity and Tobacco Use: A Scoping Review. *Health Promotion Practice, 21*(1\_suppl), 124S-138S.

# Sociocultural Environment Logic Framework

**Figure 6. Sociocultural Environment Logic Framework**

Guide to Community Preventive Services: Sociocultural Environment Logic Framework

### DETERMINANTS

**EQUITY and SOCIAL JUSTICE**

**SOCIETAL RESOURCES**  
Standard of living  
Culture and history  
Social institutions  
Built environments  
Political structures  
Economic systems  
Technology

**PHYSICAL ENVIRONMENT**  
Natural Resources

SOCIETAL RESOURCES concerns the presence of essential resources while EQUITY and SOCIAL JUSTICE concerns the distribution of those resources within the population

### IMMEDIATE OUTCOMES

- 1\* **Neighborhood Living Conditions**
- 2 **Community Development and Employment Opportunities**
- 3 **Civic Engagement and Participation in Decision-Making**
- 4 **Prevailing Community Norms, Customs, and Processes**
- 5 **Opportunities for Education and Developing Capacity**
- 6 **Health Promotion, Prevention, and Care Opportunities**

\*Links 1-6 indicate strategic points for intervention

### HEALTH OUTCOME

**HEALTHIER COMMUNITIES**

**HEALTHY POPULATION**

A pathway that will not be examined

Source: Institute of Medicine. *Speaking of Health: Assessing Health Communications Strategies for Diverse*

Reference: Institute of Medicine. *Speaking of Health: Assessing Health Communications Strategies for Diverse Populations*. Washington, D.C.: National Academies Press, 2002.



# ASPIRE Network

Camille Mendaros  
ASPIRE Network Program Manager  
May 12, 2020

Cancer Survivorship: Improving Health Equity with Culturally Relevant  
Tobacco Cessation for Asian Populations



APPEAL

## Asian Pacific Partners for Empowerment, Advocacy, and Leadership



APPEAL is a national non-profit working to advance health equity and to eliminate tobacco and cancer health related disparities in Asian American, Native Hawaiian, and Pacific Islander communities (AANHPI). APPEAL implements the ASPIRE Network.

### ASPIRE Network

ASPIRE is a national network that aims to build community capacity and facilitate the development of tobacco and cancer policy initiatives among the diverse AANHPI populations. It is funded by the Centers for Disease and Prevention's Office on Smoking and Health as well as the Division of Cancer Control and Prevention.



Asian Health Services  
(Oakland, CA)

Center for Pan Asian  
Community Services  
(Atlanta, GA)

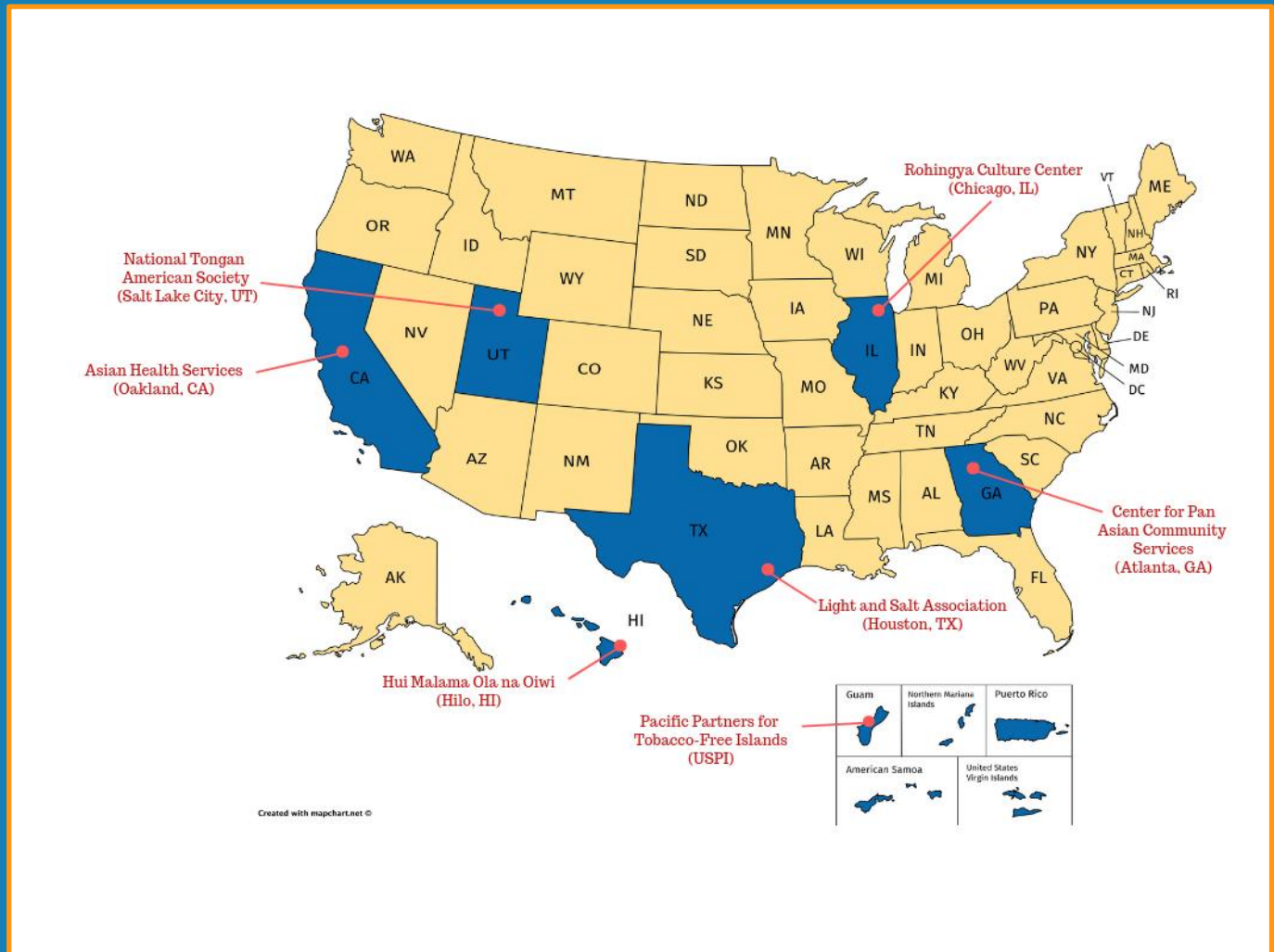
Hui Malama Ola na Oiwi  
(Hilo, HI)

Light & Salt Association  
(Houston, TX)

National Tongan  
American Society  
(Salt Lake City, UT)

Pacific Partners for  
Tobacco-Free Islands  
(USPI)

