



北京盛心阳光国际企业咨询有限公司

Beijing Psychcn-Chestnut Global Partners, Inc.



CS2day

Cease Smoking Today Expanding into China

March 2015

Project Description

Cease Smoking Today (CS2day) partnered with Chestnut Global Partners (CGP) to introduce smoking cessation into employee assistance programs in China.



Project Goals

- Translate and localize the CS2day tools and resources for use by Chinese clinicians and other mental health professionals.
- Educate a group of mental health professionals on the adapted curriculum.
- Have counselors implement the adapted program by providing smoking cessation assistance to their clients.
- Throughout the process of program adaptation, clinician-education and field implementation, systematically and rigorously evaluate the effectiveness of the program.

Key Findings

- Cessation counseling based on best practices in assisting smokers to quit was successfully implemented through an Employee Assistance Program (EAP) in China.
- Education on smoking cessation did little to change the EAP counselor's promotion of cessation with their clients unless information was sought by the client. Counselors did not increase their confidence in advising clients as to the dangers of tobacco use.



Key Findings

- For clients motivated to quit, the counselors effectively implemented a cessation protocol designed from clinical best practices.
- Thirty-five percent of clients completing the cessation program reported being tobacco free at 90 days.

