Reaching Hidden Populations: Lessons Learned from the Asian Smokers’ Quitline

March 21, 2017

Caroline Chen, PhD
UCSD
Acknowledgements

• Centers for Disease Control & Prevention (CDC)

• Collaborators at UCSD and at other institutions, including CBOs, providers, quitlines and state tobacco control programs across the U.S.
In Today’s Presentation

• Hidden Populations
• Cultural Competence and Cessation
• Promotions
• Partnerships
• Partnership Lessons
Hidden Populations
Smoking Norms

• Smoking prevalence is higher in Asian countries than in the U.S.
Prevalence (National Health Interview Survey)

General U.S. Population: 15.1%

Smoking Prevalence in Asia, 2010

Source: World Health Organization Global Adult Tobacco Survey (GATS) 2010
Prevalence (National Health Interview Survey)

General U.S. Population: 15.1%
Asian Smoking Prevalence: 7.0%

The NHIS questionnaire is written in English and Spanish and is conducted either in English or in Spanish by interviewers who speak the relevant language.

The interview may be conducted in another language if the interviewer uses an approved translator.

There are no incentives for participation.
During the initial encounter, if the interviewer and respondent do not speak the same language, the interviewer will show the respondent a card where a sentence indicating the language the respondent speaks is translated into several dozen languages.

After the respondent selects the language, the interviewer will obtain a translator and then try again to interview the respondent.
Prevalence of Ethnic CKV by Language of the Survey in California, 2014

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language</td>
<td>15.2</td>
<td>6.5</td>
</tr>
<tr>
<td>CKV Language</td>
<td>27.6</td>
<td>0.4</td>
</tr>
<tr>
<td>Total</td>
<td>20.5</td>
<td>3.0</td>
</tr>
</tbody>
</table>

*Data Analysis by Yue-Lin Zhang; Data Source: California Health Interview Survey (CHIS)*
Percentage Speaking Asian Language at Home

*Ages above 5 years, 2013 American Community Survey

- Chinese: 74.2%
- Korean: 72%
- Vietnamese: 79.3%

*Ages above 5 years, 2013 American Community Survey
Prevalence of CKV by Language of the Survey in California, 2014

*Data Analysis by Yue-Lin Zhang; Data Source: California Health Interview Survey (CHIS)
Cultural Competence and Cessation
The mission of the Asian Smokers’ Quitline is to provide free, accessible, evidence-based smoking cessation services in Cantonese, Mandarin, Korean and Vietnamese to Asian communities in the U.S.

What does ASQ offer?
• One-on-one cessation counseling in Chinese, Korean and Vietnamese
• In-language self-help materials
• Two weeks of free nicotine patches mailed 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
Cultural Challenges

• Traditional Asian values include solving one’s own problems

• Free services are not to be trusted: “Too good to be true!”

• “Counseling” is for those with psychological problems.

• Misinformation: Smoking is protective
Self-help Booklets

Korean

Chinese (traditional)

Chinese (simplified)

Vietnamese
Proxy Booklets

Korean

Vietnamese

Chinese (simplified)

Chinese (traditional)
# How Heard About ASQ

(From August 2012 – February 2017)

<table>
<thead>
<tr>
<th>Heard About ASQ from . . .</th>
<th>Chinese %</th>
<th>Korean %</th>
<th>Vietnamese %</th>
<th>Total % (n = 11,281)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media</td>
<td>57.5</td>
<td>66.3</td>
<td>66.8</td>
<td>63.7</td>
</tr>
<tr>
<td>Friends &amp; Family</td>
<td>13.6</td>
<td>19</td>
<td>16.2</td>
<td>16.4</td>
</tr>
<tr>
<td>Healthcare Provider, HMO</td>
<td>18.4</td>
<td>5.3</td>
<td>10.8</td>
<td>11</td>
</tr>
<tr>
<td>Other (CBOs, schools, etc.)</td>
<td>10.5</td>
<td>9.5</td>
<td>6.3</td>
<td>8.8</td>
</tr>
</tbody>
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# How Heard About ASQ

