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Introduction

Smoking and Internet Use in China:

- There are over 300 million Chinese smokers globally.
- One in every three cigarettes are consumed in China, where smoking prevalence are about 61% and 4% among men and women, respectively.
- The proportion of young female smokers is increasing, especially among females 15-19 years of age.
- Since 2008, China has surpassed the United States in having highest number of Internet users internationally.

Smoking and Internet Use among Chinese-Americans:

- 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.
- Asian Americans, including Chinese, have the highest rate of Internet access (82%).
 - Asian immigrants reported: >90% younger than age 45; >75% ages 45-64; and 69% older than age 65 used the Internet.

Methods

To assess whether the Internet can be used as a platform for smoking cessation among Chinese, the Chinese Community Health Resource Center (CCHRC) for the past 5 years has:

- Developed two bilingual (Chinese & English) health promotion websites** (www.cchrhealth.org in 2006 and www.teensincharge.org in 2009) featuring health-related tools, media education, links/resources, and programs



- Conducted local in-language hands-on Basic Computer and Internet navigation classes** among Chinese Americans

- Collected data among a community convenience sample** of 414 Chinese Americans at a local eHealth education program (eHealth Day) to assess Internet usage and willingness to receive health programs online.



eHealth Day Flyer

- Worked with the University of California, San Francisco (UCSF) and other community partners to adapt an evidence-based and culturally appropriate **Internet-based smoking cessation program for Chinese smokers.**



Participating Agencies



UCSF Stop Smoking Website

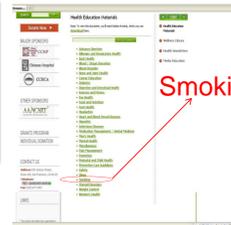
Results

Bilingual Health Promotion Websites:

- Receives over 1.2 million annual hits
- Was recognized by the National Committee of Quality Assurance (NCQA) with the "Multi-Cultural Healthcare Award" for cultural competence in 2006



NCQA Award



Health Topics on www.cchrhealth.org



Bilingual Smoking Cessation Material from www.cchrhealth.org



Bilingual Smoking Cessation Material from www.teensincharge.org

Basic Computer and Internet navigation classes

- Has 80 average monthly visits from local Chinese American community
- Participants indicated overwhelming interest in acquiring computer skills for Internet navigation

Data results from a community convenience sample (n=414)*:

- Birthplace:** China: 62.3%; Hong Kong: 18.8%; USA: 5.3%; Vietnam: 3.6%; Taiwan: 1.7%; Other: 5.6%
- Computer Ownership and Internet Access:** Yes: 62.1%
- Importance of Accessing Online Health Resource:** Important: 56.5%; Unsure: 17.1%
- Receptiveness to receive in-language health information online:** 71.3%
- Interested to participate in online in-language and culturally appropriate health programs:** 52.4%



eHealth Day Instructional Seminars + One-on-One Instruction

* Descriptive data was collected via a survey questionnaire. Survey instruments were pilot-tested with focus groups for cultural and linguistic competency. Please note that the percentages are reflective of the total number of responses for the specific topic. Percentages may not sum to 100% due to rounding.

Internet-based smoking cessation program:

- Preliminary in-depth assessments by 4 former and current Chinese American smokers supported Internet-based smoking cessation programs for Chinese smokers if the web-based platform is culturally appropriate and includes features that are **user-friendly, engaging, resourceful, practical, and customizable.**
- A Feasibility Trial of the program will be launched in 2012 to further assess the potential of utilizing the Internet in delivering smoking cessation resources to Chinese smokers globally.

Conclusion

Findings support the potential use of the Internet as a platform for Chinese smokers to quit smoking. However, online smoking cessation programs should be culturally appropriate, user-friendly, engaging, resourceful, practical and customizable in order to increase program participation.

References available upon request

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