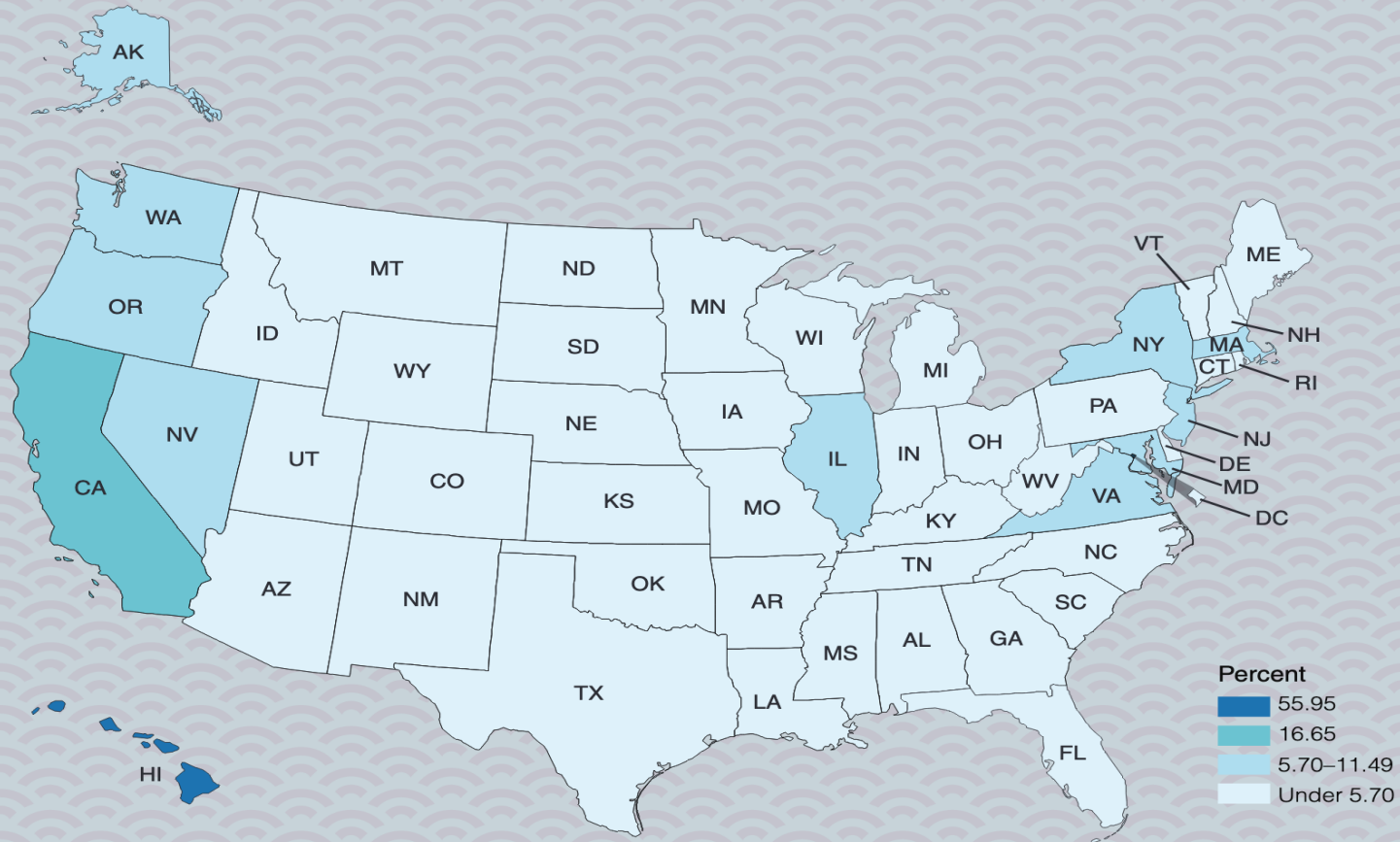
Rohingya Culture Center  
(Chicago, IL)



# ASPIRE Network

ASIan Americans, Native Hawaiians and Pacific Islanders network to Reach Equity  
in tobacco and cancer

# Asian Population Percentage by State



Note: The race group represented is the Asian alone or in combination population.



## Disaggregated Asian American Tobacco Use Data

PAST 30-DAY CIGARETTE USE AMONG ASIAN AMERICANS (PATH 2013 – 2014)

**Asian Indian 13.25%**

**Chinese 16.06%**

**Filipino 18.06%**

**Japanese 19.37%**

**Korean 18.83%**

**Vietnamese 18.86%**

**Other Asian 17.73%**



# AANHPIs and Cancer

## Causes: Female

Breast  
Colorectal  
Lung

## Causes: Male

Prostate  
Lung  
Colorectal

## Deaths: Female

Lung  
Breast  
Colorectal

## Deaths: Male

Lung  
Liver  
Colorectal

## Number of New Cancer Cases among Asian and Pacific Islander Populations in the U.S. (2016, US Cancer Statistics)

**55,031** New Cancer Cases in total

Breast (female) 10,435

Lung and Bronchus 6,148

Colon, 678

# Lung Cancer is Preventable

## Lung Cancer Screenings

- Cultural and educational barriers to health care

## Quit Smoking

- Culturally relevant cessation materials
- Leverage existing cessation resources for AAs

# Thank you!

You can find me at  
[cmendaros@appealforhealth.org](mailto:cmendaros@appealforhealth.org)



# Cancer Survivorship: Improving Health Equity with Culturally Relevant Tobacco Cessation for Asian Populations

May 12, 2020

Ying Cherrie Ng  
University of California, San Diego

# Acknowledgments

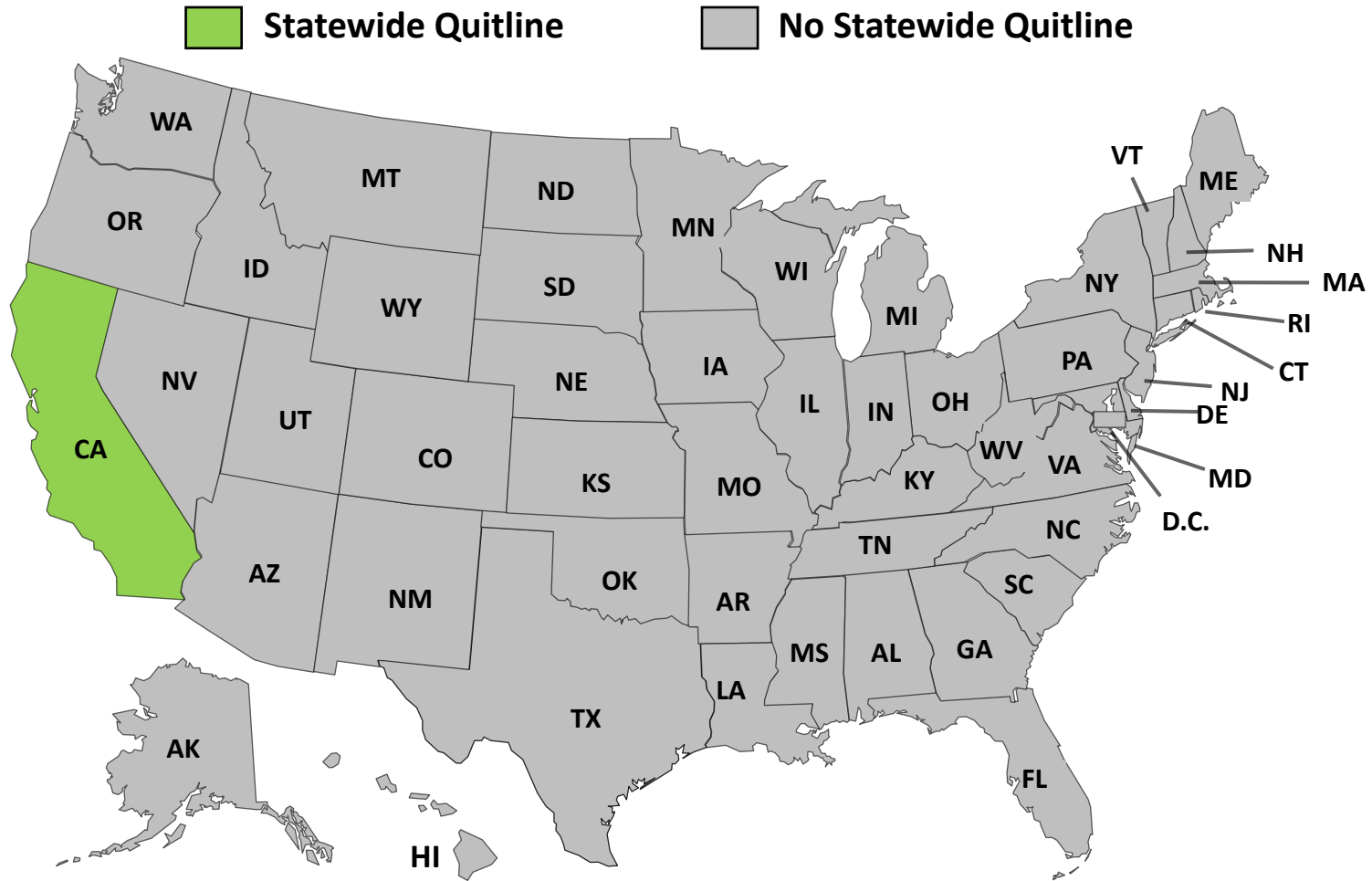
- Centers for Disease Control & Prevention
- Dwana Calhoun at the SelfMade Health Network
- Camille Mendaros at APPEAL
- Kenny Chen and Chen Yo Chi at AAFE
- Collaborators at the University of California, San Diego, including multiple state tobacco control programs and community partners across the U.S.



