

How to Get Hispanic/Latinos to Call a Quitline

RI Dept. of HEALTH

smokefree

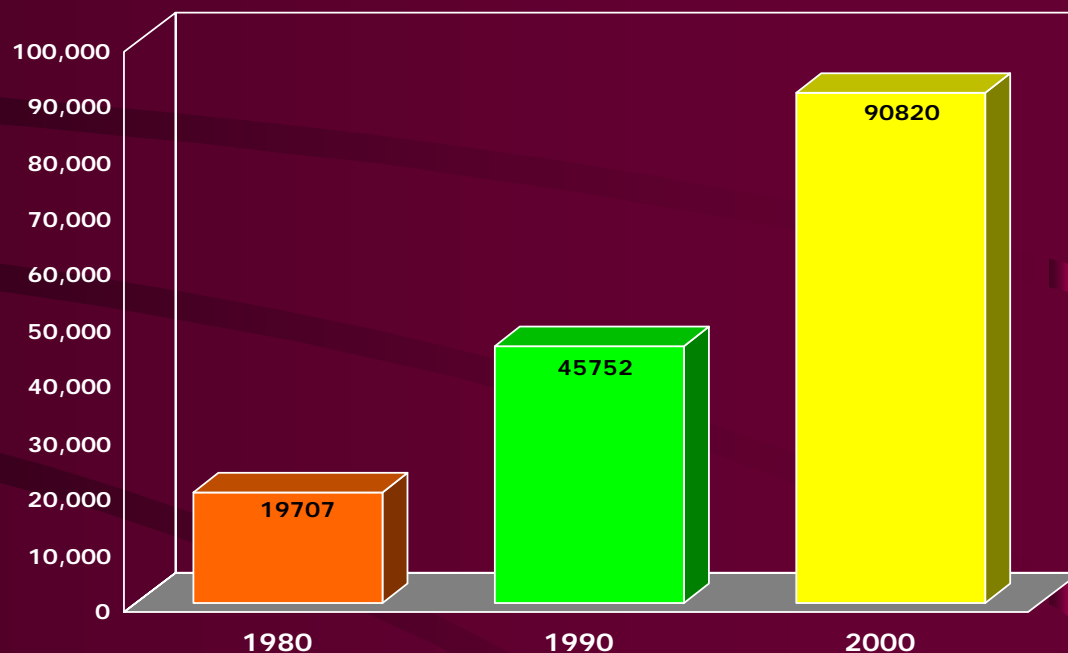
R H O D E I S L A N D

Session Objectives

- Insight into working with this ethnic group
- Develop an effective statewide media campaign to launch a new quitline service
- Selecting media channels to effectively reach specific populations
- Develop effective messages/messengers to reach adult smokers

Rhode Island Hispanic/Latino Population

- 1980 19,707
- 1990 45,752
- 2000 90,820

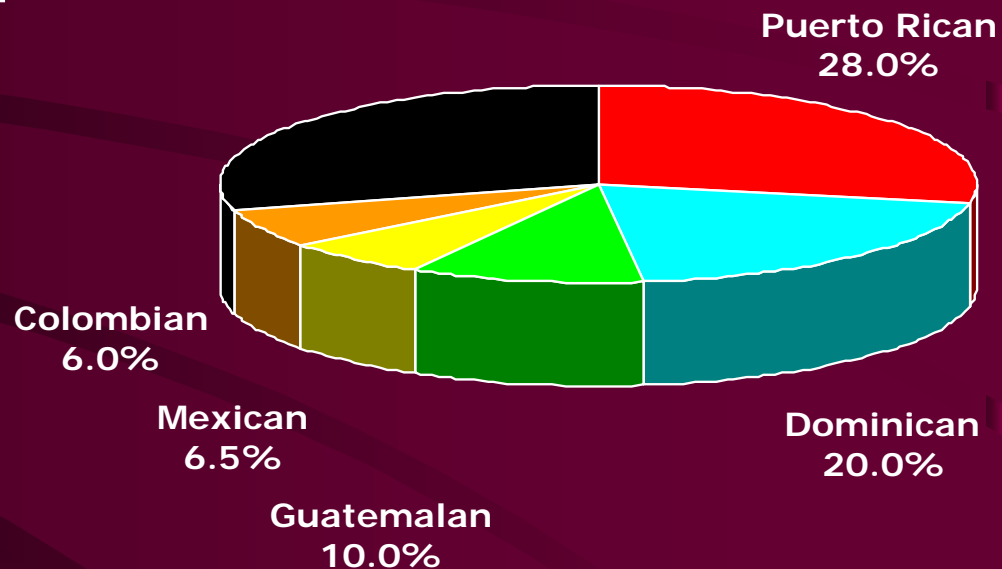


Rhode Island Hispanic/Latino Population

- 30% have migrated since 1990
- 8.7% of the total RI population
- Highly concentrated in three contiguous cities
- 30% of the population of Providence

Rhode Island Hispanic/Latino Population

- 28% are Puerto Rican
- 20% are Dominican
- 10% Guatemalan
- 6.5% Mexican
- 6% Colombian



