Promote UP

Quarterly Newsletter

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

In This Issue

General Project Updates

Upcoming Events

Fall SAC Meeting
September 6, 2023
Zoom & UF CTRB

Enrollment Launch
September 2023
Heart of Florida

Enrollment Launch
September 2023
1st Choice Urgent Care - Jonesville

2023 PCORI Annual Meeting
October 4-5, 2023
Washington, DC

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. Since May, enrollment has launched at multiple sites including our new partner site, UF Health Springhill.

Enrollment Launches

Enrollment has launched at UF Health Main, Eastside, Old Town and Springhill clinics as well as 1st Choice Urgent Care. Ongoing enrollment rates are available on the Promote UP dissemination portal are found through the study website at https://bit.ly/PromoteUP.

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 have continued. Weekly process evaluation meetings have been held weekly for initial summary template analysis prior to formal coding. Initial findings are shared bi-weekly with the research team to inform engagement strategies at partner clinics and will be reviewed at the Fall 2023 SAC meeting.

PCORI Milestones

The research team successfully met all milestones for the reporting period, including submission of an in-depth Programmatic Evaluation. Our team is currently in the process of preparing the upcoming interim progress report due September 2023.

Congratulations to Study Team Member Dr. Melissa Bou Malham!

Dr. Bou Malham's poster titled "Stakeholder Engagement Plan for Comparative Effectiveness of Mobile Health Smoking Cessation Approaches among Underserved Patients in Primary Care" was accepted for presentation at the 2023 PCORI Annual Meeting.

Enrollment Rates

As of August 17, 2023	Referred	Screened	Enrolled
Overall	70	57	43
UF Health Main	24	24	20
UF Health Old Town	21	16	15
UF Health Eastside	18	8	7
UF Health Springhill	4	2	1
1st Choice Urgent Care - GNV	1	0	0
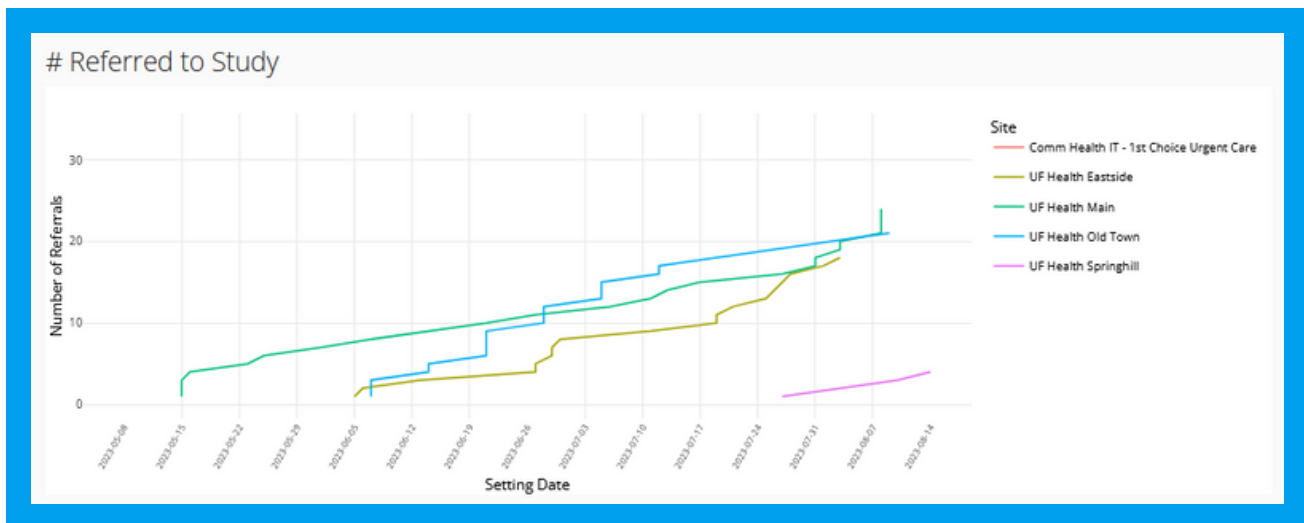
View Ongoing Study Results

Ongoing updates about referral and enrollment for all and each individual clinic partner can be found on the Promote UP dissemination portal accessible through the Promote UP website or direct at https://bit.ly/PromoteUPData.

