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**Can the Internet be used as a platform for Chinese smokers to quit smoking?**

**Word Count: 586 (limit 500-600 words); character count: 3974 (limit: 4077 with spaces and punctuation)**

**Background and/or Objectives**

There are over 300 million Chinese smokers worldwide. One in every three cigarettes worldwide are being consumed in China where smoking prevalence are about 61% and 4% among men and women, respectively. In the United States (US), Chinese constitutes the largest Asian American and Pacific Islander group (23%). Smoking prevalence among Chinese Americans ranged from 16 to 34% among men and < 5% among women; significantly higher smoking prevalence observed among immigrants and those with limited English proficiency. Since 2008, China has surpassed the US as the top nation globally in the number of Internet users. Chinese is the second most commonly used language on the Internet next to English. Population-based data from the US Census Bureau showed that Asian Americans, including Chinese, have the highest rates of Internet access (82%) among all racial groups and across all age groups. There is a common misconception that Chinese immigrants with limited English proficiency are less likely to use the Internet despite wide accessibility; and are less willing to acquire necessary Internet skills. However, the Chinese Community Health Resource Center (CCHRC)'s past 5 years of technology-based programs reflect otherwise. References are available upon request.

**Methods/Description**

(1) In 2006, CCHRC established a bilingual (Chinese & English) health promotion website, [www.cchrchealth.org](http://www.cchrchealth.org), which offers information on over 100 health topics. Additionally, it features health-related tools, media education, links/resources, and programs (2) Weekly in-language and hands-on Basic Computer and Internet navigation classes offered to the Chinese immigrant community (3) Data collected among a convenience sample of 414 Chinese immigrants assessed current Internet usage and interest in searching for online health information and help-seeking programs (4) CCHRC is collaborating with University of California, San Francisco

and other community partners to develop an evidence-based and culturally appropriate, Internet-based smoking cessation program. The site is developed through (a) in-depth review of a current international Spanish/English stop smoking site, which has yielded 20% quit rates at one-year and (b) a feasibility trial to further assess the potential of using the Internet in delivering smoking cessation resources to Chinese smokers in US and globally. The reviewers are recruited from the project's target population, Chinese immigrants.

### **Results/Outcomes**

(1) The website ([www.cchrhealth.org](http://www.cchrhealth.org)) has received an average of over 1.2 million hits annual since its inception and was recognized by the National Committee of Quality Assurance with the "Recognizing Innovation in Multi-Cultural Healthcare Award". (2) The computer classes indicated an overwhelming interest in acquiring computer skills to navigate the Internet with an average of 80 monthly visits from the Chinese immigrant community. (3) A convenience sample survey of 414 Chinese immigrants indicated high utilization and acceptability of the Internet: greater than 62% were Internet users, 57% indicated it was important for them to access health resources online, 71% would like to see more health related information in Chinese available on the Internet, and 52% stated that they would use an online education program that is in-language and culturally appropriate. (4) Preliminary in-depth assessments by 4 former and current Chinese American smokers supported that the Internet can be a platform for Chinese smokers to quit smoking if the platform contains tools that are culturally appropriate and include features that are user-friendly, engaging, resourceful, useful, practical, and customizable.

### **Conclusion/Lessons Learned**

Findings on the Chinese American immigrant community's Internet competence and willingness to use the Internet as a platform for health promotion and smoking cessation support the potential of utilizing Internet to effectively reach a large population of Chinese smokers in the U.S. and globally.

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