



A Culturally Competent Internet Stop Smoking Program for Chinese Smokers: The Chinese Community Internet Stop Smoking Project Experience

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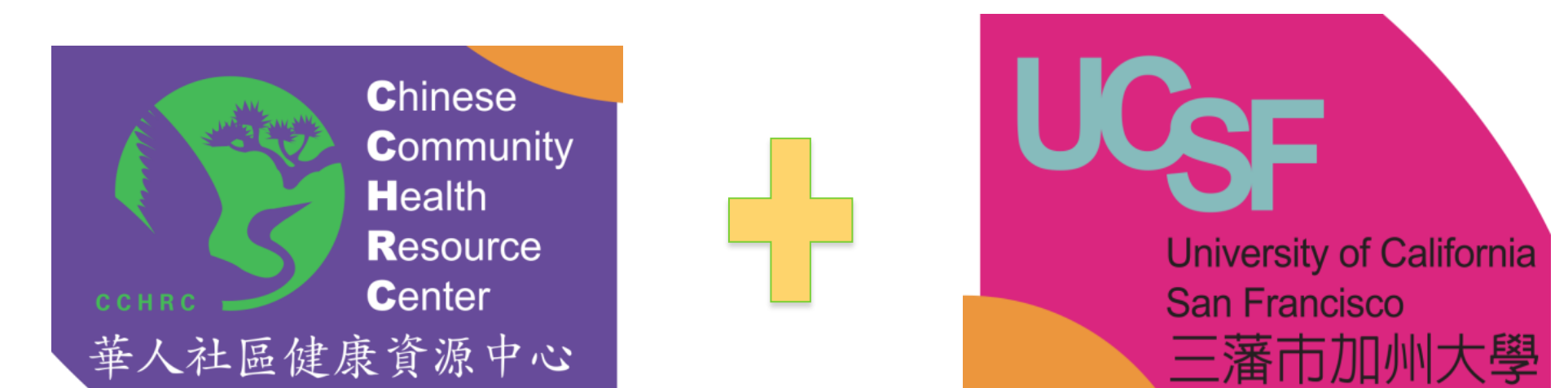
Background/ Rationale

- Smoking prevalence among Chinese American men and women was:
 - 23.6% and 2.4% respectively
 - 14-16% and 2%-2.9% in California
- Every 1 in 4 Asian smokers is a Chinese American (24%)
- Significantly high smoking prevalence was observed among Cantonese-speaking Chinese men (21.7%)
- The need for developing effective smoking cessation programs that serve the Chinese American population, especially among the new male immigrants, is fast growing.

Objective

The objective of this study is to identify cultural factors that need to be addressed in developing an Internet-based stop smoking intervention targeting Chinese immigrant smokers.

Methods and Materials



Chinese Community Health Resource Center (CCHRC) + University of California, San Francisco Internet World Health Research Center (UCSF-IWHRC)

The Chinese Community Internet Stop Smoking Project (Parent Project)
Primary Mission: To establish accessible, evidence-based, and sustainable self-help resources via the Internet to promote smoking cessation among Chinese Americans



Methods and Materials (cont'd)

The following methods are used to achieve this study's objective:

(1) Establish a Task Force

(2) Prototype Evaluation

(3) Usability Testing

(4) Pilot Feasibility Trial

(2) Prototype Evaluation Format (Two In-person Sessions)

- Session #1:** Enrollment and Account setup
- Two weeks to browse through the website on their own
- Session #2:** Provide feedback of the website through focus group

Community Member Reviewer (n=4) Demographic Characteristics

- Smoking Status:** Former (n=2) and current smokers (n=2)
- Gender:** male (n=3) and female (n=1)
- Age range:** 36 to 64 years
- Language spoken at home:** Cantonese (n=2); English (n=2)
- Years in US:** 10 to 45 years
- Profession:** Driver; Consultant (Employment); Graphic Designer; Registered Nurse
- Level of Education:** Bachelor's degree (n=3); High school diploma/GED (n=1)
- Frequency of Internet Use:** Daily (n=3) - Less than 1 time a week (n=1)
- Internet Use Proficiency Range:** Beginner to Advanced
- Chinese Reading Proficiency Range:** Very Well to Extremely well as a native
- English reading proficiency range:** Average to Extremely well, as a native
- Ever Smoked 100 Cigarettes or more:** Yes (n=4)
- Smoking Status:**
 - Stopped smoking for 8-20 years (n=3)
 - Currently smoking but would like to stop smoking within next 6 months (n=1)

Results

Summary of Suggestions Related to Cultural Appropriateness

– Avoid using the term “Anxiety” because of associated stigma within the Chinese culture.

“[...] may be difficult for Chinese to admit to anxiety level, even to themselves.”-WK

– Tailor the concept of “Helpful and harmful thoughts” to the Chinese community by highlighting practicalities associated with thoughts.

“Majority of Chinese are very practical. Thinking about something is NOT practical, action is needed.” – AK

“I am currently using the website to help me quit smoking, tools and features are very useful,” “I just follow step by step.”- XHJ

Summary of Feedback:

“This website will provide good tools and resources for Chinese immigrants.”-WK

“ This website is better than books I have read to help me quit smoking.” “I love the Relaxation section very much!” – EL

“I am currently using the website to help me quit smoking, tools and features are very useful.” “ I just follow step by step.”- XHJ

“I really like that this website can be modified to users preference.” – AK

Results (cont'd)

Overall, the reviewers 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 and Next Steps

Conclusion:

Preliminary findings from the community reviewer process indicate cultural appropriateness as a key feature in developing smoking cessation resources in the Chinese community. Cultural factors needing to be addressed in an Internet-based smoking cessation intervention will continue to be identified throughout the usability and feasibility testing phases of the Parent Study. All feedback, including suggestions to cultural appropriateness has been incorporated into the intervention website.

Next Steps:

- Usability testing
- Pilot Feasibility Trial

References available upon request.

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Study Participants

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