



August 11, 2011

Coffee break call

Speaker: Dr. Shu-Hong Zhu, UC San Diego

Topic: Asian Language Quitlines

Question and Answers:

- 1) Did the Randomized Controlled Trial mentioned in the presentation include NRT with counseling?

Answer:

NO, it was not provided as part of the study, but participants were not restricted from accessing NRT on their own if they wanted to. We found that access rates to NRT were similar in both intervention and control groups.

- 2) Can Quitlines still sign up for Demonstration project?

Answer:

YES. We would be happy to have more Quitlines involved. The state would need to have some commitment to promotion of the Asian language Quitline. Also, if state quitline has an NRT protocol for English speaking clients, they will need to have the same NRT protocol for the Asian language clients. Shu-Hong's group has advertisements that have already been developed that you could use and tailor them for your own state.

- 3) Regarding the model of all counseling from UCSD – it provides a model for tailoring interventions and counseling for any number of specialized protocols. Specific to the demonstration project, how do you address time zone differences, and staffing the line for callers from multiple time zones?

Answer:

Sometimes timeframes are a stretch but it is working okay. Currently we answer calls from 7 a.m. to 9 p.m. Pacific time. It would be possible to move the protocol software to a Cloud server, which would enable locating counselors anywhere in the country. For example, New York might have a cluster of counselors physically located in New York, but all using the same protocol and software.

- 4) Are you open to working with states after the grant runs out?

Answer:

We are hoping that the federal government will do something, step in. We hope to see if we can stretch the project longer, maybe a no-cost extension. Don't have an answer for this really. Depends on the numbers of states interested and maybe they could also potentially provide some funding. Hopefully between now and the end of the project, something will happen regarding funding for a national Asian language quitline – some combination of counseling, medications, and promotion.