Smoking Cessation for Women in Hong Kong: Challenges and Opportunities

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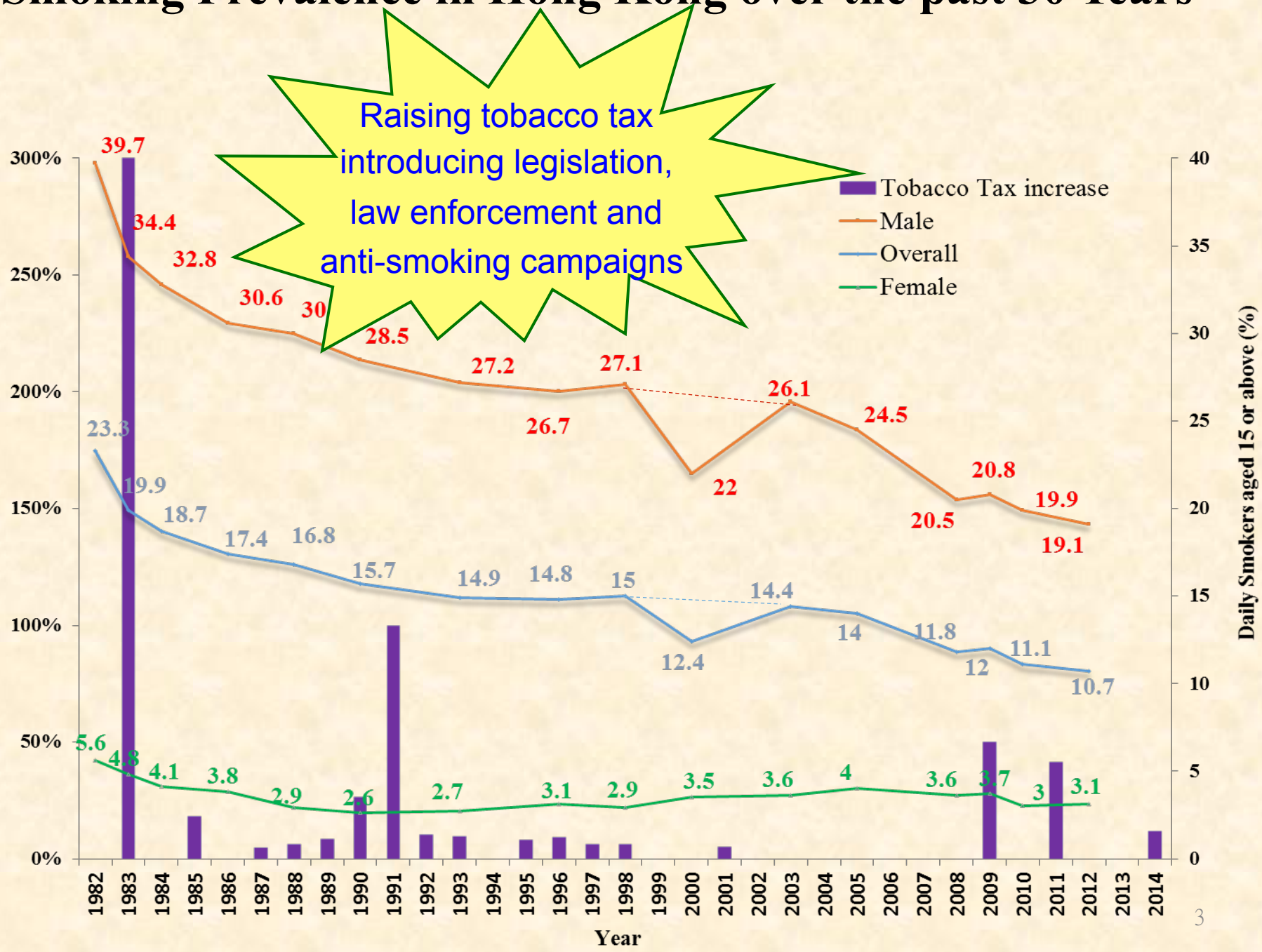
Global Smoking Prevalence

Asian Countries	Daily smoking prevalence	
	Male	Female
Japan[1]	32.4%	9.7%
Philippines[1]	38.2%	6.9%
South Korea[2]	41.8%	5.9%
Singapore[2]	22.5%	4.3%
Taiwan[2]	31%	3.4%
Hong Kong	**19.1%**	**3.1%**
Thailand[2]	37.2%	2.2%
China[2]	45.1%	2.1%
Malaysia[1]	39.9%	0.7%

Western Countries	Daily smoking prevalence	
	Male	Female
France[1]	32.4%	26%
Netherlands[2]	22.4%	20.2%
United Kingdom[3]	22%	19%
United States[4]	20.5%	15.8%
New Zealand[1]	17.2%	15.8%
Finland[1]	21.9%	14.8%
Australia[1]	16.4%	13.9%