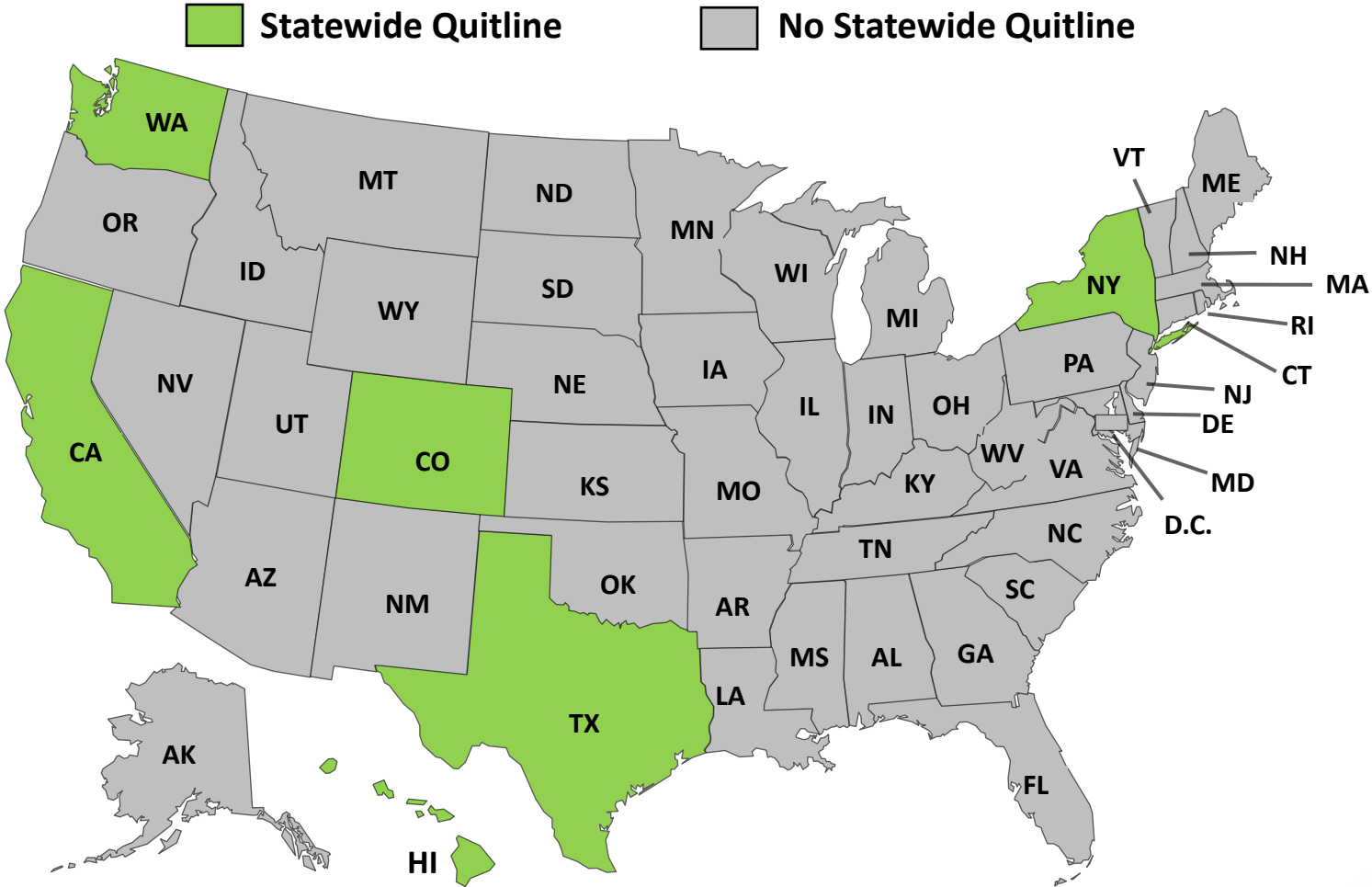
# Outline

- Overview of ASQ
- ASQ clientele and intake data
- ASQ services
- ASQ partners and promotions
- ASQ services during COVID-19
- ASQ resources and new services

# Asian Language Quitlines in 1993

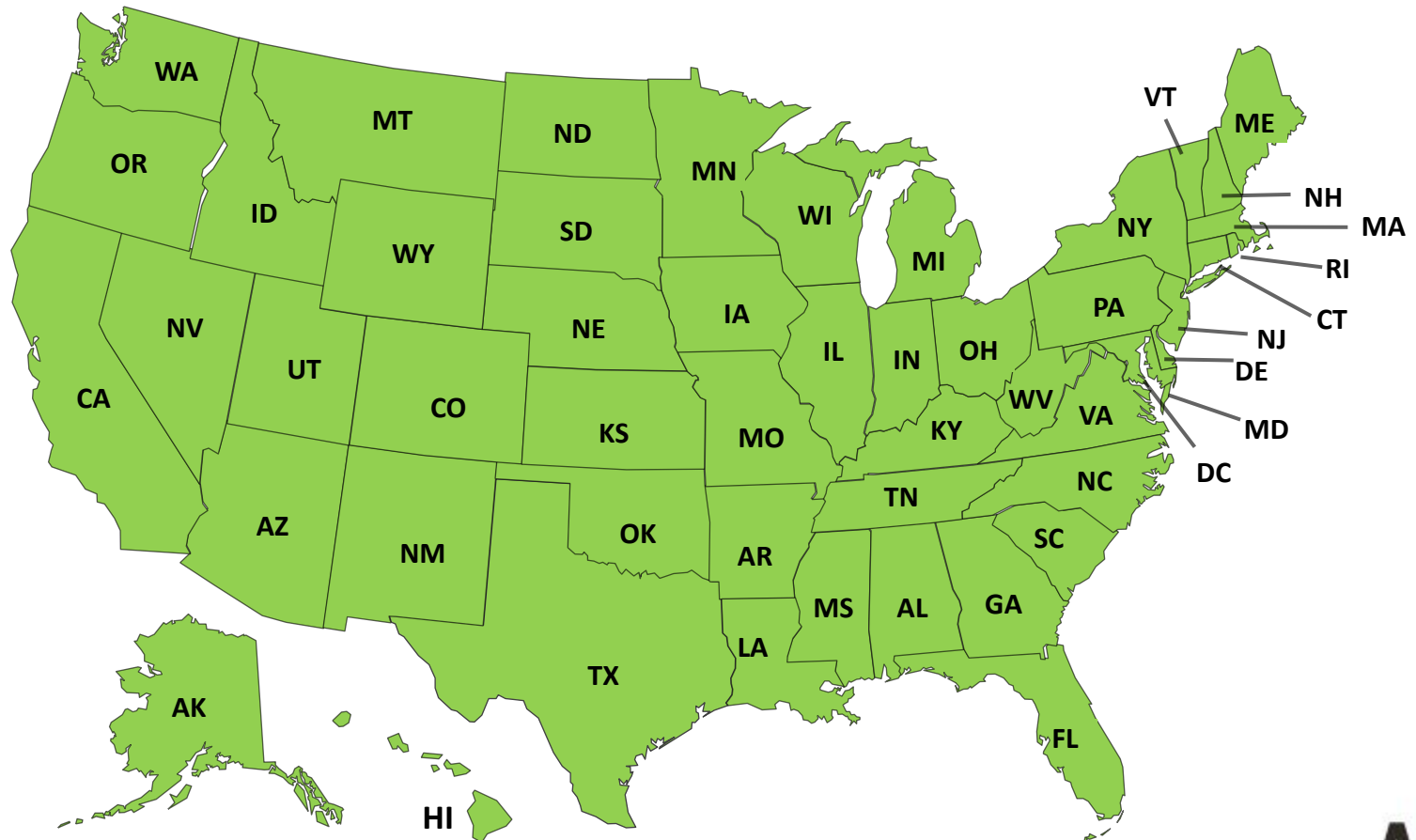


# Multi-State Asian Language Quitline (2010-2011)



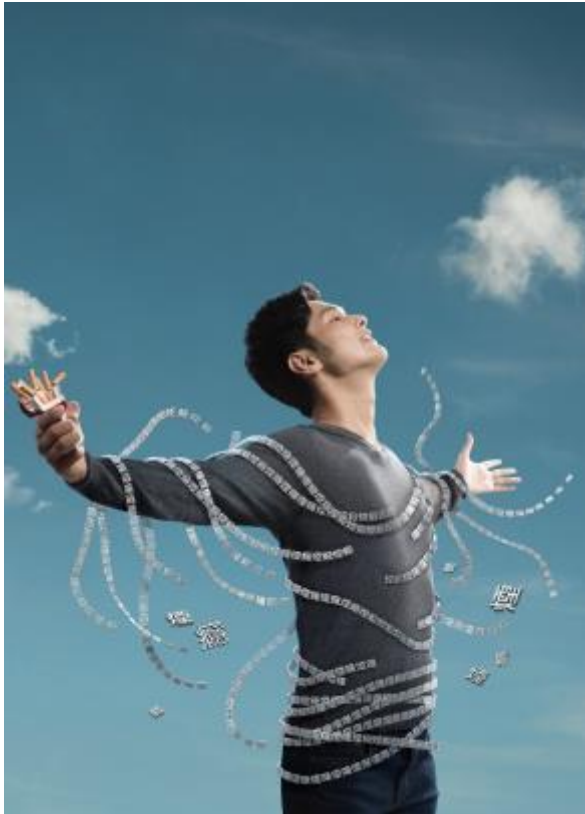
# Asian Smokers' Quitline (2012-today)