Access the Promote UP dissemination portal on our website by navigating to Study Results under Community Partner Portal

Member Highlights

Promote UP Data Team

The Promote UP data team is led by Dr. Ji-Hyun Lee and Derek Li from the UF Health Cancer Center Biostatistics and Quantitative Sciences Shared Resource (BQS-SR). Both collaborate with the research team on a regular basis to ensure data-quality, provide analysis, and prepare data for dissemination through the Promote UP R Shiny App.

Ji-Hyun Lee, DrPH

Professor and Director, Division of Quantitative Sciences, UFHCC

Dr. Ji-Hyun Lee is a Professor in the Department of Biostatistics at the University of Florida and Director of the Biostatistics and Quantitative Sciences Shared Resource (BQS-SR) at the University of Florida Health Cancer Center (UFHCC). Her responsibility at the UHFCC is to provide strategic leadership, administrative direction, and biostatistical and quantitative support for the integrated and rigorous research at the Cancer Center. In 2023, Dr. Lee was elected as the 120th ASA President and will serve as the ASA President-Elect and President in 2024-2025.

On the Promote UP project, Dr. Lee serves as a Co-Investigator and the senior biostatistician overseeing the study design, data management and analysis, and result interpretations.

Derek Li, MS

Biostatistician, Division of Quantitative Sciences, UFHCC

Derek Li earned my master's degree in data science from the University of Florida (UF) and works full-time as a biostatistician for UFHCC Biostatistics and Quantitative Sciences Shared Resource (BQS-SR). Prior, Mr. Li worked a year as a first-grade public school math teacher for Chicago Public Schools near Humboldt Park.

Mr. Li is an integral member of the research team serving as the study biostatistician, developing the R Shiny dissemination portal, performing quality checks on REDCap collected data, and advising the study team on data management. His primary goal as a partner on the Promote UP study is to provide statistical analysis and consultation for the project.

Stakeholder Advisory Member

Daniel Rubin, MD

Program Director, University of Florida AHEC Program

Dr. Daniel Rubin has been a faculty member in the University of Florida's Department Community Health and Family Medicine over twenty years. His role has included patient care, medical student education and curriculum development. Dr. Rubin recently took on the role of Program Director for the University of Florida's Area Health Education Center (AHEC) program office. One of the goals in this office to participate in innovation related to smoking cessation.

Area Health Education Centers

The UF AHEC's mission is to improve access to primary health care in north Florida's medically underserved areas through academic-community-educational partnerships designed to recruit, train, and retain community-based health professionals. Executive directors from both the Big Bend AHEC (Allison Wiman, RN, BSN, MPH) and Suwannee River AHEC (Sarah Catalanotto, MPH) also serve on the Promote UP Stakeholder Advisory Committee.

UF AHEC is part of the Florida AHEC Network, an extensive, statewide system for health professional education and support founded upon ten regional Area Health Education Centers. Each center is supported by an AHEC program at one of the state's medical schools. This organizational structure enables the AHECs to draw upon the resources of the academic health centers in addressing local health care issues. The Florida AHEC Network has, over this past decade, addressed the primary health care needs of Florida's most vulnerable populations through a series of innovative strategies designed to:

- Extend academic health resources
- Provide information and support for community providers
- Influence health professions education
- Influence the future health professional work force

Learn more about Dr. Rubin and UF Area Health Education Centers on their website at

ahec.ufl.edu/

With funding from the Comprehensive Statewide Tobacco Education and Use Prevention Program, the AHEC Tobacco Training and Cessation Program began in 2007. It provides tobacco cessation and prevention training to current and future healthcare professionals, and cessation programs for all users in every county of the state.

iCanQuit+

iCanQuit+ is one of the two mobile health smartphone-based applications being compared in the Promote UP study.

