

Presentation 1:

HKU Youth Quitline: an innovative smoking cessation service model with policy implications

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Summary:

The talk will begin with an overview of the changing prevalence, pattern and risk factors for tobacco smoking in youth smokers in Hong Kong based on the findings from the School-based Survey on Smoking among Students in the past 10 years. The importance of establishing a youth-centred smoking cessation service will be explained with regards to the differences of smoking behaviours and determinants of quitting between youth and adult smokers. The talk will then describe the establishment of the first cessation service targeting youth smokers aged 25 years or younger in Hong Kong—the Youth Quitline—with the support from the Health Care Promotion Scheme in 2005. The process of translating the service model into practices and summarise the service achievement in the past 16 years will be elaborated. Some key research findings from the Youth Quitline will be elaborated, including the evaluation of the service, impacts of tobacco control policy and major events (e.g., COVID-19 pandemic), and the emergence of novel tobacco products like electronic cigarettes and heated tobacco products. These will be followed by the impact of Youth Quitline on promoting public health, smoking cessation services and tobacco control policies (e.g., total ban of alternative smoking products) in Hong Kong. Finally, the talk will discuss about the future directions of Youth Quitline to adapt to the ever-changing tobacco control landscape and social context, including leveraging social media platforms for promoting publicity and service delivery of Youth Quitline, surveillance for emerging tobacco products (e.g., waterpipe smoking), research on novel smoking cessation interventions (e.g., chatbot), and expansion of service into the Greater Bay Area, with the ultimate goal of achieving tobacco endgame in Hong Kong.