

# Indoor smoking policy change and a Multilevel Smoking Cessation Program for Korean Americans in Maryland

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# Support

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- American Legacy Foundation
- Howard County Health Department
- MD Cigarette Restitution Fund

# Learning Objectives

The participant will be able to discuss:

- 1) The prevalence of smoking in the Korean American (KA) population; and
- 2) Strategies to promote smoking cessation in the KA community.

# Prevalence of Smoking

- ❖ Prevalence of smoking among Korean adult males (39% in United States & 66% in Korea)
- ❖ Rise in the smoking prevalence among Korean youths in both Korea and in the United States (21% Korean Americans youths).

# Tobacco Smoke Overload in Asian Americans

- Cumulative tobacco smoke overexposure (smoke overload) is highest in Korean males. The two lowest smoke overload are South Asian males and females.
- Cancer death rate attributable to smoking\* is 71% in Korean males (47% in Korean females), compared to 6% in South Asian males and 57% in API males in 2002 (39% in API females).

\* Cancer death rate attributable to smoking =  $1 - (\text{estimated unexposed rate}) / (\text{observed rate})$ .

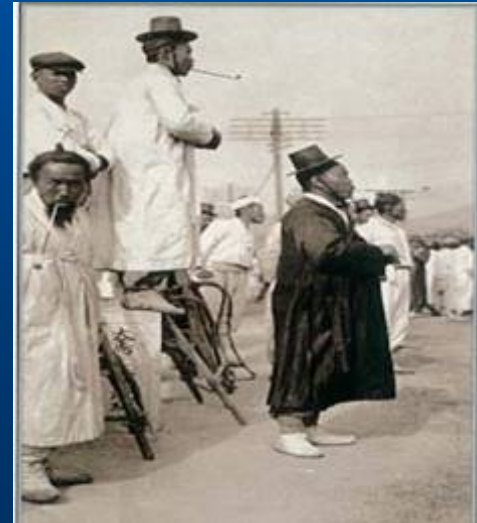
Source: Leistikow BN, Chen M, Tsodikov A. Tobacco smoke overload and ethnic, state, gender, and temporal cancer mortality disparities in Asian-Americans and Pacific Islander Americans. *Prev Med* 2006 Mar.

# Understand Historical Background

- ❑ Tobacco introduced in 1618 in Korea.
- ❑ Korean Government owned & managed tobacco production and distribution in Korea until 1987.
- ❑ Government is the single largest shareholder in a newly formed corporation with the exclusive right for domestic tobacco production/distribution.



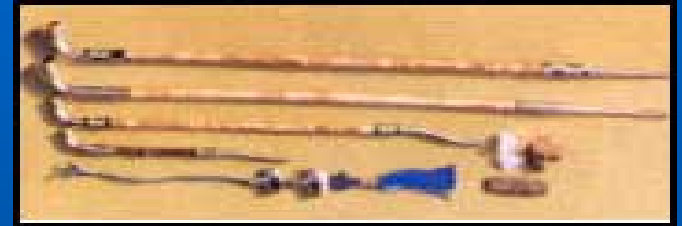
Korea in 1920's



# Understand Cultural Background

- Traditional tobacco pipes often used as a status symbol

- Colorful ornaments and decorations
- Nobles used a pipe of 1m long



- Permissive attitude toward smoking (especially with adult males)

- Tobacco: “food” of individual choice
- Smoking: personal preference
- Smoking & hierarchical social system
- Higher social status = longer pipe



# Objectives

- ❖ To build a community infrastructure for KAs in Maryland to sustain (1) Anti-smoking campaigns and (2) Cessation programs
- ❖ To establish sustainable partnership with health promotion/education agencies, research institutions & community organizations



# Setting

- ❖ 39,000 KAs are concentrated in Montgomery, Baltimore, Howard, Prince George, Anne Arundel County and Baltimore City;
- ❖ Majority of KAs are engaged in small, family-owned retail grocery, carry-out, liquor, or laundry businesses;
- ❖ Most KAs are first-generation immigrants experiencing language and cultural barriers; and



Korean Americans in Maryland are similar to their counterparts in other US regions.

# Principles of anti-smoking programs targeting KAs

- ❖ A successful smoking prevention and cessation intervention requires team-approach.
- ❖ CBPR offers an efficient mechanism to make an intervention culturally relevant and sustainable for target populations.