 Statewide Quitline



# Asian Smokers' Quitline

**Mission** - to provide accessible, evidence-based, smoking cessation services in Cantonese-, Mandarin-, Korean- and Vietnamese-speaking communities in the U.S.



## What does ASQ offer?

- One-on-one cessation counseling in Chinese, Korean and Vietnamese
- In-language self-help materials
- Free nicotine patches sent directly to the smoker

## ASQ is open:

- Mon – Fri, 7am – 9pm PT (10am – midnight ET)

Chinese 1-800-838-8917

Korean 1-800-556-5564

Vietnamese 1-800-778-8440

[www.asiansmokersquitline.org](http://www.asiansmokersquitline.org)

# Who We Help

- Chinese, Korean & Vietnamese smokers with limited English proficiency
  - Smoking prevalence is higher in Asian countries than in the U.S.
  - Prevalence is high among some Asian American subpopulations.
  - Asian males smoke more than the general population.



# ASQ Clients

- Smoker/Proxy
- Gender
- Age
- Physical and Behavioral health
- Education level
- Insurance Status
- Referral source

# Enrollments in ASQ services

2012 – 2019

Language	% (n = 16,183)
Chinese	31.4
Korean	37.6
Vietnamese	31.0

# ASQ services

# Nicotine Patches

你戒煙 我們全力支持

華語戒煙專線  
1.800.838.8917  
www.asq-chinese.org

數以千計的人已致電索取免費戒煙貼片，你可以是下一位！立即致電華語戒煙專線，索取可直接郵寄到府上的免費戒煙貼片，踏出成功戒煙的第一步！

華語戒煙專線服務由 Asian Smokers' Quitline (ASQ) 所提供。

© 2015 University of California. Funded by the U.S. Centers for Disease Control and Prevention (CDC). 由美國疾病控制及預防中心(CDC)資助。

ASQ will send a two week starter kit of nicotine patches to smokers

## Eligibility Criteria:

- Chinese (Cantonese and Mandarin), Korean or Vietnamese speaker
- 18 years or older
- Everyday smoker  
*(does not matter how many cigarettes per day)*
- If medical conditions exist, we will refer you to their provider for approval

# Self-Help Booklets

Korean



Chinese  
(traditional)



Chinese  
(simplified)



Vietnamese

# “How to help others quit” Booklets

흡연자를 금연으로 이끄는 길



Korean

Vietnamese

Làm Thế Nào Giúp Người Khác Cai Thuốc Lá



怎样帮助吸烟者戒烟?



怎樣幫助吸煙者戒煙？



Chinese (simplified)

Chinese (traditional)



# ASQ: Counseling Protocol



# Intake

- Intake call
  - Approximately 5-7 minutes long
  - Assess client needs
  - Arrange for counseling session on-the-spot when possible
  - Send materials digitally or physically (upon request)

# Counseling

- Initial Call
  - Approximately 30 minutes long
  - Establishing motivation
  - Creating a plan
  - Setting a quit date
- Proactive Follow-up Calls
  - Up to 4 calls, 5-10 minutes long
  - Relapse sensitive schedule
  - Relapse prevention

# Standard Protocol – Summary of Topics

## Help clients to:

- Identify a strong reason (Motivation)
- Bolster belief in ability (Confidence)
- Develop a solid plan (Skills)
- Adopt a new view of self (Self-image)
- Keep trying (Perseverance)

# Triaging to ASQ

# State Quitline

- State Quitline (1-800-Quit Now)
  - [Takeback And Transfer](#) (TNT) Codes :
    - 80 (Chinese: 1-800-838-8917)
    - 81 (Korean: 1-800-556-5564)
    - 82 (Vietnamese: 1-800-778-8440)

# Web Referral

<https://www.asiansmokersquitline.org/web-based-referral/>

The screenshot shows the website's navigation menu with options: HOME, QUIT TODAY, HELP SOMEONE QUIT, and AS. Below the menu, the text 'Web-Based Referral' is displayed in orange. To the right, a vertical list of referral sources includes: FAMILY AND FRIENDS, COMMUNITY PARTNERS, HEALTH CARE PROVIDERS, and SEND WEB REFERRAL. A note states: 'Translated Patient/Client Consent is available [here](#) for your patients/clients language preference.' A section titled 'Refer Your Patients and Clients Online' contains the following text: 'The Asian Smokers' Quitline (ASQ) provides free tobacco cessation services in Chinese, Korean and Vietnamese to your patients and community members. For on the spot referral, please visit our consumer online registration page [here](#). ASQ complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.' Below this text is a link: 'For technical support, please email [asq@ucsd.edu](mailto:asq@ucsd.edu).' At the bottom of the section is a button labeled 'Search for Your Organization'.

## Who can refer?

- Quitlines
- Providers
- Nurses
- Pharmacists
- Faith-based groups
- Community-based groups
- Employers
- International student offices
- Researchers, others

# Partnership with AAFE



- Asian Americans for Equality has a long history of providing wide range of services in the communities in New York
- In 2016, AAFE and ASQ establish partnership to expand the reach to smokers who are limited in English proficiency
  - Distribute co-branded materials
  - AAFE provides tobacco cessation counseling and the information about ASQ to all the smokers
  - Refer smokers to ASQ via web-based referral options



# Partnership with AAFE



- In 2018, change up the referrals method:
  - Assist motivated clients to sign up ASQ service online
    - Speed up the process for smokers to connect with ASQ
    - Receive digital materials almost immediately
- As of 2020, there is an over 80% increased enrollments from AAFE

# Online Enrollment

- [Online enrollment forms](#) are two pages and available in Traditional and Simplified Chinese, Korean and Vietnamese



請填好表格，我們會在下一個工作日和您聯繫。

[前往簡化字](#)

選擇您的語言

廣東話

名字\* (您也可以用中文填寫您的姓名)

姓\*

電話號碼\*

電郵地址

郵政編碼\*

推廣號碼 (如果適用)

條款： 點擊【提交】表示同意讓我們給您電話，為您提供戒煙的免費服務。

[提交](#)



# NYC promotion efforts

- New York City Department of Health and Mental Hygiene ran a campaign "Fades like Smokes" in summer 2018 to promote ASQ Chinese Quitline:

別讓你寶貴的生命  
在煙霧中消逝

男性華人感染肺癌  
在過去15年上升  
**70%**  
(2000-2014)

免費協助亞裔人戒煙、  
醫療及一對一諮詢。請致電亞裔人戒煙連線  
**1-800-838-8917**  
我們提供普通話及廣東話服務。

Asian Smokers' Quitline | NYC Health | Office of the Mayor  
Mary T. Bassett, MD, MPH  
Commissioner

Enrollment from New York to ASQ had more than doubled when compared to prior month.



