

# PromoteUP Quarterly Newsletter

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




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# Promote UP

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# General Project Updates

The Promote UP team is continuing its great work on enrolling patients and engaging our providers! Here are a few updates about where we are:

## **Improved Incentives to Boost Participant Engagement**

To enhance participant retention throughout the study, we've proposed a new tiered incentive structure for follow-up appointments. Participants can earn money for each completed portion of their appointment: \$15 for surveys and \$30 for a breath test. Additionally, those who schedule their breath test and complete their survey within 7 days of receiving a notification can earn an extra \$10.

This new system is designed to encourage continued participation and keep participants engaged for the full year of the study.

We've also addressed concerns about the Bluetooth monitor batteries in a proposed change, which have been dying before the 12-month follow-up. To ensure a smoother experience, we'll remove the carbon monoxide breath test from the 12-month follow-up. With these updates, along with the potential to earn up to \$55, we hope to further motivate participants to stay involved and engaged through to the study's conclusion.

## **Team Presentations**

The Promote UP team has also presented the project at various conferences and symposiums. Dr. Ramzi Salloum presented the study at the Florida Department of Health's Tobacco Research Symposium. Research assistant Harry Bishop won a poster award presenting the provider interview data at the University of Florida's Cancer Center Research Showcase.

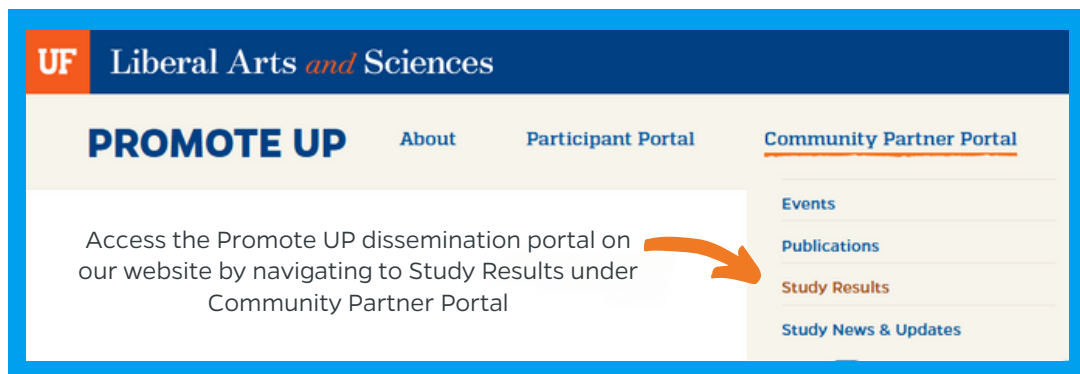
# Enrollment Rates

As of 3/14/2025	Referred	Screened	Enrolled
Overall*	1857	632	403
UF Health Main	239	176	95
UF Health Old Town	301	79	61
UF Health Eastside	599	136	79
UF Health Springhill	222	56	39
Mobile Outreach Clinic	56	25	17
Equal Access Clinic	25	11	7
UF Health Jacksonville Total Care Clinic	99	45	32
UF Health Jacksonville EG Means	38	13	11
UF Health Internal Medicine Springhill	44	14	13
UF Health Internal Medicine Medical Plaza	154	55	35

\* The Overall count includes data from inactive sites including Heart of Florida, UF Health Jacksonville-Augustine Oaks, and UF health Internal Medicine -Kanapaha. Only data from active sites are shown in the table.

## 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>.



## In Memoriam: Shirley Bloodworth



It is with deep sadness and heavy hearts that we inform you of the passing of our colleague and friend, Shirley Bloodworth.

Shirley was a member of the University of Florida's Community Scientist program and a stakeholder in the Promote UP study. She was an advocate for the aging population and access to health literacy. Shirley worked for the UF College of Nursing from 1968 to 1980 and continued her post-master's studies in counselor education. From there, she created the Transitions program for hospice at UF Health.

As a Community Scientist, she contributed to research protocol development and served as a member of HealthStreet Community Outreach. She was honored with the UF Health Cancer Center's Community Outreach of the Year award in 2021.

She contributed to countless cancer research projects, always emphasizing the perspective of the community and the patient. She also a co-author on the peer-reviewed Promote UP protocol publication.

Shirley was known as the "matriarch of the aging in place movement in the Gainesville area". She was born in 1929 in New York City. She was married for 53 years and had two children.

Shirley was an important and vibrant part of our Promote UP stakeholder team. She provided invaluable insight and always put the patient first. We are grateful to have known her and she will be dearly missed.

Listen to an Oral History of Ms. Shirley Bloodworth's life here:

<https://cancer.ufl.edu/2024/11/07/in-memoriam-shirley-bloodworth/>

## Enhanced Communication Methods

The Promote UP team has introduced innovative recruitment strategies to engage more individuals with the study. By exploring new methods and tools, the team has been able to connect with potential participants more effectively.

One of the creative approaches includes using MyChart messaging to reach patients. Participants who are enrolled in Epic's Consent-to-Share program receive messages before their appointments (with their provider's permission). These messages inform potential participants about the study and encourage them to speak with their doctor for more details. Early responses to this outreach have been highly positive.

In addition, the team has incorporated Mosio, a text-messaging service integrated into the REDCap database system. Mosio allows the team to automatically send reminders and alerts about follow-up visits and study appointments. To further increase awareness, new flyers have been placed in clinics and waiting rooms for both participants and healthcare providers.

The team has also expanded its reach by introducing Language Line, a translation service that facilitates communication with Spanish-speaking participants. This service allows the study team to connect with participants through real-time translation, making it easier for Spanish-speakers to engage with the study.

These efforts reflect the Promote UP team's commitment to making the study more accessible and inclusive. By embracing innovative technology and expanding communication channels, the team is helping to connect with a diverse group of participants, ensuring the study's success and broadening its impact.

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