

Demographic Differences in Tobacco Use & Utilization of Cessation Resources Among Asian Oregonians

What did we do?

The Asian Family Center, in collaboration with the Tobacco Prevention & Education Program at Oregon's Public Health Division, Oregon's Tobacco Quit Line, and NPC Research, developed a 2-page mail survey to assess tobacco use, attitudes toward cessation, access to cessation resources, acculturation and language, and demographic information. The survey was translated into Chinese, Japanese, Lao, Korean, Mienh, Tagalog, and Vietnamese.

Who participated?

- 432 Asian Oregonians completed the survey (44% of those who were sent surveys).
- Participants predominantly lived in Clackamas, Multnomah, and Washington Counties. Other counties represented were Benton, Deschutes, Jackson, Lane, Malheur, Marion, and Umatilla.
- Participants were predominantly Chinese, Japanese, and Vietnamese. Other ethnicities included Cambodian, Filipino, Hmong, Korean, Lao, and Mien.

Recommendations

- **Increase Asian American community's awareness of the Quit Line** through targeted media messages that incorporate the idea of family and friends and provide clear detail of what smokers can expect when they call.
- **Oregon's Tobacco Quit Line services should be culturally and linguistically appropriate.**
- **Expand Quit Line services.** For example, provide information on the Quit Line Web site in various Asian languages, daily cessation support or tips to quit through text messaging or email, and Web-based cessation services as an alternative to telephone-based counseling.
- **Continued support of specific population tobacco control programs**, especially for the growing Asian, Native Hawaiian and Pacific Islander population groups in Oregon.

Key Findings

Tobacco Use

- **14% currently used tobacco**
- **12% currently smoked cigarettes**
- **Tobacco use varied by ethnicity, age, gender, education, & geographical location (ranged from 2 to 26%)**

Cessation

- **77% of those currently smoking cigarettes wanted to quit**
- **9 out of 10 participants currently using tobacco had used quit aides**
- **Most common quit aides used:**
(1) friends and family
(2) nicotine replacements
(3) self-help materials

Oregon's Tobacco Quit Line

- **34% had heard of the Oregon Quit Line (compared to 43% statewide)**
- **Knowledge of Quit Line varied by ethnicity, gender, education, income, & geographical location (ranged from 7 to 61%)**
- **26% of participants currently using some form of tobacco considered calling the Quit Line for help**

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