# Intervention Protocol

## : Development process

Draft protocol  
by the Hopkins team

Community  
Advisory  
Board meetings



Consensus reached in terms of  
cultural relevance, literacy, and  
acculturation congruence

# Intervention

## ❖ Intervention I: MEDIA CAMPAIGN

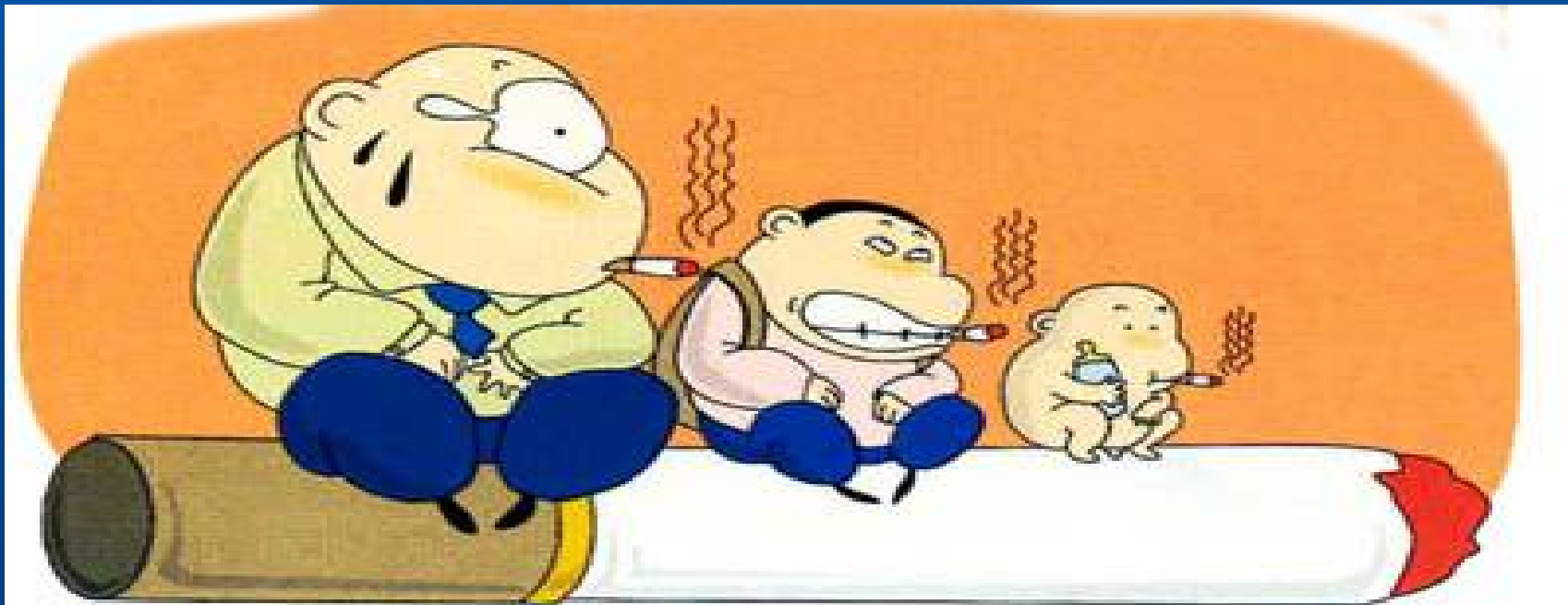
- ❖ Anti-smoking advertisement in newspaper
- ❖ Distribution of pamphlets
- ❖ Poster competition

## ❖ Intervention II: SMOKING CESSATION PROGRAMS

- ❖ 2 hour smoking cessation class
- ❖ Follow-up telephone counseling

# Use of Family-Oriented Images

A cartoon developed by the Korean Association of Smoking and Health, the KRC anti-smoking program partner in Korea



# Example:

## “ quiet, yet competitive” Koreans

- ❖ Smokers make a TEAM. Teams are organized within social clubs, churches, or trade associations. (“Smoking is a social behavior.”)
- ❖ 20 teams competing for 6 months (minimum length for setting a new and healthy habit)
- ❖ Members collectively attend 3-hour, once a week, 4-week long cessation classes (total 12 hours) to learn and play the new behavior.
- ❖ A nurse coordinator follows the team on the weekly basis (phone calls and monthly support group meetings) for 5 months.
- ❖ Top 3 teams in terms of staying free of “smoking” will receive a cash prize.

아빠도 흡연... 우리도 흡연... 우리가족 공가주!!!



