

# PromoteUP Quarterly Newsletter

*Comparative Effectiveness of Mobile Health Smoking Cessation Approaches  
among Underserved Patients in Primary Care*



## In This Issue

- 2 | General Project Updates
- 3 | Ready to Launch
- 4 | Member Highlights
- 5 | Contingency Management

**Funded by the Patient-Centered Outcomes Research Institute**

Principal Investigators | Jesse Dallery and Ramzi Salloum

Funding Period | April 1, 2022 - March 28, 2027

# General Project Updates

## Upcoming Events

### **Tobacco Referral Training**

May 3, 2023  
Heart of Florida

### **Mock Screening with Citizen Scientists**

May 10, 2023  
UF CTRB

### **Enrollment Kickoff @ UF Health Main**

May 11, 2023  
UF Health Main

### **Enrollment Kickoff @ UF Health Old Town**

May 17, 2023  
UF Health Oldtown



We're excited to report it has been a very productive quarter for the Promote UP study thanks in large part to the recruitment and collaboration between our clinic partners and SAC members. This May will mark the launch of Promote UP study recruitment at our UF Health clinic sites, formally starting the trial period. Thank you so much for your part in making this study possible.

## PCORI Milestones

Our research team successfully submitted our 12-month interim progress report to our PCORI. PI's Drs. Jesse Dallery and Ramzi Salloum met with our PCORI team to discuss the study and the potential to submit for a supplement our net of clinic partner recruitment sites.

## Process Evaluation

Led by Dr. Ryan Theis, interviews with providers and staff at clinic sites to better understand how current interventions are and the study interventions will be delivered in the real world are underway at all UF Health partner clinics. Findings from initial analysis will be shared with the Stakeholder Advisory Committee on an on-going basis.

## Data Team Updates

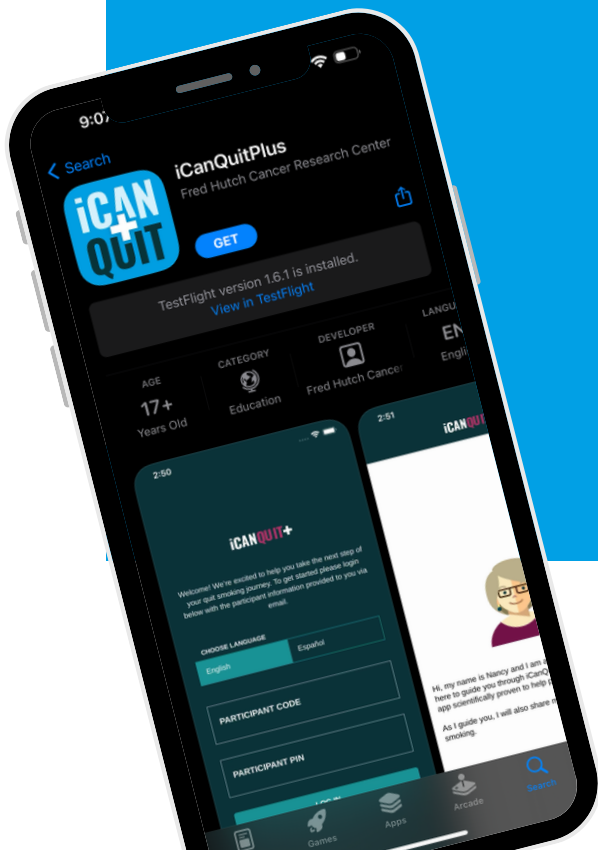
The Promote UP data portal been prepared to display study results by Derek Li. The portal will communicate progress and results to providers, community members, patients, and other stakeholders, updated with the most up-to-date data every Monday

## Congratulations to Study Team Member Dr. Melissa Bou Malham!

*Dr. Bou Malham was recognized with the Outstanding Poster Award at the Learning Health System Initiative's Inaugural Research Day 2023 for her poster titled "Stakeholder Engagement Plan for Comparative Effectiveness of Mobile Health Smoking Cessation Approaches among Underserved Patients in Primary Care"*

**iCanQuit+  
has been  
published  
to app  
stores**

**iCAN  
QUIT**



## Ready to Launch

With iCanQuit+ approved in both Android and Apple app stores, Promote UP is ready to launch enrollment May 11.

Enrollment kickoff will take place at UF Health Main on May 11. Leading up to this date, the research team is in overdrive preparing our Research Assistants for live recruitment at participating sites, including a practice screening with our OneFlorida+ Citizen Scientists.

Following launch at UF Health Main, the research team will continue on-boarding sites. Kickoff at UF Health Old Town will begin May 17.

We're looking forward to moving into the trial phase with all of our clinic partners, including UF Health Eastside, Heart of Florida, and 1st Choice Urgent Care.

**Our Data Team will update enrollment data weekly to the Promote UP Study Results portal.**

*The portal will be available via the Promote UP website for accessible access to ongoing study results.*

# Member Highlights



## Jennifer Woodard, MPH, RN, CCRP

*Director, Office of Community Outreach and Engagement, UF Health Cancer Center*

As director of the Office of Community Outreach and Engagement (COE) at the UF Health Cancer Center (UFHCC), Jennifer Woodard, MPH, RN, CCRP, is committed to reducing disparities in cancer within the communities in the 23-county UFHCC catchment area. Using a data-driven approach to identify opportunities, COE partners with community and faith-based leaders, health systems, researchers, and other community-based organizations to develop strategies that are locally tailored and address local health needs, as identified by the community.