# Los Angeles County Department of Public Health

## Health Benefits of Quitting Smoking

### Within Three Days...

#### Within 20 minutes:<sup>1</sup>

- Heart rate and blood pressure drop
- Temperature of hands and feet goes up

#### Within 8- 24 hours:<sup>1</sup>

- Carbon monoxide level in blood goes down
- Oxygen level in blood rises to normal
- Chance of heart attack goes down

#### Within 48 - 72 hours:<sup>1</sup>

- Damaged nerve endings start to re-grow
- Sense of smell and taste begin to improve
- Nicotine is out of the body in about 3 days<sup>2</sup>

### Within a Year...

#### 2 weeks to 3 months:<sup>1</sup>

- Blood flows better in the body
- Exercise is easier
- Lungs work better
- Wounds heal faster

#### 1 to 9 months:<sup>1</sup>

- Coughing and shortness of breath get better
- Sinus issues all go down
- Body has more energy
- Tiny hairs in the lungs (cilia) start to work again.<sup>3</sup>
  - This helps the lungs stay clean and make it easier to breathe.
  - The risk of getting sick also goes down.

### For the Rest of Your Life...

#### 1 year:<sup>1</sup>

- Risk of heart disease is cut by half

#### 2-5 years:<sup>2</sup>

- Risk of stroke goes down to that of a non-smoker

#### 5 years:<sup>2</sup>

- Risk of cancer of the mouth, throat, esophagus and bladder are cut in half
- Cervical cancer risk falls to that of a non-smoker

#### 10 years:<sup>1</sup>

- Lung cancer risk is cut in half
- Risk of voice box (larynx) and pancreatic cancer goes down

#### 15 years:<sup>2</sup>

- Risk of heart disease returns to that of non-smoker.



**Call to Get FREE help to quit smoking today!**  
**English: 1-800-QUIT-NOW (1-800-784-8669)**

1. U.S. National Library of Medicine. (2018). Benefits of Quitting Tobacco.
2. American Cancer Society. (2015). Why People Start Smoking and Why It's Hard to Stop.
3. American Cancer Society. (2016). Benefits of Quitting Smoking Over Time.

© AsianSmokersQuitline.org | YouTube.com/user/AsianSmokersQuitline

© 2019 California Department of Public Health. Funded by CDPH under contract #19-10009 and First 5 California. Content by California Smokers Helpline. Translation funded by the Centers for Disease Control and Prevention (CDC). | Updated: 08/19



## 금연과 건강 혜택

### 3일 이내...

#### 금연 후 20분 이내:<sup>1</sup>

- 심박 수와 혈압이 내려감
- 손과 발의 체온이 올라감

#### 금연 후 8~24시간 이내:<sup>1</sup>

- 혈중 일산화탄소의 농도 감소
- 혈중 산소 함유량이 정상으로 상승
- 심장마비 발병 확률이 감소

#### 금연 후 48~72시간 이내:<sup>1</sup>

- 손상된 신경 말단 조직의 재생
- 후각과 미각이 향상되기 시작
- 니코틴은 대략 3일 내 체내에서 모두 배출됨<sup>2</sup>

### 금연 후 1년 이내의 변화...

#### 2주에서 3개월 :<sup>1</sup>

- 혈액 순환 개선
- 운동이 쉬워짐
- 폐 기능 향상
- 상처가 빨리 치유됨

#### 1~9개월:<sup>1</sup>

- 기침과 숨 가쁨 증상이 완화됨
- 부비강(코) 관련 증상이 완화됨
- 신체 활력의 증가
- 폐 속의 작은 용혈물(섬모)의 재활성화<sup>3</sup>
  - 재생 섬모가 폐를 깨끗하게 유지하고 호흡이 편해지도록 도움을 줌
  - 폐 관련 질병에 걸릴 확률이 낮아짐

### 평생의 건강 혜택...

#### 1년:<sup>1</sup>

- 심장병 발병 확률이 절반으로 감소

#### 2~5년:<sup>2</sup>

- 뇌졸중 발병 확률이 비흡연자와 같아짐

#### 5년:<sup>2</sup>

- 구강암, 후두암, 식도암, 방광암 발병률이 절반으로 감소
- 자궁 경부암의 위험이 비흡연자와 같아짐

#### 10년:<sup>1</sup>

- 폐암 발병률이 절반으로 감소
- 후두암과 췌장암의 발병률 감소

#### 15년:<sup>2</sup>

- 심장병 발병 확률이 비흡연자와 같아짐.



**ASQ 한인금연센터 1-800-556-5564로 전화하여 무료 금연 서비스를 받으세요!**

1. U.S. National Library of Medicine. (2018). Benefits of Quitting Tobacco.
2. American Cancer Society. (2015). Why People Start Smoking and Why It's Hard to Stop.
3. American Cancer Society. (2016). Benefits of Quitting Smoking Over Time.

© ASQ-Korean.org | YouTube.com/user/AsianSmokersQuitline

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# Community Clinic Partnership: Charles B. Wang Community Health Center

**恭喜 Congratulations Xin chúc mừng 축하합니다!**  
恭喜! Congratulations!  
Xin chúc mừng! 恭喜! 축하합니다 恭喜

**Congratulations!** You have taken the first step toward a healthier life by registering for the free services of the Asian Smokers' Quitline, funded by the U.S. Centers for Disease Control and Prevention (CDC). A Quitline counselor will call you within 24 hours to help you set up a plan to quit smoking and send you a packet of quit smoking materials. If we don't reach you on the first call, we'll try back every few days for the next 2 weeks. Feel free to call us if you have questions or want to get started right away!  
Mandarin and Cantonese: 1-800-838-8917 • Korean: 1-800-556-5564 • Vietnamese: 1-800-778-8440

**恭喜! 恭喜!** 你已經參加由美國疾病控制與預防中心 (CDC) 資助, 並由《華語戒煙專線》提供的免費服務, 邁出了健康人生的第一步! 《華語戒煙專線》的戒煙輔導員將在 24 小時內與你電話聯絡, 幫你設定一個戒煙計劃及寄給你一份戒煙資料。如果第一次電話我們沒辦法聯絡上你, 我們將會在兩星期內, 每隔幾天繼續嘗試。如果有任何問題或是想要馬上開始戒煙, 請即致電 (1-800-838-8917) 給我們!

**恭喜! 恭喜!** 你已经参加由美国疾病控制与预防中心 (CDC) 资助, 并由《华语戒烟专线》提供的免费服务, 迈出了健康人生的第一步! 《华语戒烟专线》的戒烟辅导员将在 24 小时内与你电话联络, 帮你设定一个戒烟计划及寄给你一份戒烟资料。如果第一次电话我们没办法联络上你, 我们将会两星期内, 每隔几天继续尝试。如果有任何问题或是想要马上开始戒烟, 请即致电 (1-800-838-8917) 给我们!。

**Xin chúc mừng!** Bạn đã thực hiện bước đầu tiên để hướng tới một cuộc sống lành mạnh bằng cách đăng ký cho các dịch vụ miễn phí của Trung Tâm Cai Thuốc Lá Dành Cho Người Việt, được tài trợ bởi Trung Tâm Kiểm Soát và Ngăn Ngừa Bệnh Tật Hoa Kỳ (CDC). Một chuyên gia cai thuốc lá của Trung Tâm sẽ gọi cho bạn trong vòng 24 tiếng để giúp bạn lập một kế hoạch để cai thuốc và gửi cho bạn những tài liệu hướng dẫn. Nếu chúng tôi không liên lạc được với bạn sau khi gọi, chúng tôi sẽ cố gắng gọi lại mỗi vài ngày trong 2 tuần kế tiếp. Xin liên lạc Trung Tâm tại 1-800-778-8440 nếu bạn có thắc mắc hoặc muốn khởi hành ngay!

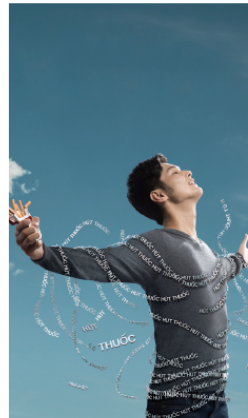
**축하합니다!** 한인금연센터의 무료 서비스에 등록해서 더 건강해지는 삶으로 첫걸음을 떼실 것을 축하드립니다! 한인금연센터는 미 질병통제예방센터(CDC)의 기금을 받고 있습니다. 한인금연센터의 상담원이 24시간 이내에 전화로 드려 금연 계획을 세우는 데 도움을 드리고 금연 안내서도 보내드릴 것입니다. 귀하와 바로 연결이 되지 않더라도, 2주 안에 연락이 될도록 노력할 것입니다. 질문이 있거나 지금 바로 금연하길 원한다면 1-800-556-5564 번으로 전화 주시면 한국어 상담원이 도와드릴 것입니다.