In our last newsletter, we discussed and debunked myths surrounding contingency management, the incentive-based treatment method used to reward successful smoking abstinence in the Motiv8 portion of the integrated iCanQuit+ Motiv8 app. This edition, we'll take a deeper dive into iCanQuit, the base application Promote UP is comparing to the integrated version and the Tobacco Free Florida Phone Quit program.

iCanQuit (iCanQuit+ in the Promote UP study) is a smartphone-based acceptance and commitment therapy (ACT) developed by Promote UP Co-Investigator Dr. Jonathan Bricker. ACT promotes abstinence by focusing on increasing an individual's willingness to experience physical cravings, emotions, and thoughts (e.g., urges to use or feelings or thoughts that trigger drug use) while making behavior changes based on deeply important and meaningful values to motivate and guide quitting. The app also follows the U.S. clinical practice guidelines by tracking smoking status, offering quit planning, advising on pharmacotherapy, enhancing motivation, and providing social support for quitting. iCanQuit is the first and only mHealth cessation intervention proven efficacious in a Phase III clinical trial.
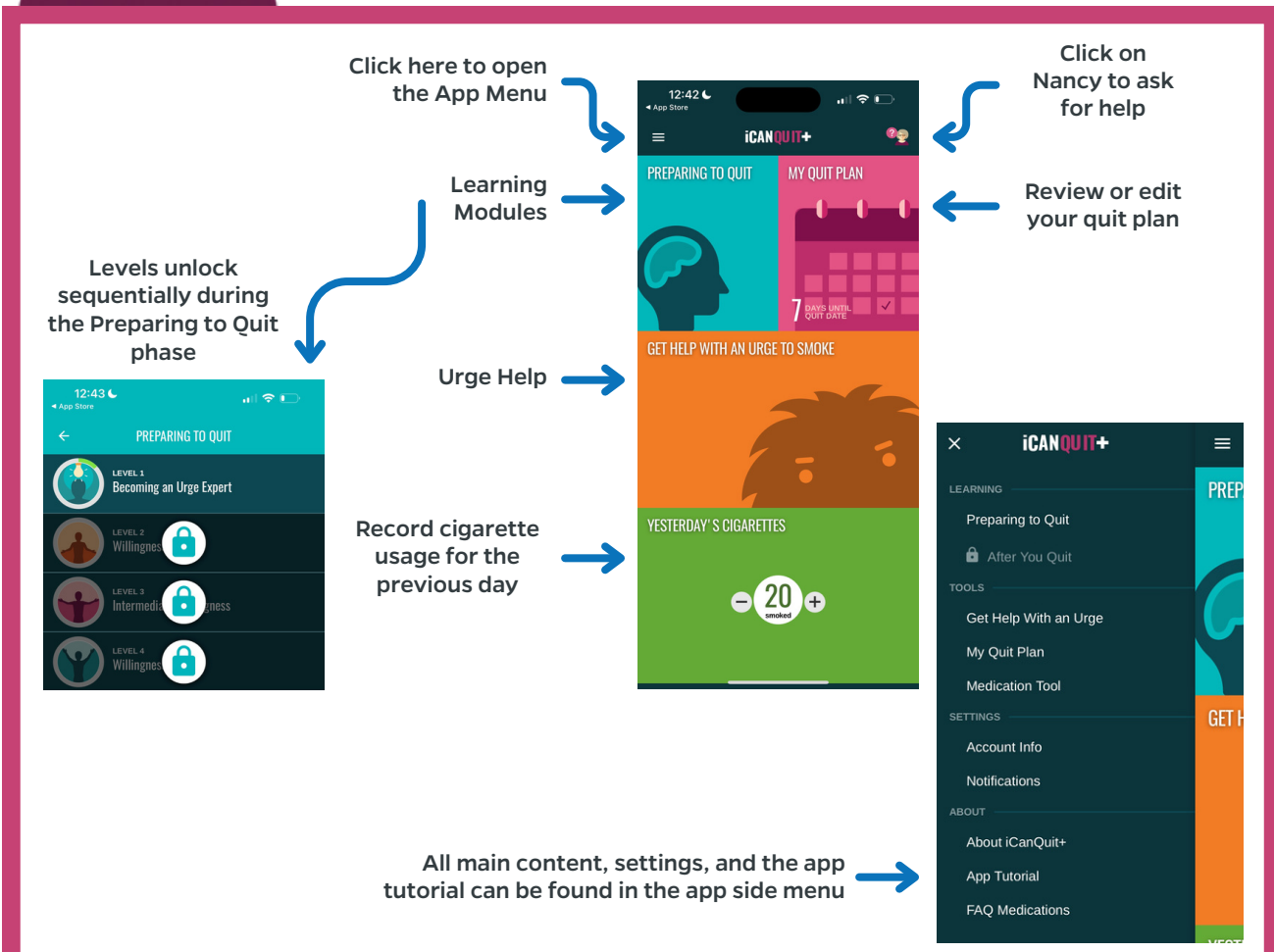
iCanQuit+ Continued

The iCanQuit+ program is self-paced and unlocked sequentially. First-time app users are welcomed by "Nancy," a virtual quit coach avatar and former smoker herself. During this introduction, Nancy introduces herself and provides instructions on navigating the app before prompting users to set up their own personalized quit plan and quit date. Once in the app, users can begin working through four pre-quit-date learning levels focused on preparing to quit.

