



# Recruitment of Chinese American Smokers for an Internet Stop Smoking Program

Joanne Chan, BA<sup>1</sup>; Joyce Cheng, MS<sup>1</sup>; Angela Sun, PhD, MPH<sup>1</sup>; Janice Tsoh, PhD<sup>2</sup>; Ricardo F. Muñoz, PhD<sup>2</sup>; Candice Wong, MD, PhD, MPH<sup>2</sup>; Kavous Bassiri, LMFT, CGP<sup>3</sup>; and Carlos Serrano-Quan, MSW<sup>4</sup>

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

## BACKGROUND

### Chinese Americans & Smoking

- Chinese Americans constitutes the largest Asian American group (3.8 million):
  - 61.0% are immigrants
  - 75.3% speak a language other than English
  - 41.1% had low English proficiency.
- Smoking prevalence ranged from 16-34% among men and <5% 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. Chinese 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% for 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

**Objective:** Examine outreach strategies for recruiting Chinese American smokers into utilizing 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 achieve the study objectives, the following methods were used:

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



- Utilize various outreach recruitment strategies and evaluate their effectiveness.**

- Community networks** to recruit participants, media (i.e. newspapers, talk shows, commercials, television and radio announcements, Internet)
  - List serves
  - Promotional flyers
  - 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



Community Task Force Members

### 2) Recruit Ten Eligible Reviewers

**Eligibility criteria:** 18+ years; 1<sup>st</sup> 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; Occupation; Education Attainment; Internet Usage and Ability; Smoking Status; English proficiency

**Screening Format:** Questionnaire/Screening Form + Verbal Exchange + Evaluation of Reviewer's Skills & Expertise

### 4) Four Reviewers selected

**Reviewers Characteristics (N=4):**

**Gender:** male (n=3) female (n=1); **Age range:** 36 – 64 years; **Language spoken at home:** Cantonese (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)

Other **local and 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 informational cards displaying the smoking cessation website
- Sponsoring booths** at local events
- Promoting the site through **instructional 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
- Focus groups and/or individual interviews** exploring barriers and promoters in utilizing Internet-based resources may also be conducted to shape recruitment efforts

### Global

- Online advertisements (i.e. Google Ads)
- Community partners' websites
  - <http://www.cchrchealth.org>
  - <http://www.ramsinc.org/>
  - <http://www.chinesenewcomers.org/>
- Social media networks (Facebook, Twitter)

## CONCLUSIONS

Outreach 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.

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