

WeChat-to-Quit

A pilot randomized controlled trial of a messaging-based smoking cessation intervention for Chinese American smokers

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Main Finding

A culturally accepted form of **social media**, such as WeChat, was found to be a well received method of delivery. Our study has shown **feasibility in engaging Chinese smokers** including **elderly** and **low SES** individuals who were **unmotivated to quit**.

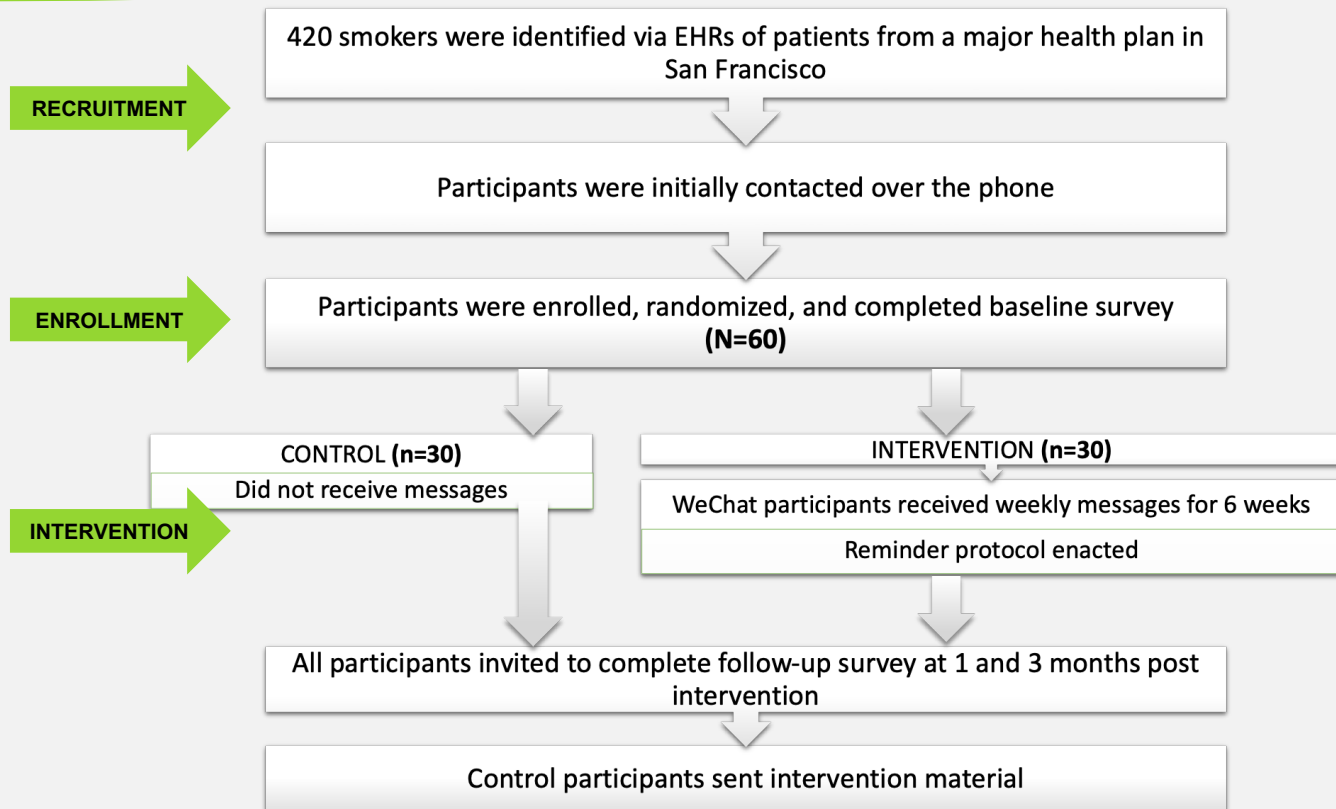
Background and Methods

- Smoking prevalence remains disproportionately high among Chinese U.S. male immigrants with limited English proficiency (LEP)
- This study tested the use of WeChat to deliver a culturally sensitive smoking cessation intervention to Chinese immigrants with LEP
- Development guided by 5A's (Ask, Advise, Assess, Assist, and Arrange)
- Content was reviewed by focus groups and finalized