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</table>
## ASQ Campaign Timeline: Spend & Intakes

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
<th>C Markets</th>
<th>K Markets</th>
<th>V Markets</th>
<th>Spend (%)</th>
<th>Intakes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Print only</td>
<td>11</td>
<td>7</td>
<td>6</td>
<td>100%</td>
<td>3104</td>
</tr>
<tr>
<td>2013</td>
<td>Print &amp; Online</td>
<td>13</td>
<td>9</td>
<td>8</td>
<td>152%</td>
<td>2666</td>
</tr>
<tr>
<td>2014</td>
<td>Print, Radio &amp; Online</td>
<td>10</td>
<td>7</td>
<td>6</td>
<td>160%</td>
<td>2462</td>
</tr>
<tr>
<td>2015</td>
<td>Print, Radio &amp; OOH</td>
<td>11</td>
<td>7</td>
<td>6</td>
<td>75%</td>
<td>1995</td>
</tr>
<tr>
<td>2016</td>
<td>Print, V Radio &amp; Google Search</td>
<td>11</td>
<td>7</td>
<td>6</td>
<td>46%</td>
<td>1258</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(March 15)</td>
</tr>
</tbody>
</table>

- **C** = Core Markets
- **K** = Key Markets
- **V** = Vital Markets
Paid Media Approach

• National outreach in markets with large Chinese, Korean and Vietnamese populations

• Market selected based on population size, population growth rate and availability of ethnic media

• All ads are in Chinese, Korean and Vietnamese
Media Tactics

• **Print**
  - Backbone of the media plan
  - Mix of dailies and weekly papers
    - “Paid” newspapers
    - Free newspapers

• **Radio**
  - DJ reads
  - Low SES audience focus

• **Online**
  - Text links
  - Banner ads
  - Google Search
Messaging

• Asian males models
• Themes informed by cultural and social norms of immigrant Chinese, Korean and Vietnamese
• Targeted ads to:
  - Asian smokers, who skew male
  - Friends and family of smokers
• Call to action
  - Highlight FREE patches
  - Highlight toll-free numbers
Lessons Learned

• Media placed earlier during the week (Mon & Tues) garner the most calls.

• Print is how most callers hear about ASQ

• Korean segment is especially responsive to mass media in general

• Radio generated the most calls for the Vietnamese segment

• Earned media, in the form of press releases, can exponentially increase calls
<table>
<thead>
<tr>
<th>Year</th>
<th>Press Releases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2015 – July 2016</td>
<td>11</td>
</tr>
<tr>
<td>Aug 2016 – March 16, 2017</td>
<td>4</td>
</tr>
</tbody>
</table>
“Olympics”
Press Release Summary

• AP issued ASQ Olympic press release on Aug 4, 2016 to Chinese, Korean and Vietnamese news media contacts across print, radio, TV and digital.

• Geographical coverage: National

• Total number of media pick ups: 29

• Estimated ad value: $5,470.25
“Back to School”
Press Release Summary

• AP issued press release on October 3, 2016 to Chinese, Korean and Vietnamese news media contacts across print, radio, TV and digital.

• Geographical coverage: National

• Total number of media pick ups: 31

• Estimated ad value: $8,960.00
“Myths vs. Facts”
Press Release Summary

• AP issued press release on November 29, 2016 to Chinese, Korean and Vietnamese news media contacts across print, radio, TV and digital.