Project CONTINUITY (Connecting you to care in the community) is COE's flagship initiative, representing a partnership with UF Health clinicians guided by community advisory groups. CONTINUITY offers free and mobile services to increase access to cancer screenings for individuals facing barriers to care by working with community clinical navigators and health workers. Her team creates and distributes evidence-based cancer prevention and screening education, using culturally tailored materials and educational aids.

The COE team also addresses disparities in research participation, ensuring that traditionally underrepresented communities, such as people from rural, racial/ethnic minority, and LGBTQIA+ communities, have access to participate in trials responding to their needs and to tailored materials translating research findings. COE fosters partnerships with researchers and study teams like the Promote UP study that promote the use of community-engaged practices across the entire lifecycle of the study.

Much of the cancer burden in the UFHCC catchment area is linked to the extremely high smoking rates—in fact, Florida counties with the highest rate of tobacco use fall within the 23-county catchment area. Jennifer recently joined the Promote UP Stakeholder Advisory Committee and excited to participate in our project grounded in community-responsive design to understand the comparative efficacy of innovative and accessible mHealth interventions to help individuals quit using tobacco.



INTERVENING TO IMPROVE CARE

### Project CONTINUITY

Project CONTINUITY is working with local communities and clinics to increase access to high-quality cancer prevention, detection and treatment services.

Learn more about Director Woodard and UFHCC COE on their website

[bit.ly/UFHCC-Community](https://bit.ly/UFHCC-Community)



## Melissa Bou Malham, MD

*Research Assistant, HOBI, University of Florida*

Dr. Melissa Bou Malham received her medical degree from the Lebanese American University in Lebanon in June 2022. During her medical training, she developed a great interest in pulmonary medicine and witnessed the detrimental complications tobacco has on one's health. Since then, she realized there is a need for new or improved smoking cessation plans.

# Contingency Management

The Promote UP study is comparing the effectiveness of two mobile health (mHealth) applications. Both use a behavior therapy method called acceptance and commitment therapy (ACT), but the second arm builds on top of this foundation by combining iCanQuit with Motiv8, an incentive-based smoking intervention using contingency management.

Contingency management (CM) provides financial and social incentives for users based on their shown abstinence from a substance, including stimulants, opioids, cannabis, alcohol, and nicotine. Decades of research and hundreds of studies have confirmed that CM is highly effective, regardless of patients' background characteristics, pre-existing conditions, income, or presenting problems.

## Contingency Management Myths

A recent New York Times story about CM was titled, "This addiction treatment works, why is it so underused?" A big part of the answer is limited access to in-person CM treatment. This is why we developed a smartphone platform to deliver CM for smoking, which we call Motiv8.

Another answer is that CM is often misunderstood. We've compiled some myths around contingency management to help



**Incentives decrease internal motivations for change.**



The bulk of evidence suggests that a person's internal motivation to change does not decrease when participating in contingency management treatments. One review found that incentives to promote health behavior actually increased an individual's feelings of competence which is linked to internal motivation.



**Incentives don't work.**



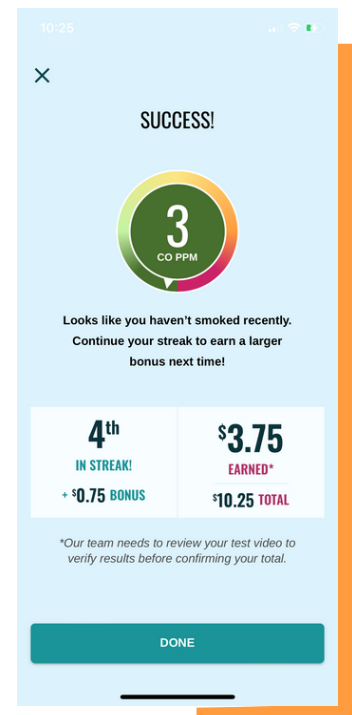
Just like the wrong dose of medicine may not work, poorly designed contingency management programs can fail. For example, monthly or even weekly schedules for providing incentive rewards for healthy behavior are too delayed to work effectively. iCanQuit+ Motiv8 uses the latest science-based procedures to deliver incentives frequently and reliably to maximize the effectiveness of treatment.



**Once incentives stop, the problem comes back.**



Relapse after any treatment for addiction is common, but one of the best ways to predict long-term abstinence is an individual's success during treatment. Increased use of effective treatments like Contingency Management can promote long-term change, and a recent systematic review suggests CM promotes quitting smoking long after participants have finished the program.





## Contingency Management Myths Cont.



**Incentives don't get at the "root causes" of why people use nicotine and other drugs.**



Substance use has many root causes and no one treatment can address them all. However, strategic treatment combinations can help, which is why our team is integrating CM with ACT in the Promote UP study. For many, however, the positive reinforcers provided by CM treatment on its own has helped them achieve abstinence.



**No one will pay for incentive programs.**



The Department of Veterans Affairs has been funding CM for addiction recovery for years, and California is starting a state-wide CM program for stimulant use which will be available to Medicaid recipients. With the growing recognition that the benefit-to-cost ratio of CM is high, we're seeing growth in its usage across several states. Although payor support is not yet consistent with the science, funding mechanisms are starting to take hold.



**People use financial incentives to buy unhealthy things like alcohol.**



Several studies have examined this assertion, and there is no evidence that people use incentives for harmful purchases. This has been shown true even when cash has been used as the CM treatment incentive.

**More questions about  
iCanQuit+ Motiv8 or  
Contingency Management?**

Contact the research team at [PromoteUP@ad.ufl.edu](mailto:PromoteUP@ad.ufl.edu)