Click here to open the App Menu

Learning Modules

Levels unlock sequentially during the Preparing to Quit phase

Urge Help

Record cigarette usage for the previous day

Click on Nancy to ask for help

Review or edit your quit plan

All main content, settings, and the app tutorial can be found in the app side menu

iCanQuit+ users are guided through the application by Nancy, a virtual quit coach and former smoker herself. In addition to lessons, users can access a variety of tools and information to help them on their journey to being smoke-free.

Each learning level teaches users how to use ACT skills to prepare for and succeed in quitting under Nancy's guidance, exploring topics such as how accept and cope with cravings to smoke by distancing yourself from thoughts about smoking, using mindfulness exercises, keeping a flexible perspective, and more. After their quit date, users can access four new levels with content designed to help individual's stay smoke-free after their quit date. These levels contain 25 exercises that focus on building smoke-free life activities and coping with withdrawal symptoms, slips, depression, and potential weight gain.

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In addition to learning levels, iCanQuit also includes:
- Tools for dealing with urges to smoke
- Help planning their quit date and staying tobacco-free
- Scientifically-based recommendations for how to select medications to help them quit smoking
-

The efficacy of iCanQuit has been demonstrated in several randomized controlled trials. Bricker et al. (2020) randomized 2,415 smokers to one of two smartphone apps: iCanQuit or the clinical practice guideline based QuitGuide. The primary outcome of 30-day point prevalence abstinence (PPA, no smoking during the past month) at the 12-month follow-up was 28.2% vs 21.1% (OR = 1.49; 95% CI, 1.22-1.83). In the Promote UP study, we're excited to continue to explore the potential both the base iCanQuit and integrated iCanQuit+ Motiv8 applications have for real world implementation in comparison to each other and the Tobacco Free Florida Phone Quit Program.
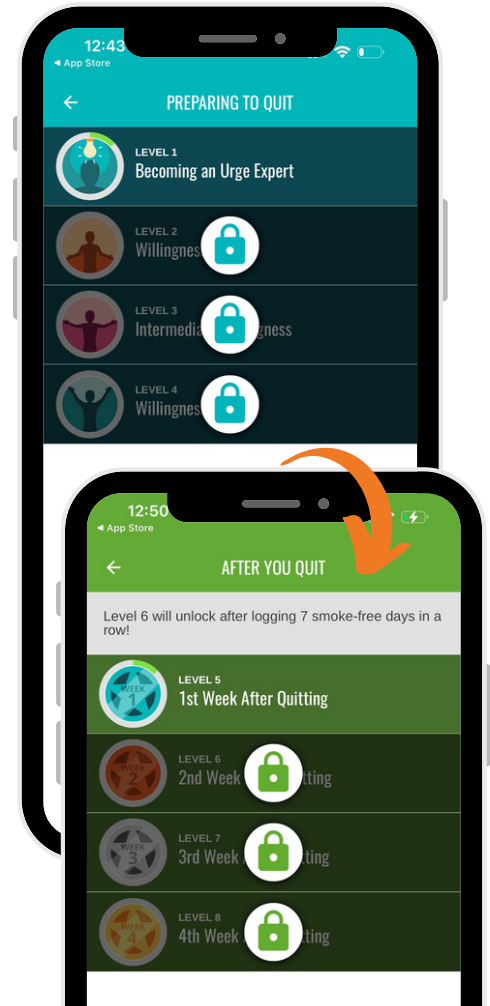
Learning levels in iCanQuit+ and iCanQuit+ Motiv8 are divided into "Preparing to Quit" and "After You Quit" sections that unlock at different points of their journey to be smoke-free. Each lesson is self-paced. After the users quit date, however, new lessons unlock only after the user has completed the previous module and reached a specific time point after their quit date.

More questions about iCanQuit+?

Contact the research team at PromoteUP@ad.ufl.edu