

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 | [Enrollment Updates](#)
- 4 | [Member Highlights](#)
- 6 | [Tobacco Free Florida Quitline](#)

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

Enrollment Launches in January 2024

UF Health Jacksonville - EG Means Clinic

UF Health Jacksonville - Total Care Clinic

UF Health Jacksonville - Augustine Oaks Clinic



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. Enrollment has continued in various UF Health clinics around the Gainesville area.

Enrollment Launches

Enrollment has launched at UF College of Medicine's Mobile Outreach Clinic and the Equal Access Clinic. Ongoing enrollment rates are available on the Promote UP dissemination portal are found through the study website at <https://bit.ly/PromoteUP>.

Process Evaluation

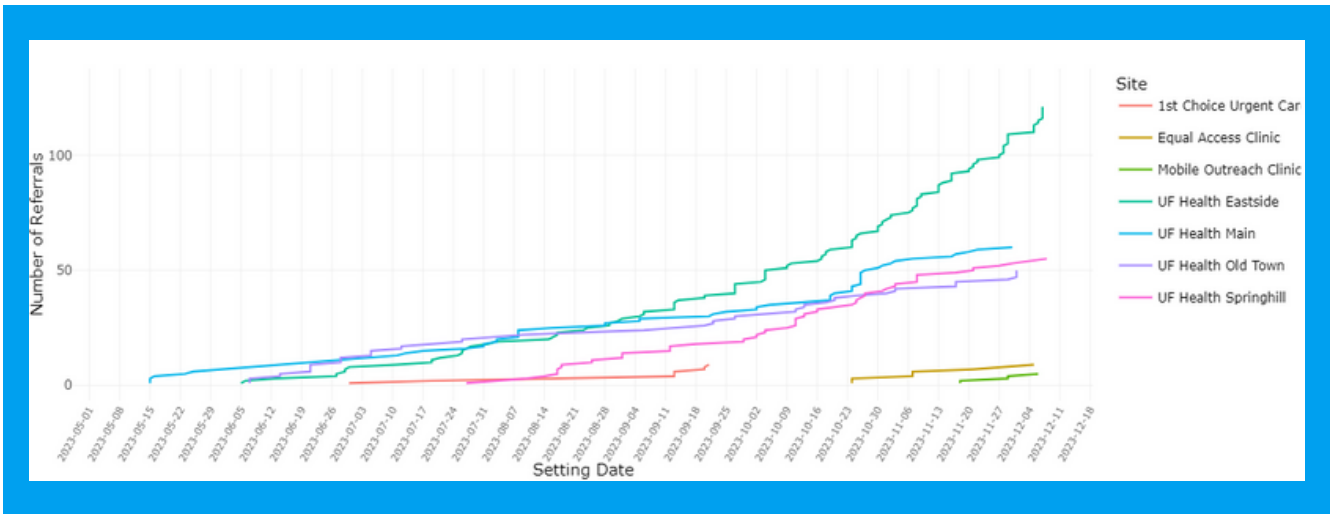
Led by Dr. Ryan Theis, interviews with providers and staff at clinic sites to better understand how current interventions are and the study interventions have continued. Care team members noted the need for more treatment options and additional support for patients trying to quit. Promote UP addresses these needs. Potential barriers to smartphone-based treatment include digital literacy, access to smartphones, and patient age.

PCORI Diversity Supplement

The proposed supplement will meaningfully augment participant diversity by increasing the number of study sites that serve patients from underrepresented racial and ethnic minority groups and adding collaborators with experience working with minority populations. The supplement will advance health equity by improving our understanding of the implementation of mHealth smoking cessation tools specifically among underrepresented racial/ethnic minorities.

Enrollment Rates

December 8, 2023	Referred	Screened	Enrolled
Overall	309	168	105
UF Health Main	60	49	31
UF Health Old Town	50	34	25
UF Health Eastside	121	53	29
UF Health Springhill	55	23	14
Equal Access Clinic	9	4	4
Mobile Outreach Clinic	5	3	2
1st Choice Urgent Care	9	2	0



View Ongoing Study Results

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

UF Liberal Arts *and* Sciences

PROMOTE UP

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[Participant Portal](#)

[Community Partner Portal](#)

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

- [Events](#)
- [Publications](#)
- [Study Results](#)
- [Study News & Updates](#)

Member Highlights

Promote UP Research Team

The Promote UP welcomed two new members to it's research team!