 CHARLES B. WANG  
COMMUNITY HEALTH CENTER  
王嘉康社區醫療中心

 Asian  
Smokers'  
Quitline

Charles B. Wang Community Health Center 王嘉康社區醫療中心與華語戒煙專線 «Asian Smokers' Quitline» 合作 •  
© 2016 CDC. 由美國疾病控制及預防中心(CDC)資助。

## Free Yourself from Smoking!



Learn more about us:  
[www.AsianSmokersQuitline.org](http://www.AsianSmokersQuitline.org)

Contact us:  
[asq@ucsd.edu](mailto:asq@ucsd.edu)

*Thousands of people have already quit.*

*You can too! The Asian Smokers' Quitline (ASQ) can help.*

### What is ASQ?

- A free smoking cessation program that doubles your chance of quitting smoking
- A nationwide service funded by the Centers for Disease Control and Prevention (CDC)

### What does ASQ offer?

- One-on-one cessation counseling in Chinese, Korean and Vietnamese
- In-language self-help materials
- Free nicotine patches sent directly to your home

### ASQ is open:

- Monday–Friday, 10am - midnight, Eastern Time

### Services provided in:

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



CHARLES B. WANG  
COMMUNITY HEALTH CENTER  
王嘉康社區醫療中心

Charles B. Wang Community Health Center is proud to partner with the Asian Smokers' Quitline.  
© 2016 CDC. Funded by the U.S. Centers for Disease Control and Prevention.

 Asian  
Smokers'  
Quitline

 Asian  
Smokers'  
Quitline



# Community Events



A UCSD student promoted ASQ at TET Festival in San Diego



APPEAL gave out the ASQ branded red envelopes to promote ASQ during 2019 Lunar New Year local event in Oakland

# How ASQ has responded to COVID-19?

- Launched COVID-19 and smoking [webpages](#)
- Translated press release
  - ASQ service is still operating during the COVID-19 outbreak and stay at home order
- Developed in-language social media messages
  - encourage smokers to quit and former smokers to stay quit
- Provided a list of resources that are related to COVID-19 to ASQ agents
  - Share the info with our clients to help relieve their anxiety about the current COVID-19 situation

# ASQ Resources and new services



# Free Promotional Materials

<https://asq-shop.org/>



**霧化電子煙「俗稱電子煙」**

霧化電子煙（以下簡稱「電子煙」），是加熱電子煙煙油的電子煙具。它們也被稱為電子水煙、組裝型電子煙、霧化筆、盒子型電子煙、換彈型電子煙，或直接用品牌名稱，如 JUUL。

**電子煙如何使用？**

- 電子煙使用小的煙彈或可重複填充電子煙油
- 取用時，煙具會打開電池並加熱煙油。
- 於是就產生了一種呼出來好像煙霧的氣源

**青少年的使用情況？**

- 電子煙在美國中學生和高中生中最常使用的煙草產品。
- 青少年因其時尚的外觀和多種口味而被 JUUL 等品牌所吸引。

**Vapes**

Vapes are electronic devices that heat e-liquid. They are also called e-cigarettes, e-hookah, mods, vape pens, tank systems, pod mods, or by brand names like JUUL.

**How do they work?**

- Vapes use small cartridges (pods) or refillable tanks of e-liquid.
- Puffing on a vape turns a battery on and heats the e-liquid.
- This creates an aerosol that looks like smoke when exhaled. It is not just water vapor.
- Nicotine gets into the body through the mouth, throat, and lungs.

**What's in vapes?**

- Ingredients vary, but most e-liquids have nicotine.
- Other ingredients may include propylene glycol, glycerin, water, and flavoring agents.
- Some vapes contain tetrahydrocannabinol (THC), the main psychoactive ingredient in marijuana.

**Youth Use!**

- Vapes are the most commonly used tobacco product among U.S. middle and high school students.
- Youth are attracted to brands like JUUL because of the sleek look and flavors.

**Youth and Nicotine!**

- Many youth believe vapes are not addictive, but that is not true.
  - For example, one JUUL pod contains as much nicotine as a pack of cigarettes.
- Nicotine can:
  - Affect brain development
  - Increase heart rate and blood pressure
  - Narrow blood vessels

**Do vapes help people quit smoking?**

- Research has shown that vapes can help some people quit smoking, like nicotine patches can.<sup>3</sup>
- However, it's hotly debated whether they should be available at all, especially given the risk they pose to youth.<sup>4</sup>
- Vapes are not currently approved as a quit aid by the U.S. Food and Drug Administration.

**Are vapes safe?**

- Since vapes are currently sold without much regulation, they may contain toxins.
- There have been lung problems and even deaths among people who vape, although the specific cause is still being studied.

**If you or someone you know wants to quit, check out the tips on the back!**

© AsianSmokersQuitline.org © YouTube.com/user/AsianSmokersQuitline  
 © 2019 California Department of Public Health. Funded by CDC contract #19-10088 and PHS #1-C-000001. Created by California Smokers' Quitline. Translation provided by the Centers for Disease Control and Prevention (CDC). | Updated 10/19

**Asian Smokers' Quitline**

<https://asq-shop.org/collections/ads/products/website-banner>

I want to quit smoking!

**Asian Smokers' Quitline**



**mcrc**  
media campaign  
resource center

# Free ads for the Asian Smokers' Quitline

[www.cdc.gov/tobacco/multimedia/media-campaigns/index.htm](http://www.cdc.gov/tobacco/multimedia/media-campaigns/index.htm)



한인금연센터  
ASIAN SMOKERS' QUITLINE  
1-800-556-5564

華語戒煙專線

你肯  
我們  
全力支持

你可以做到!

數以千計的人已致電索取免費戒煙貼片，你可以是下一位！立即致電華語戒煙專線，索取可直接郵寄到府上的免費戒煙貼片，踏出成功戒煙的第一步！

華語戒煙專線服務由 Asian Smokers' Quitline (ASQ) 所提供。

華語戒煙專線  
1.800.838.8917  
WWW.ASQ-CHINESE.ORG

© 2015 University of California. Funded by the U.S. Centers for Disease Control and Prevention (CDC). 由美國疾病控制及預防中心(CDC)資助。

LỜI KHUYÊN TỪ NGƯỜI TỪNG HÚT THUỐC

**HÃY CẨN THẬN ĐỪNG CẮT VÀO LỖ THỞ CỦA MÌNH.**

Ông Shawn, 50 tuổi, chẩn đoán bị ung thư lúc 46 tuổi Tiểu bang Washington

Hút thuốc gây tác hại lúc thì đến cơ thể. Đối với ông Shawn, nó gây ra bệnh ung thư cổ họng. Quý vị có thể cai thuốc là. Để được trợ giúp miễn phí và nhận bộ công cụ khởi đầu với các miếng dán nicotine miễn phí, hãy gọi Trung Tâm Cai Thuốc Là Miễn Phí Bằng Tiếng Việt ngay theo số 1-800-778-8440.

U.S. Department of Health and Human Services  
Center for Disease Control and Prevention  
www.smokefree.gov

**Asian Smokers' Quitline**



MCRC provides access to many CDC-licensed advertisements developed by more than 25 state health departments, nonprofit health organizations, and federal agencies. MCRC provides tobacco-control organizations with tools for finding, learning about, and ordering CDC-licensed tobacco counter-advertisements.

[www.cdc.gov/tobacco/multimedia/media-campaigns/index.htm](http://www.cdc.gov/tobacco/multimedia/media-campaigns/index.htm)

## Browsing MCRC materials:

1. Click on **BROWSE MCRC ADS**  
View ad collections, including earned media and collateral materials.
2. Under “Options”, click on “Detailed Search”
3. Under Keywords, type in “ASQ”\*
4. Click on “Search Ads”

Options  
> [MCRC Home](#)  
> [Detailed Search](#)

\*To broaden your search, choose the theme “**Cessation-Quitline**” and set the “Languages” selection to “**Cantonese, Mandarin, Korean and Vietnamese.**”



MCRC provides access to many CDC-licensed advertisements developed by more than 25 state health departments, nonprofit health organizations, and federal agencies. MCRC provides tobacco-control organizations with tools for finding, learning about, and ordering CDC-licensed tobacco counter-advertisements.