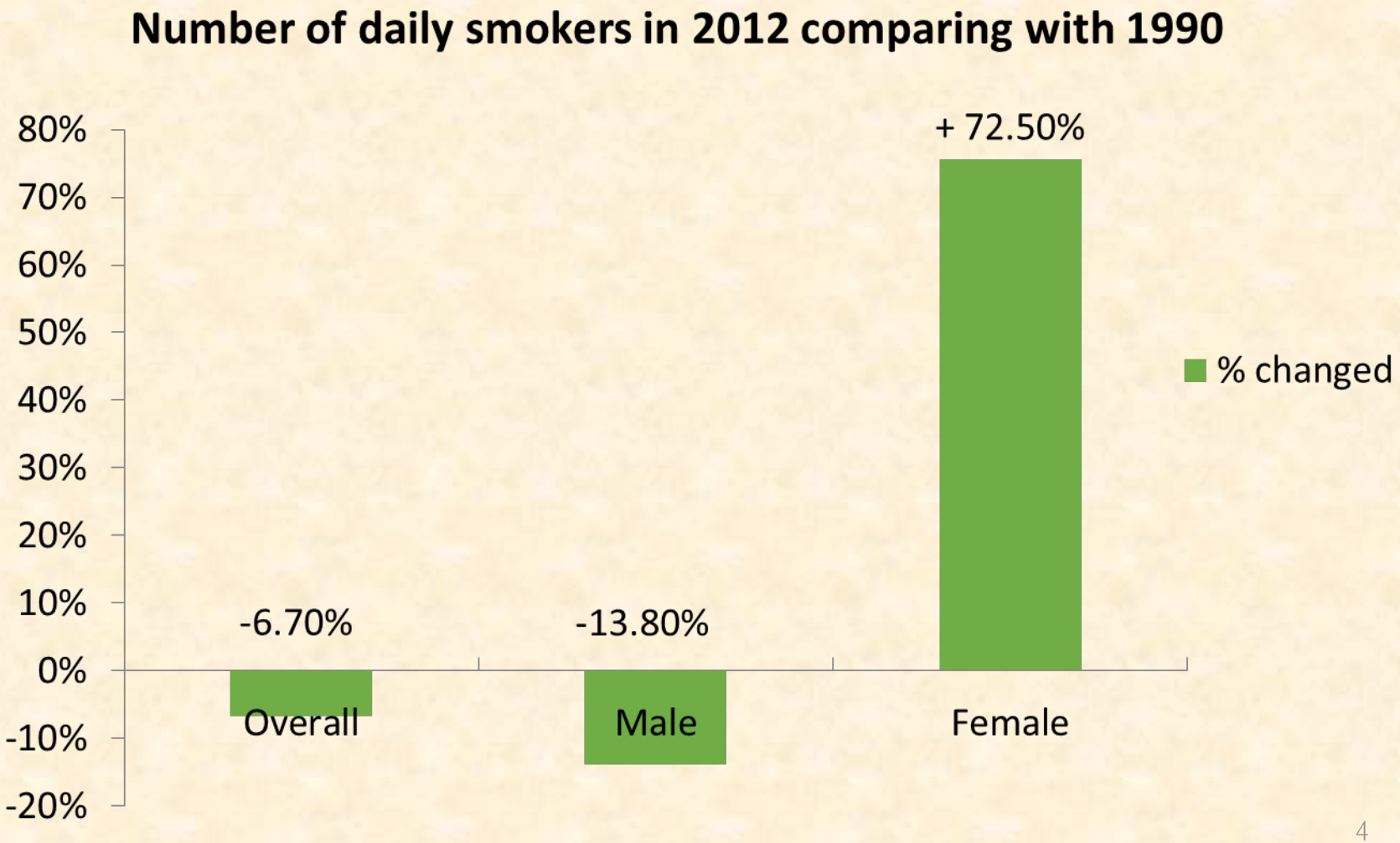
Source: [1]WHO Report of The Global Tobacco Epidemic, 2013
[2]Institute for Health Metrics and Evaluation, University of Washington,2012
[3]Opinions and Lifestyle Survey, Smoking Habits Amongst Adult 2012
[4]Current Cigarette Smoking Among Adults - United States 2005-2012

Smoking Prevalence in Hong Kong over the past 30 Years



Women Smoking Pattern in Hong Kong

Comparing with 1990, actual number of women daily smokers in 2012 was increased by 72.5%.



Source : *Thematic Household Survey Report,* HKSAR Census and Statistics Department

Implications for Public Health Actions

- strengthen people's ability to resist peer influence and curiosity
- correct the misconceptions about smoking…
- provide education and counseling to women smokers about the alternative strategies for coping with negative emotions and stress
- Increase awareness of the female-specific health consequences of smoking
- To enforce anti-smoking legislation
- To strengthen smoke-free policies
- To promote and support anti-smoking campaigns

Implications for Public Health Actions

Women Quitline：6752 6266

- The *FIRST* smoking cessation hotline for woman in Hong Kong
- Established in April 2006

Aims:

- To publicize quitting among female smokers
- Encourage and support those who want to quit by providing face-to-face and/or telephone counselling

Leaflet of Women Project

Organizers
School of Nursing,
School of Public Health
Li Ka Shing Faculty of Medicine, HKU

Was Funded by

- Health Care and Promotion Fund (2006-2009)
- Small project Fund (HKU) (2010-2012)

Service Outcomes

- From 1st April 2006 to 30th Nov 2014, we have received 997 telephone enquires
- As at 30th Nov 2014, we have successfully provided face-to-face and / or telephone smoking cessation counseling for 532 women smokers

	Baseline	6-month	3-year	6-year
No. for follow-up	532	502	435	271
Success follow-up		409	313	150
Lost to follow-up		93	117	117
Quit No.		150	119	70
Quit rate (quit/no of follow up)		29.9% (150/502)	27.4% (119/435)	25.8% (70/271)