

work Office (SCRTPNO)- a community-based regional prevention coalition- decided to address this problem by implementing Spit It Out-West Virginia. Spit It Out was a community-based, culturally appropriate tobacco prevention and cessation program. McDowell County is the 8th poorest county in the USA.

**Intervention or response:** The project had two main goals: to increase access to smokeless tobacco prevention and cessation services, and to increase tobacco-free workplaces and recreational venues. To achieve these goals, Spit It Out:

- Provided tobacco free education at community events
- Provided materials at local businesses and venues
- Held tobacco cessation workshops for miners at the Brooks Run Mining Company
- Provided individual counseling
- Engaged local faith-based organizations to promote tobacco prevention and cessation
- Worked with local businesses on how to create a tobacco-free workplace

**Results and lessons learnt:** Because of the Spit It Out programme:

- 254 residents attended smokeless tobacco cessation workshops that focused on helping them quit smokeless tobacco during the project's first year
- The tobacco cessation hotline enrollment from the county increased by 800%
- 110 individuals received cessation counseling
- 102 individuals received nicotine replacement therapy
- 49 church representatives received smokeless tobacco prevention and cessation resources for their church
- 5 businesses adopted a tobacco-free workplace policy
- Donald Reed Jr., a tobacco prevention specialist with the SCRTPNO, received the 2010 Community Activist Award from Legacy

**Conclusions and key recommendations:** While the Spit It Out project was tailored to this community, other organisations can replicate it by targeting the social norms and cultural traditions of their residents. This programme was successful in reaching the most disadvantaged residents of McDowell County because it worked with the faith organisations in the community.

### PD-1146-21 "Quit to Win": a smoking cessation promotion and scientific research project with community participation

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**Background:** In Hong Kong, the daily smoking prevalence dropped to 10.7% in 2012. However, over 60% of the daily smokers had never tried and 53% had no intention to quit. Urgent actions and novel approaches are needed to promote smoking cessation. To actively offer smokers assistance to quit, the Hong Kong Council on Smoking and Health (COSH) partnered with Schools of Nursing and School of Public Health of The University of Hong Kong (HKU) to launch a smoking cessation contest – "Quit to Win" Contest in 2009, to raise public awareness on the harms of smoking and the benefits of quitting, and motivating smokers to quit. The contest was re-organized in 2010 and evolved to become "Quit to Win" Smoke-free Community Campaign in 2012, 2013 and 2014.

**Intervention:** "Quit to Win" is a smoking cessation contest with different elements including scientific research, social marketing and community involvement. In partnership with HKU and non-governmental organizations (NGOs) and with support of all 18 District Councils, COSH organized recruitment and smoking cessation publicity activities throughout Hong Kong. Various media outlets, including television, radio and newspapers, were used to increase the reach of the campaign. Participants were randomized into groups to receive different brief smoking cessation interventions and strategies. They were followed up regularly for at least 6 months to assess the effectiveness of specific interventions on smoking reduction and cessation.

**Results:** In 2009-2013, over 4,500 smokers joined the contest and 23 NGOs joined the campaign. At 6-month follow-up, 21.6% of the contestants had quit smoking in 2009, 16.4% in 2010 and 9.5% in 2012. About 1/3 had reduced smoking by half or more: 38%, 37.5% and 25.9% respectively.

**Conclusions:** "Quit to Win" had led to an increased awareness of the benefits of smoking cessation and a smoke-free Hong Kong, and successfully got the attention of thousands of smokers who were difficult to reach and did not have intention to seek for cessation assistance. Collaborations among COSH, NGOs, academic institutions and the general public fostered an increasingly supportive network for tobacco control and cessation. Continuous, proactive and mass media campaigns of cessation messages and successful cases of quitters, with more attractive monetary incentives are needed as these are essential to encourage more smokers to quit, more nonsmokers to help and more NGOs to collaborate in tobacco control.