Retrospect on the Development of HKU Youth Quitline over the Past Decade

21st April, 2015 (Tuesday)

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Content

• Achievements of the quitline service
• Characteristics of youth smokers joining the smoking cessation programme over the past decade
• Introduction of the training programme on peer smoking cessation telephone counselling
Achievements as of 28 Feb 2015

• Handled 7201 telephone inquiries
• Provided smoking cessation counselling to 1,591 youth smokers
Achievements as of 28 Feb 2015

- Organized 7 training programmes on peer smoking cessation telephone counselling
- Trained up 320 peer smoking cessation counsellors
Characteristics of youth smokers joining the smoking cessation programme over the past decade
Demographic Characteristics
Demographic Characteristics

- Almost eighty percent of participants (75.7%) were boys.
- Nearly half of the participants (45.8%) were between the ages of 14 and 17.
Demographic Characteristics

- Of all participants, 70.0% were students and 23.4% were employed.
- Over 90% of participants were unmarried.
Smoking Profile
Age of Starting to Smoke

- Girls (mean = 13.3) started to smoke, on average, at a similar age to boys (mean = 14.0).
Cigarette Consumption

- Nearly two-thirds of participants (65.6%) smoked, on average, for 10 cigarettes or less per day.
Nicotine Dependence

- Nearly two-thirds of participants (62.5%) had a mild level of nicotine dependence.
Smoking Cessation
Reasons of Wanting to Quit Smoking*

- Over half of the participants (51.8%) wanted to quit smoking for health reasons.

*Participants can select more than one option.

*\( n=1591 \)
Quit Rate as of 31 Jan 2015

- Nearly one quarter of participants (23.6%, 335/1420) quitted smoking after joining the smoking cessation programme for 6 months.
Boys (25.1%) had a slightly higher quit rate than girls (23.0%).

*Boys (n=1012); Girls (n=335); Missing (n=73)
Relapse Rate as of 31 Jan 2015

- There were 293 participants who quit smoking at 1-month follow-up. Among them, 134 (45.7%, 134/293) relapsed at 6-month follow-up.
Reasons of Relapse*

- Half of the participants (50.0%) relapsed because of craving.

* n=293  ** Missing data excluded.
*** Participants can select more than one option.
Relapse Rate by Sex

- Girls (51.2%) had a higher relapse rate than boys (43.5%).

*Boys (n=209); Girls (n=80); Missing (n=4)
Training Programme on Peer Smoking Cessation Telephone Counselling
Structure of the Programme

- 1-day Training Course
- Practical Assessment
  - Oral Exam
  - Written Exam
Content of the Programme

- Impacts of active and passive smoking on health
- Tobacco control policies and smoking prevention programmes in Hong Kong
- Overview of smoking cessation interventions
- Motivational Interviewing
- Smoking cessation interventions and telephone Counselling
**Brief strategies to help youth smokers willing to quit smoking**

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<tr>
<th>5As</th>
<th>Steps</th>
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<tbody>
<tr>
<td><strong>A</strong>sk</td>
<td>Ask about the tobacco use</td>
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<tr>
<td><strong>A</strong>dvise</td>
<td>Advise youth smokers to quit smoking</td>
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<td><strong>A</strong>ssess</td>
<td>Assess their willingness to make a quit attempt</td>
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<td><strong>A</strong>ssist</td>
<td>Assist youth smokers in quitting</td>
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<td><strong>A</strong>rrange</td>
<td>Arrange follow-up contact to support their efforts</td>
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Peer Counsellors’ Background

Sex

- Male 29%
- Female 71%

Academic Background

- Nursing 42%
- Social Sciences 28%
- Science 12%
- Art 10%
- Others 1%
- *Health-/Healthcare-related disciplines 7%

Missing data excluded.
*Health-/Healthcare-related disciplines e.g. medicine, Chinese medicine, pharmacy etc.
Effectiveness of the Training Programme

- Youth counsellors were more confident and perceived less difficulties in helping youth smokers quit smoking after attending the workshop.

*Missing data excluded.*
The Ways Forward in Smoking Cessation and Tobacco Control

21st April, 2015 (Tuesday)

Prof. LAM Tai Hing, BBS, JP
Chair Professor
Sir Robert Kotewall Professor in Public Health
School of Public Health
Li Ka Shing Faculty of Medicine
The University of Hong Kong
The Ways Forward in Smoking Cessation: HKU Youth Quitline
Improving the Quality of Smoking Cessation Services

• Reinforcing relapse prevention skills in the smoking cessation intervention strategies

• Reinforcing knowledge and skills for relapse prevention in the training programme and preparing peer counsellors to identify the high-risk situations
Raising Awareness of Smoking Cessation

- Expanding the accessibility of the quitline service through social media
- Adding more publicity campaigns on Youth Quitline
- Adding more outreaching programmes to promote smoking cessation
Educating and Training on Smoking Cessation

• Strengthening the connection with schools and organizations to promote smoking cessation

• Adding more training programmes for smoking cessation ambassadors and peer counsellors
The Ways Forward in Tobacco Control
Legislation

- Banning of electronic-cigarettes
- Expanding smoke-free areas
Health Warnings

• Increasing number, size and strengths of health warnings & plain packaging
• Including the Quitline number “1833-183” on cigarette packs
Raising Tax and Funding Support

- Increasing tobacco tax substantially
- Increasing funding support to smoking cessation services
- End -

Thank You