• Geographic coverage: National

• Total number of media pick ups: 38

• Estimated ad value: $12,250
Partnerships
Before and After National Expansion

Strategic Shift after 2015 per CDC

Paid Media

Outreach

Before CDC

Paid Media

Outreach

Partners to Refer to ASQ

After CDC
Types of Partners

- Media Partners
- Providers
- Social Service Organizations
- Insurers
- CDC National Networks
- State, Counties, Large Cities
- Quitlines
Paid Media Partners

• Ad agency coordinated Asian promotions between ASQ, the CDC, and the California Tobacco Control Program (CTCP)

• Ad agencies encouraged media partners to support the ASQ campaign with earned media:
  - Interview opportunities with ASQ counselors
  - Distributing ASQ press releases
Korea Daily
Los Angeles
Oct 25, 2015

Korea Times
Los Angeles
Nov 25, 2015

Bay Voice Radio
Nov 19, 2015

Crossings TV
Dec 10, 2015
Media Interviews, 2016

Radio Seoul
Jan 4, 2016

World Journal Magazine
(Chinese)
Feb 28, 2016

Korean TV
Channel 18
Los Angeles
April 25, 2016

Radio Korea,
May 31, 2016

Chinese Community Service Radio
July 1, 2016
Providers

Charles B. Wang
Community Health Center
王嘉廉社区医疗中心

The Association of Chinese American Physicians
美國華人醫師會

Kheir Center

ASIAN HEALTH SERVICES

Northwell Health

CAMS
Chinese American Medical Society
Academic Medical Centers

NYU Langone Medical Center

UC Irvine Health

UCSF Medical Center

UC Davis Health System

UC Quits

Every smoker. Every encounter.

UCLA Health
Social Service Organizations

ASIAN AMERICANS FOR EQUALITY

KCS
THE KOREAN COMMUNITY SERVICES OF METROPOLITAN NEW YORK, INC.

Healthy Hearts NYC
Primary care partnerships advancing heart health
Advocacy Groups

APICAT
FOR HEALTHY COMMUNITIES
601 S King St Ste 305 | Seattle, WA 98104
O: 206-682-1668 | F: 206-623-3479

QUIT NOW!
馬上戒煙!
금연, 지금 하십시오!
CAI THUỐC LÁ
NGAY BAY GIỜ!

国语/粤语
1-800-838-8917
www.asq-chinese.org

TIẾNG VIỆT
1-800-778-8440
www.asq-viet.org

한국어
1-800-556-5564
www.asq-korean.org

ASQ is a free quit smoking service for Chinese, Korean,
and Vietnamese speakers in the U.S. Funded by the US
Centers for Disease Control and Prevention (CDC).

AsianSmokersQuitline.org
Initial Contact

Headline: "Many thanks, Daddy!"

Subhead: Quitting smoking is the best thing I ever did...

Copy: The Asian Smokers Quitline (ASQ) provides free services that are proven to double a smokers’ chance of quitting. Call now to ask about free nicotine patches!

Participating Managed Health Plans in CA:

• Alameda Alliance for Health
• Anthem Blue Cross
• Cal Viva (will join in Jan 2017)
• Care 1st Health Plan
• CenCal Health
• Central California Alliance for Health
• HealthNet (will join in Jan 2017)
• Health Plan of San Joaquin
• Health Plan of San Mateo
• Molina Healthcare of California
SMHN hosted a webinar for ASQ (3/17/2016)
Top 10 Tips to Quit Smoking and Another Year Over in This Month's APPEAL Newsletter!

Top 10 Tips to Quit and Another Year Over! Dec., 2015

Asian Pacific Partners for Empowerment, Advocacy & Leadership
TOWARDS HEALTH PARITY AND JUSTICE

ASQ’s Top Tips to Quit (Tobacco Control)

APPEAL and the RAISE Network Partners are committed to reducing tobacco-related health disparities and are proud to help promote the Asian Smokers Quitline’s efforts to provide multi-language cessation counseling.

