Quitline in China

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Smoking Epidemic in China

Chinese are heavily harmed by tobacco products

- About 300 million adult smokers, 780 million exposed to second hand smoke
- Adult smoking rate: 28.1% Male: 52.9% Female 2.4%
- More than 1 million people died from smoking-related diseases every year
- More than 100,000 deaths caused by second hand smoking
SHS in indoor workplace is serious

Source: GATS 2008-2010
Percentage of smokers reporting having at least some plan to quit in China and 14 Other Countries of the International Tobacco Control Policy Evaluation Project
Low awareness of harm of Smoking and SHS
Mpower tobacco use and prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion and sponsorship

Raise taxes on tobacco
P-Smoke-Free Policy

• National Level

  12th five-year plan-Comprehensively Promote Smoking Ban in Public Places

• Ministerial rules
  - Public transportation
  - Indoor public places
National Smokefree Initiatives

- MOH Decision on Smokefree Healthcare Facilities in 2011
- MOH Implementation Guideline of Public Places Hygiene Management Ordinance
- MOE & MOH Joint Directive on Smokefree Schools
- President’s Directive on Tobacco Control
- Central Party Office & State Council Office Notice on Smoking Ban for Public Officials in Public Places
City has local ban smoking law
Chinese First quitline

National Quit-Line

- 010-65089393 founded during 2004 Quit & Win Contest
- Upgraded as 400-888-5531 in 2009
- Operated as a single-issue tobacco-specific service
- Staffed by qualified counsellors
- sponsored by Ministry of Health and WHO
Cessation service in 12320 Hotline

- 12320 Hotlines are hotlines raised by provincial or municipal government to response to public health questions and concerning from the public.

- Cessation service provided by 12320 hotline in 4 provinces in 2012, extended to 25 other 12320 hotlines in 2014.
China National Tobacco Control Plan (2012-2015)

• No 8. Providing cessation services

1) To perfect cessation service system. To establish cessation clinics, toll-free quitline, etc.

2) To build capacity for cessation service. To develop training manuals for clinicians, to improve the quality of cessation services, and to support cessation related studies.

3) To strengthen the management of cessation products.
National Cessation Program 2014-15

- Brief intervention in health promotion hospitals
- 3 cessation clinics in each province
- Cessation service provided by 12320 Public Health Hotline in 29 provinces
Develop Chinese Quitline Protocol

Reminder Call: When a quit date is set more than one week after the Initial Call. Precedes a Quit Day Call. IC must have been completed.

Quit Day Call: After the Initial Call or any other time that a quit date was set in a previous call. Usually within the protocol time range. Should be the first call after IC (before either 4-7 Day or 10-14 Day), except when a Reminder Call is used.

Relapse Situation: Find out within 4-7 Day Call or 10-14 Day Call then go back to Quit Day Call.
IQI Beijing Workshop, 2014

• 1 week training
• Participants from 17 provinces (most from 12320)
Capacity building

• Study at International Quitline Institute in 2011
• Study in California Smokers’ Helpline in 2012
• Pilot work in Beijing、Shanghai、Jiangsu、Hebei
• Participating in Asia Pacific Quitline Network workshops
Beijing 12320

- Beijing’s law will act I June 2015
- 12320 quit line and supervision line
- Pilot intervention from 2014
- 20 March (3-20) promotion
Chinese Quitline’s Challenge

• Demand for quit is huge
  
  (300 million * 4% = 12 million)

• Capacity challenges

• Management challenges

  promotion

  evaluation
Next Step

• Build national quitline network

• Capacity building

• Network management
Smoke free China, We can