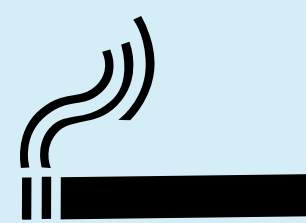


Closing Disparities: Exploring Recruitment and Retention in Comparative Effectiveness Study of Mobile Health Smoking Cessation Interventions for Underserved Patients in Primary Care

AUTHORS

Magda Knight MABMH,
Jesse Dallery PhD,
Ashley Dwarka MPH,
Melissa Bou Malham MD,
Sara Tohme MSC,
Ramzi Salloum PhD



AFFILIATIONS

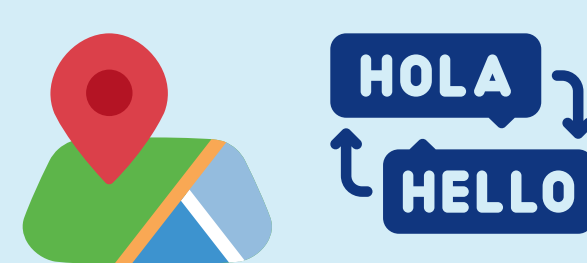
Health Outcomes and Biomedical
Informatics Department
College of Medicine
University of Florida

Introduction

Tobacco smoking remains the leading cause of preventable disease, disability, and death. Mobile health (mHealth) interventions for smoking cessation have been shown to boost treatment accessibility. Smoking rates are higher among populations considered socially vulnerable by the Centers for Disease Control.

Methodology

- Selection of two institutions in the US Southeast, committed to enhancing community health and financial viability through IT resources.
- Implementation of quotas for key demographic groups in our screening procedures.
- Implementation of engagement practices:



A- Recruitment in rural clinics, includes 11 of the 15 counties with the highest tobacco use in the state, with current smoking prevalence rates that exceed 20%. This area is also characterized by high socioeconomic vulnerability index.

B- Adding bilingual study staff in clinics serving Spanish-speaking patients.

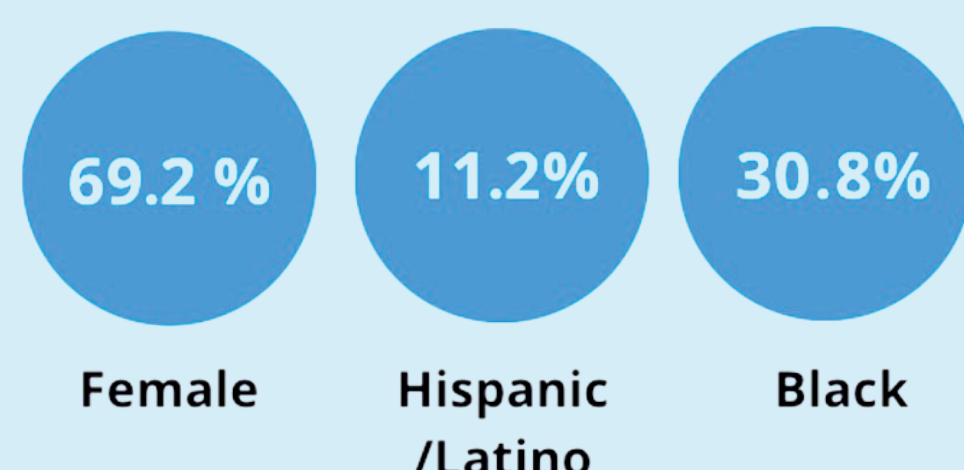
Objective

The primary objective of the study is to enhance diversity by directly influencing stakeholder engagement in the recruitment process.



Results/Findings

- We selected these partners because of their large patient volumes, geographic location (covering rural and urban settings), and ability to recruit patients from diverse populations. The primary findings showed the study population included a diverse representation across gender, race, and ethnicity:



- 7% of participants chose not to disclose their gender, race, or ethnicity, highlighting the importance of respecting diverse identities and maintaining inclusivity in research.

Conclusion

We hypothesize that the implementation of engagement practices will be associated with an increased recruitment of a diverse and inclusive population. Moreover, through the strategic utilization of mHealth interventions, we aim to improve the equitable accessibility of smoking cessation resources, thereby making a meaningful contribution to the broader enhancement of community and population health. The outcomes of this study will provide valuable insights for targeting diverse populations in mHealth cessation initiatives.

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