# 금연대회

담배는 죽음을 부르는 마약이며, 흡연은 더 이상 개인의 취미나 기호가 아니라 우리 모두의 건강을 쪼개는 지저분하고 더러운 습관입니다. 우리는 담배없는 깨끗한 세상에 살 권리가 있고 주변에 흡연자에게 정당하게 "금연" 할 것을 요구할 수 있습니다. 코리아리소스센터는 각급 사회단체와 연계하여, 금연을 원하시는 분들이 평생 금연에 성공할 수 있도록 도와드립니다. 한인사회에서 최초로 시도하는 금연대회에 참가하셔서 금연소원을 이루시기 바랍니다.

청소년은 담배를 부모님들로부터 배웁니다...

## 금연대회

5명을 1조로 한 조별대항 담배끊기 대회

대회기간: 2003년 9월 - 2004년 3월

대상: 금연을 원하는 흡연자 100명 (20개조)

접수마감: 8월 15일까지 코리아리소스센터 (410)203-1111

시상: 금연성취도가 높은 3개팀을 선정하여 상패와 소정의 상금을 드립니다.

지원: 코리아리소스센터와 존스홉킨스대 한인 보건교육연구소를 비롯한 각 협력단체에서 금연에 필요한 교육, 자료 및 인력지원을 합니다.

\*참가하신 분 명단에 기념품을 드립니다.

\*금연대회에 참가하시는 분의 프라이버시를 존중하고 참가자들의 신원을 보호하는데 최선을 다합니다. 필요로 등록을 받으며 멤버들의 신원을 밝히지 않습니다. 향후, 노인회 혹은 지역사회단체에서 지원을 하고 원하지 않을 경우 소속을 밝히지 않습니다.

## 가족 금연 포스터 공모

자격: 초, 중, 고생 자녀가 있는 가정에서 자녀와 부모가 공동제작함

주제: 담배와 흡연의 해악, 금연의 필요성

규격: 8.5 in. x 11 in. (레저 사이즈), 11 in. x 17 in. (레저 사이즈)

제작기법: 제한없음 (펜, 수채화, 유화, 파스텔, 컴퓨터 그래픽 등) 단, 창작품일 것

제출마감: 2003년 7월 31일

보내실 곳: 코리아리소스센터 (3201 Rogers Ave., Suite 203, Ellicott City, Maryland 21043)

발표: 2003년 8월 18일(월) 한국일보

시상: 대상 - 상패와 장학증서 (\$500)

은상 - 상패와 장학증서 (\$200)

금상 - 상패와 장학증서 (\$300)

동상 - 상패와 장학증서 (\$100)

\*제출된 작품은 코리아리소스센터에서 보관합니다.

\*참가하신 가정에는 기념품을 드립니다.

## 금연성공기 공모

대상: 제한없음

규격: 1,000자 이내

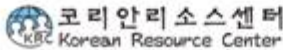
주제: 금연성공담 혹은 실패기

제출: 수시(2003년 7월 31일까지)

보내실 곳: 코리아리소스센터

3201 Rogers Ave., Suite 203,  
Ellicott City, Maryland 21043

\*선정된 작품은 한국일보에 실리며 오는 9월에 코리아리소스센터에서 발간하는 "금연성공기"에도 실리게 됩니다.



한인 의사협회 / 한인 약사협회 / 미주 세종장학재단 / 한인건강연합

문의: 410-203-1111

- ❖ Initial advertisement on the Korea Times (13" x 6.5") for Smoking Cessation Team-A-Thon that kicked-off in September 2003.
- ❖ The Team-A-Thon is organized by the KRC in collaboration with the Johns Hopkins School of Nursing Korean American Health Research Initiatives and the Korea Times.
- ❖ The Team-A-Thon is sponsored by the Association of Korean American Physicians, the Association of Korean American Pharmacists, the US Se-Jong Scholarship Foundation and the Korean American Health Coalition.