[www.cdc.gov/tobacco/multimedia/media-campaigns/index.htm](http://www.cdc.gov/tobacco/multimedia/media-campaigns/index.htm)

## Accessing MCRC materials:

1. Click on **BROWSE MCRC ADS**  
View ad collections, including earned media and collateral materials.
2. Register for an MCRC online account
3. Order promotional materials online
4. Sign an agreement for releasing the materials

New User? [Register Now](#)

MCRC will share a download link for promotional materials.

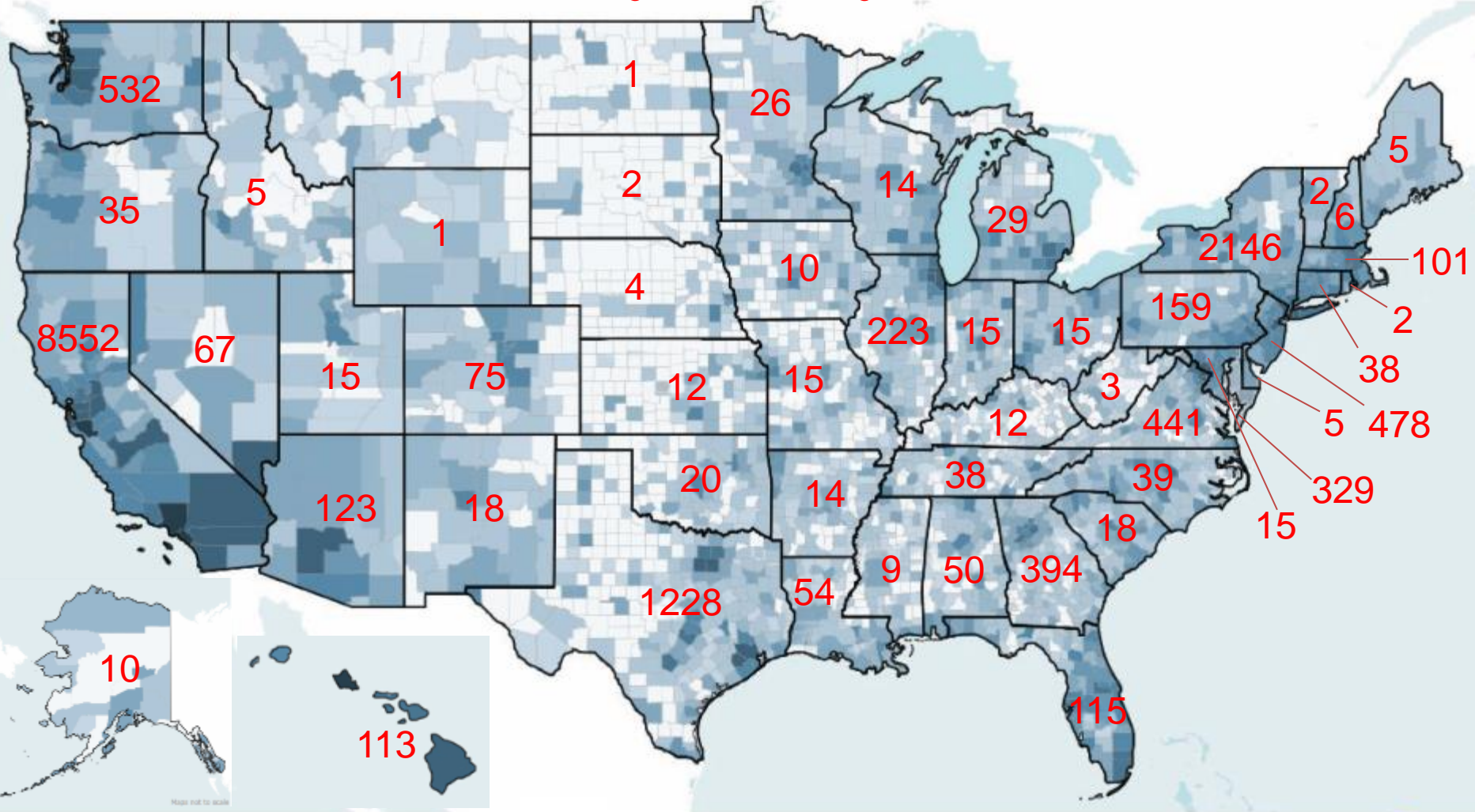
# New Services for ASQ

- Proxy counseling service (just launched)
- In-language Texting Program (*within 2020*)
- In-language Online Chat (*stay tuned*)

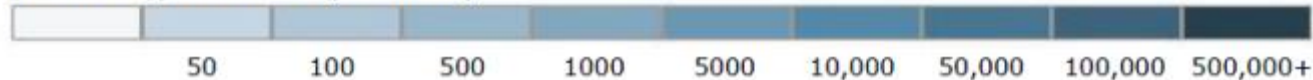


# Geography of Asian Americans Living in the United States

Enrollments in ASQ services from August 1, 2012 – Aug 31, 2019



Asian Population by County



Source: Pew Research Center using source data from the 2010 U.S. Census (<http://www.pewsocialtrends.org/asianamericans-maps/>)



华语戒烟专线

ASIAN SMOKERS' QUITLINE

1-800-838-8917



華語戒煙專線

ASIAN SMOKERS' QUITLINE

1-800-838-8917



한인금연센터

ASIAN SMOKERS' QUITLINE

1-800-556-5564



TRUNG TÂM CẢI THUỐC LÁ

ASIAN SMOKERS' QUITLINE

1-800-778-8440

# Thank you!

Ying Cherrie Ng

ASQ Project Manager

University of California, San Diego

[asq@ucsd.edu](mailto:asq@ucsd.edu)



亞洲人平等會

ASIAN AMERICANS FOR EQUALITY

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# Smoking Cessation

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## AAFE History

Founded in 1974 to advocate for equal rights, AAFE has transformed in the past four decades to become one of New York's preeminent housing, social service and community development organizations.





亞洲人平等會

ASIAN AMERICANS FOR EQUALITY

# Services

## Community Services

- Health & Entitlement
  - Immigration
  - Housing
  - Workforce Development
  - Youth Program
-



亞洲人平等會

ASIAN AMERICANS FOR EQUALITY

# Services

## Affiliates

- Renaissance Economic Development Corporation
    - Small Business Loans
    - Training programs
  - Community Development Fund
    - Homeowner education
    - Home loans
  - Affordable Housing
    - Rehabilitate and build affordable housings
-



亞洲人平等會  
ASIAN AMERICANS FOR EQUALITY

# Community

## Offices

AAFE has several locations throughout New York City including:

- Manhattan - Chinatown
- Queens - Union Street
- Queens - One Flushing
- Queens - Jackson Heights

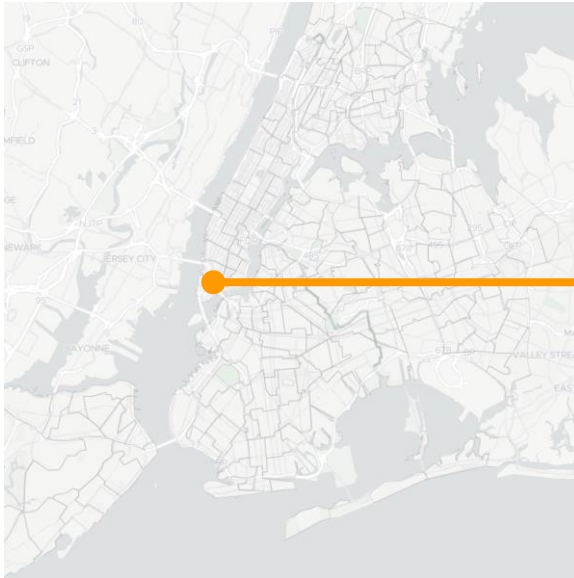
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## Program History

With the support from **NYU**, AAFE Navigator program has been providing smoking cessation services in the Chinatown since 2014.