Methods



Image on cellphone:
Week 1 message page



Demographic Characteristics

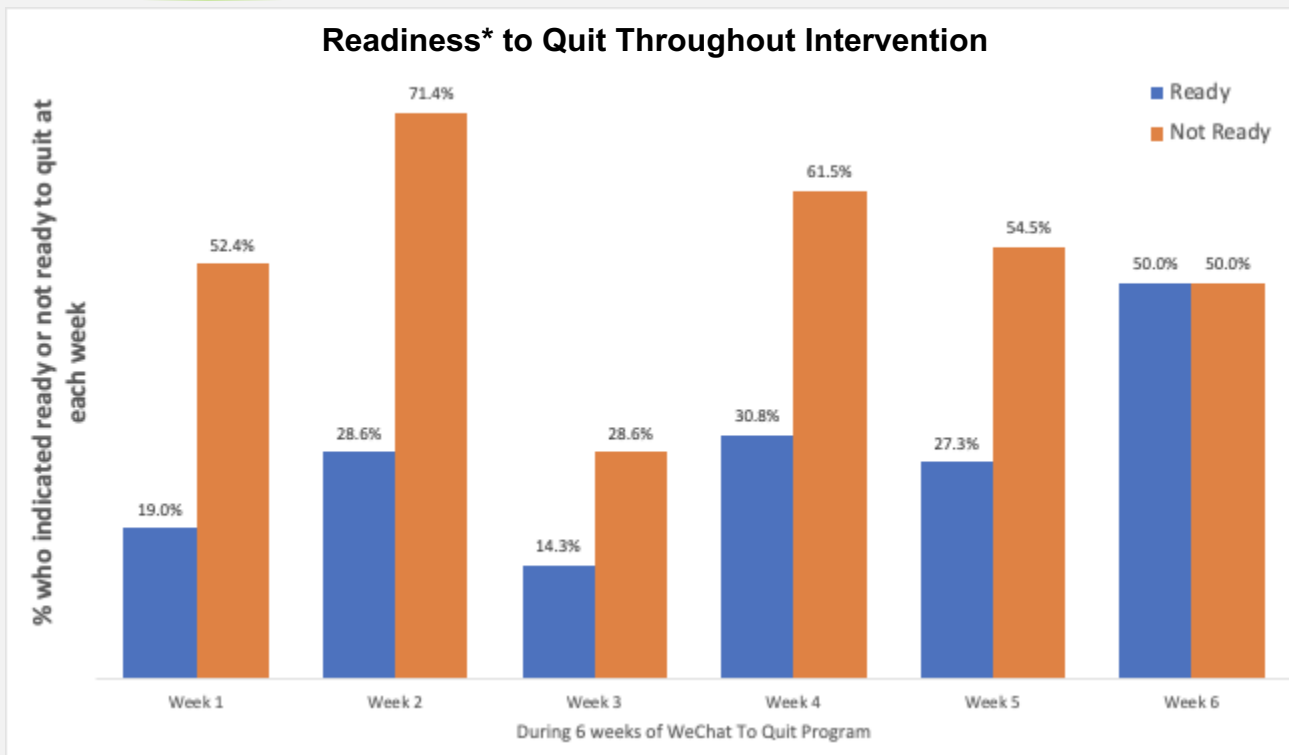
Participant demographics (at baseline):

- 95% male
- 48% over the age 65+ (range: 33 to 81 years old)
- 53% had not attained secondary school education
- 86% spoke poor or no English

Readiness to quit (at baseline):