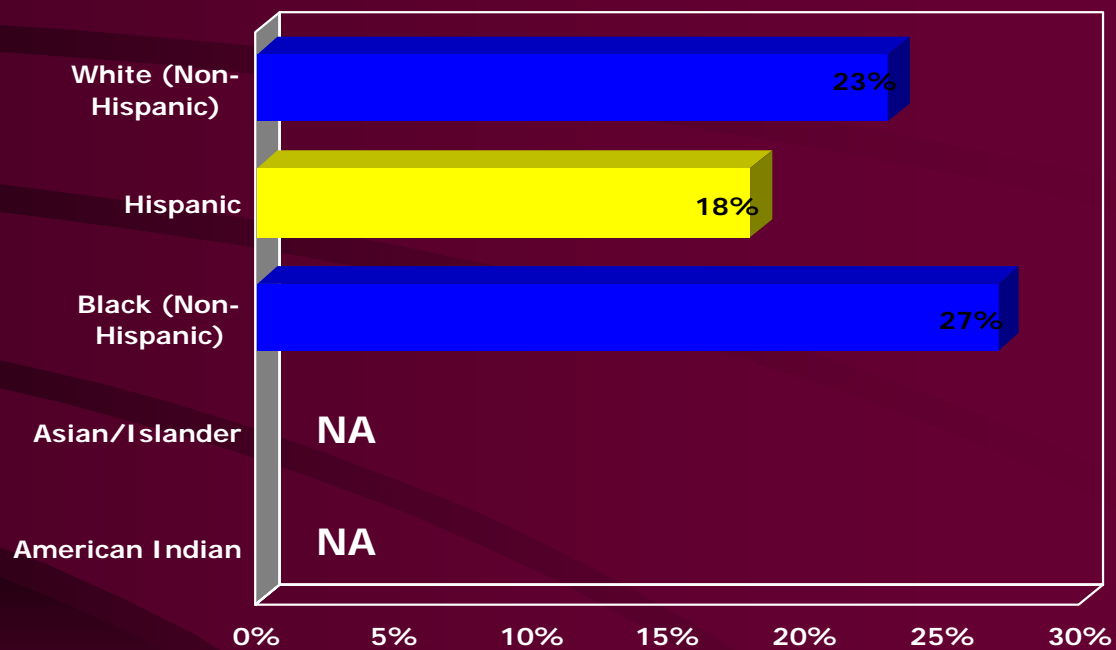
Rhode Island Hispanic/Latino Population

- 60% are under 30 years old
- 43% are under 19 years old
- Median age is 24 years old
- High rate of poverty
- Low educational attainment

Hispanic/Latino Smoking Prevalence

- Adults 18%

Percent of Adults who Smoke by Race/Ethnicity, 2000-2002



Launched Quitline Services in 2002

- 1-800-Try-To-Stop
- 1-800-8-Déjalo
- Spanish number provided referral to a local program

Initial Results

- 25 calls in three months
- Spent approximately \$20,000 to promote

New Direction

- Focus groups yield in-depth responses
- Ability to test advertising messages
- Identify appropriate spokespeople
- Identify best media channels

Strategy

- Worked with six community-based agencies
- Developed focus group objectives
- Identified effective recruitment strategies
- Hired Spanish speaking facilitators/researchers
- Developed recruitment poster

Recruitment

WE WANT YOUR OPINION

Do You Smoke or
Have You Quit Recently?

Tell us what you think about:

- advertising messages
- TV and radio you like
- reasons to quit smoking

One meeting only!

Receive: \$40.00 & refreshments

When :

Where :

Time :

Limit 10 people per group
Call @ to sign up

Research conducted by

QUEREMOS SABER SU OPINION

¿Usted Fuma O
Dejó De Fumar Recientemente?

Díganos su opinión acerca de:

- anuncios y comerciales
- radio y televisión
- razones para dejar de fumar

¡Una sólo reunión!

Reciba: \$40.00 & refrigerios

Cuando :

Donde :

Hora :

Límite 10 personas por grupo
Llame al @ para registrarse:

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RHODE ISLAND

Demographics of the six groups

- 33 adult male smokers
- 28 adult female smokers

Why Females Smoke

- depression/loneliness
- stress, to avoid weight gain

Why Males Smoke

- anxiety, nervousness, boredom
- it's a social activity

Motivation to Quit (males)

- Health
- Family
- Smell
- Economics

Motivation to Quit (females)

- Children asking
- Health
- Professional help
- Support group
- Help to stay quit

Relapse (males)

- Heavy long term smoker
- Difficult to adjust
 - Social settings
 - After meals
 - Behavioral

Relapse (females)

- Stress
- Weight gain
- Start again after birth

What We Learned

- Most wanted to quit smoking
- They were uncomfortable calling an 800 #
- Confidentiality questions
- Preferred a trusted community source
- Hidden costs

What We Learned

- Most wanted a person fluent in Spanish
- Wanted more information before they called
- Wanted support groups and other services

How to Quit (both genders)

- Local program
- Quitting treatment/immediate help
- Group therapy
- Outreach (face-to-face)

Media Preferences

- Television was most watched
- Radio listening was mixed
- Wanted more information in the ad
- Wanted more community-based promotion

Spokesperson Preferences

- Former smoker (both genders)
- Real doctor/celebrity (males)
- Family approach (females)

Results

- Local program received 75 calls within one month
- Wait list and staffing changes
- Referral network established for non-tobacco calls

Lessons Learned

- Want a local trusted quit source
- Needs went beyond quitting smoking
- Build a strong referral network
- Support groups desired

Next Steps

- Meet with treatment programs prior to promotion
- Provide interim services for those on waiting list
- Tailor ads based on focus group results