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## Program Goals

Outreach and engagement to increase tobacco cessation and decrease exposure to environmental tobacco smoke (ETS)

### Goals

1. Increase access to tobacco use treatment and smoking cessation through outreach and engagement activities
  2. Increase awareness of the danger of environmental tobacco smoke and importance of creating smoke free homes
-



# Program Model

1. Initial meeting
    - a. Provide counseling
    - b. Participant survey
      - i. Background information, smoking history, smoking behavior, and past quit attempts
    - c. Provide free Nicotine Replacement Therapy(NRT)
      - i. Patch and/or Gum
    - d. Referral to Asia Smokers' Quitline(ASQ) with participant's consent
  2. Two weeks follow up
    - a. Quit rate, NRT usage, ASQ follow up, answer questions/concerns
  3. Six weeks follow up: program evaluation from NYU
-





# Recruiting Participants

## IN THE OFFICE

- Participants or family members inquire about our Smoking Cessation program
- Counselors “smelled” participants when they come to our office for other services (housing, immigration, etc)
  - Refer to Smoking Cessation Navigator
  - Participants are more willing try



亞洲人平等會

ASIAN AMERICANS FOR EQUALITY

# Recruiting Participants

DURING OUTREACH

- Participate and table in community health related events
- Promote the program in AAFE community educational workshops
- Door knocking (new)



# Different Scenarios

1. Smoker is interested
  - a. Briefing on the program and the survey
  - b. Provide initial counseling on smoking harms, quitting benefits, identifying triggers, and explanation of proper usage of NRT Patches and/or Gum
2. Smoker has no time when approached
  - a. Collect participant contact and follow up
3. Smoker is not interested
  - a. Provide contact info

\*\*\*We can always approach smokers again when they come back for other or more services provided by AAFE

---



“...want you to try...”

- Navigator

---



## AAFE and ASQ Partnership

AAFE has been referring smokers to ASQ since year one of the program

AAFE's program is a Navigator program

- Provide initial counseling and short term follow up

Asia Smokers' Quitline(ASQ)

- ASQ offers free long term counseling which has been clinically proven to double smokers' chances of quitting
  - Self-help materials will be mailed to smokers
-



亞洲人平等會

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# Thank you.

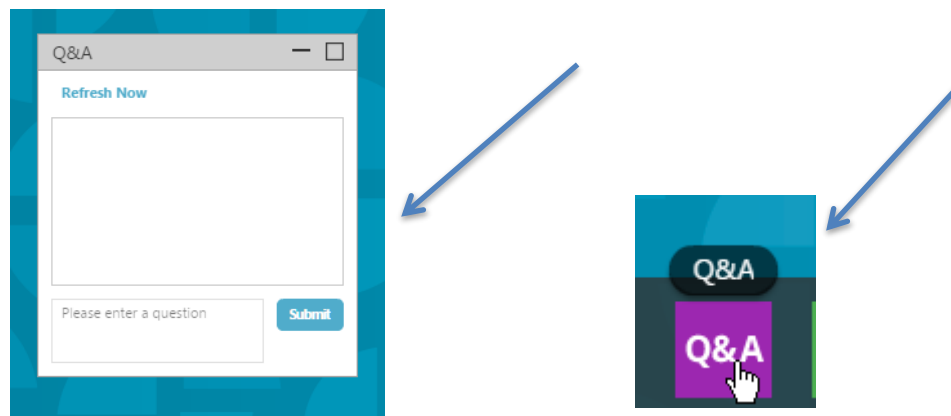
**Chen Yo Chi**  
212.979.8988  
[chen\\_chi@aafe.org](mailto:chen_chi@aafe.org)

---

# Questions?

If you have questions at this point, please ***type them into your console*** using the Q&A tool, and we will address them as time allows.

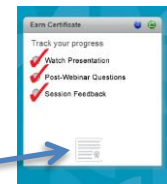
Any questions not addressed verbally today will have written responses directly to you, including any viewers who watch on-demand.



## Certificate of Completion



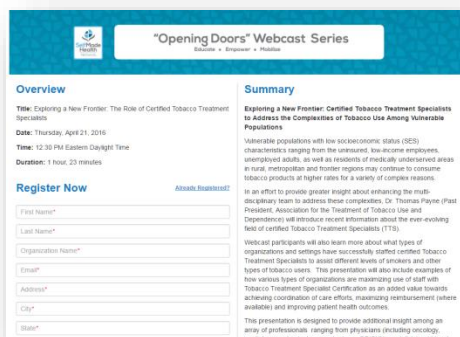
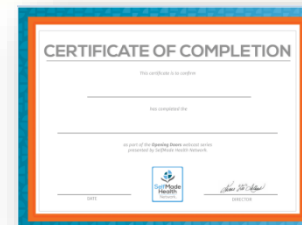
- Must participate in all actions related to this webcast event, including post-session assessment questions and feedback
- No time limit – may complete today or may return to session using original registration login once “on-demand” to fulfill requirements of participation if needed.
- Once all items have been completed, click on Certificate image icon to download and view certificate





## SelfMade Health Network

### Webcast Events



**When:** Live webcast events focused on topics of relevance to member organizations and practitioners who are working to reduce cancer and encourage smoking cessation. Each session is free to attend and available on-demand viewing following the live event. Includes SelfMade Health Network's "Opening Doors" Series. Certificate of Completions are included for most sessions.

**Where:** Website -> Empower-> Webcasts



## Resources (1)

Cancer Survivorship: Information of Healthcare Providers (Centers for Disease Control and Prevention)

<https://www.cdc.gov/cancer/survivors/health-care-providers/>

Asian Smokers' Quitline

<https://smokingcessationleadership.ucsf.edu/resources/asq>

*Tips From Former Smokers* Campaign and Resources (Centers for Disease Control and Prevention)

<https://www.cdc.gov/tobacco/campaign/tips/index.html>

Lung Cancer Screening Insurance Coverage

<https://www.lung.org/lung-health-and-diseases/lung-disease-lookup/lung-cancer/healthcare-professionals/resources-for-your-patients.html>

The Brief Tobacco Intervention - Quick Reference for Healthcare Providers

<https://www.cdc.gov/tobacco/campaign/tips/partners/health/materials/twyd-5a-2a-tobacco-intervention-pocket-card.pdf>



## Resources (2)

From Coverage to Care (C2C)-Centers for Medicare & Medicaid Services

New Languages for C2C Prevention Materials

<https://www.cms.gov/About-CMS/Agency-Information/OMH/equity-initiatives/from-coverage-to-care>

Sin, M., Ha, A. & Taylor, V. Sociocultural Barriers to Lung Cancer Screening Among Korean Immigrant Men. *J Community Health* 41, 790–797 (2016).

Tsoh JY, Burke NJ, Gildengorin G, et al. A Social Network Family-Focused Intervention to Promote Smoking Cessation in Chinese and Vietnamese American Male Smokers: A Feasibility Study. *Nicotine Tob Res.* 2015;17(8):1029-1038.

Yoon H, Chatters L, Kao TS, Saint-Arnault D, Northouse L. Factors Affecting Quality of Life for Korean American Cancer Survivors: An Integrative Review. *Oncol Nurs Forum.* 2016;43(3):E132-E142.

Vyas P, Tsoh JY, Gildengorin G, et al. Disentangling individual and neighborhood differences in the intention to quit smoking in Asian American male smokers. *Prev Med Rep.* 2020;18:101064. Published 2020 Feb 11.



# Healthy People 2020 National Objectives

## Examples of Leading Health Indicators (LHIs)

- Access to Health Services: Persons with a usual primary care provider [AHS-3]
  
- Cancer: Reduce the lung cancer death rate [C-2]
- Cancer: Increase the proportion of cancer survivors who are living 5 years or longer after diagnosis [C-13]
  
- Tobacco Use: Adult cigarette smoking [TU-1.1]
- Tobacco Use: Increase smoking cessation attempts by adult smokers [TU-4]
- Tobacco Use: Increase recent smoking cessation success by adult smokers [TU-5]
- Tobacco Use: Reduce the proportion of nonsmokers exposed to secondhand smoke [TU-11]
  
- RD-10: Reduce deaths from chronic obstructive pulmonary disease (COPD) among adults



Dwana “Dee” Calhoun, MS

Director, SelfMade Health Network (CDC Disparity Network)

E-mail address: [d.calhoun@selfmadehealth.org](mailto:d.calhoun@selfmadehealth.org)

Twitter: @DeeCalhounSMHN and @SelfMadeHealth

Website: <http://www.selfmadehealth.org/>

Facebook: SelfMade Health Network

Send questions or contact us at anytime via shared

SMHN mailbox: [info@selfmadehealth.org](mailto:info@selfmadehealth.org)