

# 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](#)
- 5 | [Smoking and the Hispanic/Latino Community](#)

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

Principal Investigators | Jesse Dallery and Ramzi Salloum

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Promote UP

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# General

# Project

# Updates

It's officially been a full year of recruitment! We're excited to report that we have expanded to more clinic sites and have reached more people than ever in our first year. This is thanks in large part to the support and collaboration between our clinic partners and SAC members.

## Enrollment Launches

The study has officially launched in all three UF Health Internal Medicine clinics: Kanapaha, Springhill and Medical Plaza. Ongoing enrollment rates are available on the Promote UP dissemination portal are found through the study website at <https://bit.ly/PromoteUP>.

## Process Evaluation

Dr. Ryan Theis and his research team are now using the results from provider interviews to report on perceptions of our smoking cessation interventions in the clinics. Their inductive coding methods will help identify any clinic-level and practice acceptability factors that can help or hurt the use of these interventions in standard clinical care.

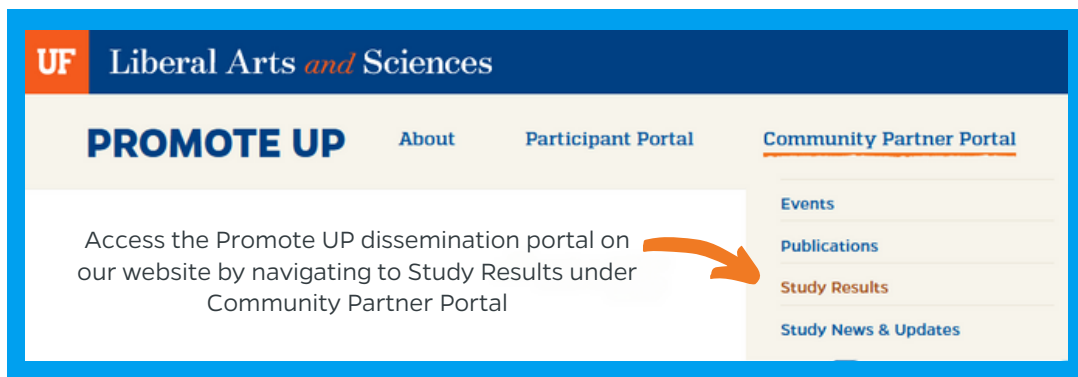
Our team will also continue with patient interviews for participants who have completed their six-month follow-up appointment. Patients are sharing their experiences with the application and how it has impacted their overall well-being and smoking habits.

# Enrollment Rates

As of June 21, 2024	Referred	Screened	Enrolled
Overall	861	390	237
UF Health Main	149	110	60
UF Health Old Town	112	58	42
UF Health Eastside	287	92	49
UF Health Springhill	166	47	32
Equal Access Clinic	25	11	7
Mobile Outreach Clinic	26	16	9
UF Health Jacksonville Total Care Clinic	23	19	11
UF Health Jacksonville Augustine Oaks	5	5	5
UF Health Jacksonville EG Means	6	6	5
UF Health Internal Medicine Kanapaha	19	5	2
UF Health Internal Medicine Springhill	23	7	6
UF Health Internal Medicine Medical Plaza	20	14	9

## 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>.



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

## Stakeholder Advisory Committee Members

### Dr. Ryan Theis



Dr. Theis’s training is in medical anthropology, and he has practical experience in numerous qualitative approaches and methods, including ethnographic research, participant observation, in depth interviewing, and focus groups, as well as quantitative field and analytic techniques used in anthropology such as cultural domain analysis. Dr. Theis has significant experience in program evaluation of health services, including extensive work with state Medicaid health plans.

As co-investigator and qualitative research methods expert, Dr. Theis contributes to the final design of the interview moderator guides, conducting interviews, and to the coordination of stakeholder meetings. He also participates in regular meetings of the research team and in various dissemination activities.

## Promote UP Research Team

We’d like to highlight our wonderful team of volunteers and interns. Our study team is always excited to work with UF medical and undergraduate students. Our volunteers and interns help connect patients to Promote UP and other smoking cessation resources in our clinic sites. Some are also working on special projects to help us improve the study! We appreciate their time and contributions to Promote UP.

Thank you to our summer volunteers and interns!

- Brooke Allnut
- Elena Encinas
- Beyonce Flowers
- Teyah Younes



# Smoking and the Hispanic/Latino Community

Tobacco use significantly hinders health equity for Hispanic/Latino adults in the United States, with smoking rates and habits differing by country of birth and ethnicity. While Hispanic adults generally smoke less than other racial/ethnic groups, there are notable disparities within this diverse population. U.S.-born Hispanic adults are more likely to smoke than those born outside the country, and Puerto Rican individuals exhibit higher smoking rates than Mexican and Dominican individuals. Furthermore, Cuban smokers typically consume more cigarettes daily than other Hispanic smokers. These differences lead to varied health outcomes, with smoking-related illnesses such as cancer, heart disease, stroke, and diabetes disproportionately affecting specific Hispanic/Latino subgroups. Addressing these disparities necessitates tailored public health strategies that account for the distinct cultural and demographic factors influencing tobacco use in the Hispanic/Latino community.

The Promote-UP study is available to all eligible Spanish-speaking individuals who smoke cigarettes. Eligible individuals are those who are patients at participating clinics, and those who own a smartphone. We have translated all materials, including the apps, into Spanish. We have taken additional steps to reach out to Hispanic/Latino adults. Sofia Anrecio was a guest for “Cafe CBOB”, a Spanish-language podcast presented by the non-profit organization Children Beyond Our Borders. She discussed the influence of tobacco use among the Latino population as well as resources available for support. We are also excited about the involvement of Dr. Francisco Martinez-Wittinghan, MD. Dr. Martinez-Wittinghan is an Assistant Professor, Medical Director, and family physician in the Department of Community Health and Family Medicine at the UF College of Medicine in Jacksonville.



**Sofia Anrecio at the UF  
Mobile Outreach Clinic**



**Dr. Francisco Martinez-  
Wittinghan, MD**