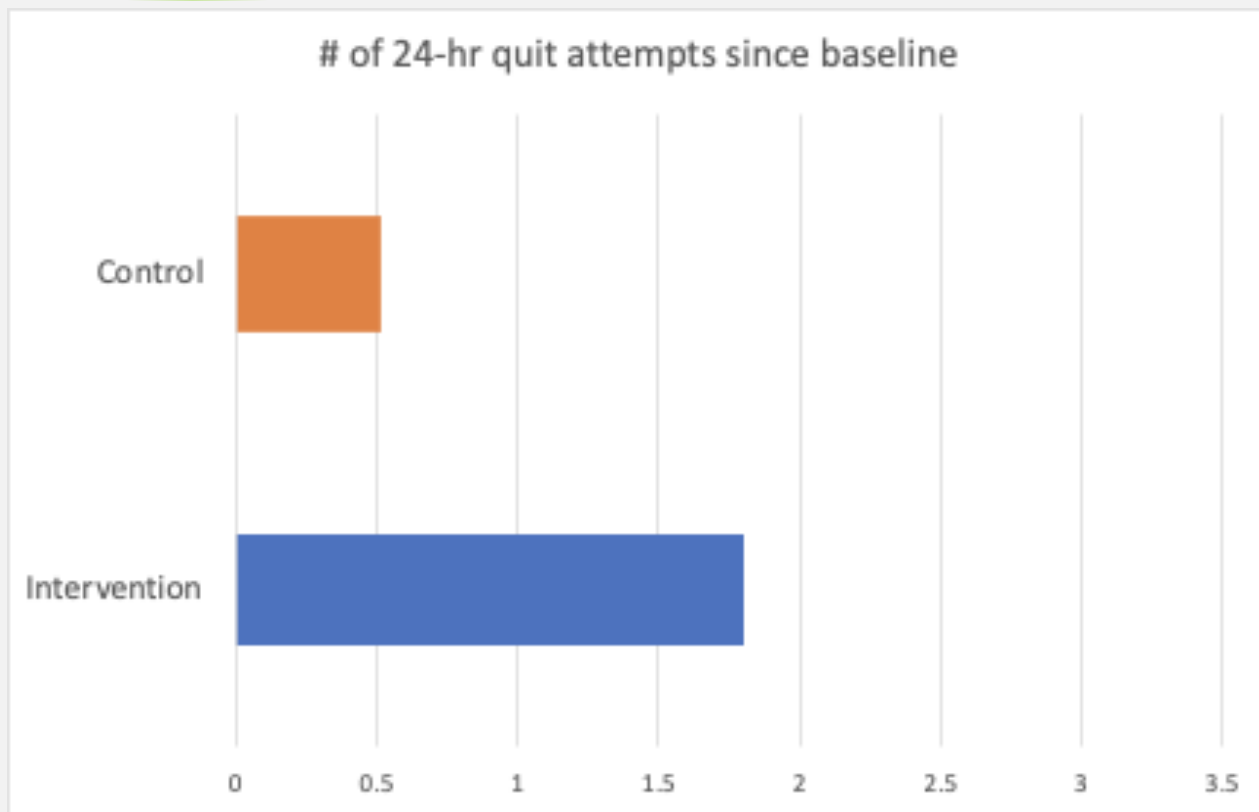
- 72% smoked 10+ cigarettes daily
- 70% were unmotivated to quit

Results



*% is the proportion of participants who responded to the initial message at each week. Some participants did not proceed to indicate 'Ready' or 'Not Ready' and thus the percentages may not be summed up as 100%.

Results



Conclusions

- Feasible to deliver smoking cessation intervention using WeChat
- Able to engage smokers who were not ready to quit
- Participants found using WeChat convenient
- Findings warrant a larger study to test efficacy of program capacity for greater participation
 - Effective method for health systems to reach a broader audience in a cost-effective manner

Thank you!



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