Ashley Dwarka

Research Coordinator, Health Outcomes and Biomedical Informatics

Ashley Dwarka is the research coordinator on the Promote UP study. She has been with the UF Department of Health Outcomes and Biomedical Informatics for 5 years. After graduating with her Master's degree in Public Health from the University of Florida, she conducted process and qualitative evaluation research with the External Quality Review Organization (EQRO) for the Texas Medicaid program before joining the Promote UP team.

Ashley provides oversight on the daily tasks and milestones for the project. She assists with data management, engagement efforts, and recruitment procedures.



Magda Knight

Clinical Research Manager, Health Outcomes and Biomedical Informatics

Magda Knight serves as the Clinical Research Manager for the Salloum Lab. She has been with the UF Department of Health Outcomes and Biomedical Informatics for 9 years.

Early in her career, Magda spearheaded the "Evaluating Quality of Care for Texas Department of Aging and Disability Services Program" contract. Focused on elevating the standard of care and enhancing the quality of life for residents in the State Supported Living Centers (SSLCs), she traveled across Texas, conducting qualitative interviews and chart reviews. This comprehensive approach allowed her to track both physical and behavioral health quality and outcomes of care.

Transitioning from the Texas project, Magda managed multiple grants centered around perinatal health. In this capacity, she provided oversight to projects that delved into the intricate relationship between breastfeeding and the prevention of chronic health conditions in infants.

Currently, Magda provides clinical oversight on studies that concentrate on the implementation and dissemination of evidence-based practices in cancer prevention and control in the Salloum Lab.

Stakeholder Advisory Members



Frank Orlando, MD, FAAHP

Clinical Associate Professor and Medical Director - UF Family Medicine Springhill

Dr. Frank Orlando is the medical director of UF Family Medicine – Springhill and a clinical associate professor in the UF Department of Community Health and Family Medicine. He teaches clinical and didactic courses at the UF College of Medicine and serves as a Faculty Advisor. His research interests include COVID-19, cardiovascular diseases, type-2 diabetes, pharmacogenetics, chronic pain management, and social determinants of health.

In 2023, Dr. Orlando became a Fellow of the American Academy of Family Physicians and an Associate Editor of Family Medicine and Primary Care, a specialty section of Frontiers of Medicine. He also serves as the medical advisor for an Alachua-county non-profit Southcare Community Wellness Program.

Grant Harrell, MD

Medical Director, UF Family Medicine - Old Town and UF Mobile Outreach Clinic

Dr. Grant Harrell is a physician at the UF Health Family Medicine – Old Town and the medical director of the UF Mobile Outreach Clinic (MOC). His clinical interests include rural medicine and student-run clinics. While attending medical school at the University of Florida, he co-founded the Gainesville Community Ministries Health Clinic. Dr. Harrell also became an Assistant Professor for the UF Department of Community Health and Medicine in 2013.

Before his time as a physician, he also worked as a Community Organizer for Hope Worldwide Inc. and as a science teacher at Kanapaha Middle School in Gainesville, Florida.



Tobacco Free Florida Quitline

The Florida Quitline is the third intervention being compared to the two mobile smoking cessation apps in the Promote UP study.



In the previous newsletters, we described the other two arms of the Promote-UP study. This time, we will describe the third arm: The Tobacco Free Florida (TFF) Quitline. TFF is a comprehensive tobacco education and use prevention program offered by the Florida Department of Health's Bureau of Tobacco Free Florida. Using CDC Best Practices for Comprehensive Tobacco Control Programs, TFF established an evidence-based, wide-ranging tobacco control program to prevent tobacco use and promote tobacco cessation.

The phone quit option has recently been updated and includes new and expanded services. The new process is called the Rally/Coach+ and includes personal support, tools, and services. Access to an online dashboard is also included to improve quit outcomes. This option includes three one-on-one sessions with a coach. Unlimited inbound support is available via phone, text, or chat. There is also an option for automated texting support and online access to a dashboard. This option also includes four-week combination therapy with nicotine patches, gum, and lozenges.

The group quit option allows individuals to register for a session with trained facilitators along with others who want to quit as well. Each session is led by a trained specialist at convenient times and locations. Group support can be offered either in-person or virtually. Medication is also provided with this option. A two- to four-week supply of nicotine patches, gum, or lozenges can be provided.

Web quit is the final option through Tobacco Free Florida. Live coaching support is offered via text or chat. Access to the online dashboard and automated texting support is also available. Four-week combination therapy of nicotine patches, gum, or lozenges are also included.

The new process hopes to streamline the connection between patients and resources to help them quit.

**To learn more about Tobacco Free Florida and its available resources,
please visit**

<https://tobaccofreeflorida.com/>.