# Media Campaign

- ❖ Partnership with *The Korea Times*
  - ❖ 15,000 subscribers in Maryland, Washington DC & Virginia.
  - ❖ Publishes daily a total of 52 pages (except for Sunday) in Korean.
  - ❖ Operates a FM-radio station in the same area.
  - ❖ Delivers anti-smoking messages/ advertisements at least once a week.
- ❖ Distribution of brochures, pamphlets, and displays to local Korean American health fairs and gatherings, or newsletters
- ❖ Anti-Smoking Poster competition
  - ❖ Prize money
  - ❖ Advertised in *Korea Times*; fliers sent to academic learning centers



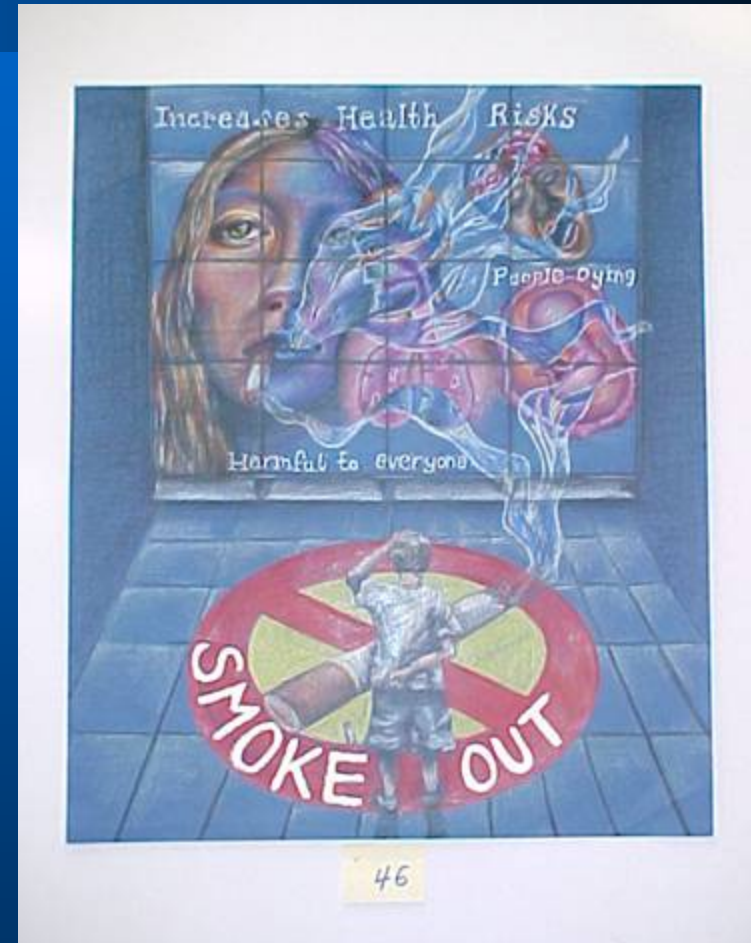
Advertisement (17" x 23") on the Korea Times)



# Community Engagement Activities



Youth Poster Competition



Grand Prize

# Formative Evaluation for Intervention I - Media Campaign

- ❖ In order to assist in the effectiveness of media campaign, a media exposure survey was carried out by the community health workers

# Results from survey

- ❖ 398 (177 men and 221 women) Korean American households participated, ages ranging from 15-72 years
- ❖ 78% (73% from TV and 68% from print media) reported being exposed to anti-smoking message during the past 30 days.
- ❖ Younger group (15-24 years) reported being exposed to mainstream English TV
- ❖ Older group ( $\geq 45$  years) exclusively relied on Korean print media

# Process evaluation of intervention II (Cessation Classes)

Results from class attendance and evaluations:

- ❖ Process evaluation was conducted on 43 enrolled smokers
- ❖ Size of the class varied from 2 to 5
- ❖ Attendance rate also varied from 25% to 100%
- ❖ 91% reported being very satisfied with the course
- ❖ 100% would recommend the classes to their friends
- ❖ 11 successfully completed the classes and 3 of them continued to abstain from smoking for a smoking cessation rate of 27%

# Challenges

## I. Media Campaign

- ❖ Limited resources for culturally appropriate types of media (print, radio, TV...), often competing against each other.
- ❖ Difficult to assess the effectiveness of the outreach.

## II. Cessation Program

- ❖ Difficulties in recruiting smokers
- ❖ Issue of retention : 11 completed the 4 classes, 11 need to complete 1 or 2 more classes; 6 did not return after 1st class; 18 are waiting for scheduling.

# Future Plan

- ❖ More youth involvement
- ❖ Proxy empowerment
- ❖ Seeking for funding for an effectiveness study using a family-oriented intervention
- ❖ Training more community leaders as Freedom from Smoking facilitators
- ❖ Expanding the network of anti-smoking coalition in the community to include elementary, middle, and high schools (ESL, Korean Mothers' Association), churches, and social organizations