Find out more about ASQ and get some tips on how you or someone you care about can get a jump on quitting smoking in this month’s RAISE blog.
<table>
<thead>
<tr>
<th>State</th>
<th>Ordered free ASQ promo materials</th>
<th>Media Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Maryland</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Connecticut</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>X</td>
<td></td>
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<tr>
<td>Minnesota</td>
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<tr>
<td>Hawaii</td>
<td>X</td>
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<tr>
<td>Montgomery County, MD</td>
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<td></td>
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<tr>
<td>Santa Clara County, CA</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>New York City</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>State / Quitline</td>
<td>Warm Transfer to ASQ</td>
<td>Offering residents additional NRT</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>----------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>California Smokers’ Helpline</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>New York Quitline</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>New Jersey Quitline</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Arizona Quitline</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>ClearWay MN</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>All states served by National Jewish Health</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>All states served by Optum that have a pop-up window option (Clearway MN supported this change)</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>1-800 QUIT NOW</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
Lessons Learned
<table>
<thead>
<tr>
<th>Year</th>
<th>Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2012 – July 2013</td>
<td>21</td>
</tr>
<tr>
<td>Aug 2013 – July 2014</td>
<td>27</td>
</tr>
<tr>
<td>Aug 2015 – July 2016</td>
<td>161</td>
</tr>
<tr>
<td>Aug 2016 – March 16, 2017</td>
<td>120</td>
</tr>
</tbody>
</table>

*bolded*: New strategy per the CDC Cooperative Agreement
# Warm Transfers

<table>
<thead>
<tr>
<th>Year</th>
<th>Warm Transfers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2015 – July 2016</td>
<td>178</td>
</tr>
<tr>
<td>Aug 2016 – March 16, 2017</td>
<td>145</td>
</tr>
</tbody>
</table>
1. Personalize the Quitline to Build Trust

- **Challenge**: Partners feel unsure of what will happen to community members once they refer. Skepticism about the service, no “face”, just a number.

- **Solution**: Meet them in person or Skype.
  - “Powerful” to meet with counselors
  - Enriching experience for ASQ counselors
2. Clarifying Terms and Expectations to Build Trust

• **Challenge:** Community partners may use different terms than quitlines. Timelines may also differ.

• **Solution:** Affirm shared goals and elaborate on the mission to provide evidence-based services.
  - efficacy vs. effectiveness in a real-world setting
3. Overcoming Travel Limitations

• **Challenge:** Quitlines may not have travel funding

• **Solution:** Partners may have travel funding.
  - NYU Community Service Plan funded a weeklong visit to train partners in NYC
  - Partners may have access to Community Benefit Funds (hospital funding)
4. Sharing Mass Media Opportunities

• **Challenge:** Local partners have limited funding for mass media promotions

• **Solution:** Share media spots with partners, help them write press releases so they main gain visibility.
5. Testing Partner Media Questions

• **Challenge:** Partners have wondered whether they should design their materials with loss- or gain-framed themes.

• **Solution:** ASQ can run a loss-framed campaign to see whether intakes rise.
Gain-framed Messaging

"Untied"

"I Can Do It!"

"You Can Do It!"

https://asq-shop.org/collections/ads
Gain-framed Messaging

"Holding Hands"

"Cradling"

"Smiling Faces"

https://asq-shop.org/collections/ads
Loss-framed Messaging

Headline: How to escape the graveyard of smoking’s peril?
6. Density Effects

- **Challenge:** Partners from different regions may have different ideas for how to conduct effective outreach

- **Solution:** Learn more about the rationale
  - NYC is denser than Los Angeles. Community partners meet each other more often.
  - L.A. partners wait for CME opportunities where people gather. “We don’t have the manpower that NYC has.”
7. Trainings as “Happenings”

- **Challenge:** How to motivate a community to feel ownership of a quitline?

- **Solution:** Trainings may be used as a tool not only to increase awareness of the harms of tobacco use, but also to start conversations and build relationships.
Trainings

NYU Community Service Plan Outreach
Trainings

Chinese American Medical Association of Southern California (CAMASC)
ASQ Champion, Ken Ho
Questions?
Thank you!

Caroline Chen, PhD
University of California, San Diego
cac025@ucsd.edu