One text at a time:
Promoting smoking cessation among Latinos

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University of Rochester Medical Center
I have had no relevant financial relationships or conflict of interests within the past 24 months.
Agenda

• Tobacco-related disparities in the U.S.
• Community-based approach to address tobacco-related disparities
• Cultural and linguistic adaptation of interventions for Latinos
• Mobile smoking cessation interventions for Latino smokers
• Advancing smoking cessation among Latino smokers living with HIV
Tobacco-related disparities in the U.S. The role of race/ethnicity and gender

Smoking prevalence among Latinos by country of birth

Why Latinos?

• 17% of population → 30% by the year 2060

• ↓ have access to healthcare

• ↓ advice to quit smoking

• ↓ use of counseling and medication

• ↓ participate in studies
  - Cultural and linguistic sensitivity
  - Non-daily or light smokers
**Community Advisory Board guiding our work**

<table>
<thead>
<tr>
<th>NAME</th>
<th>ORGANIZATION</th>
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<tbody>
<tr>
<td>Joanne Wendolowski, MS, RN</td>
<td>Hackensack Meridian Health</td>
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<td>Lourdes P. Marcial</td>
<td>Americas Unidas for Seniors</td>
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<td>Suleima Rosario-Diaz, MSN, MDiv</td>
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<td>Susan McVeigh, MPH</td>
<td>City of Hackensack, Health Dept.</td>
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<td>Odallis Rivera</td>
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<td>Gene Napoliello, MD</td>
<td>HOSA – Future Health Professionals</td>
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<td>Bill Tipacti</td>
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<td>Lynne Harwell Algrant</td>
<td>Bergen Volunteer Center</td>
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<tr>
<td>Erin Ihde, MA, CCRP</td>
<td>Hackensack Meridian Health</td>
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The combination of counseling and medication is the most effective treatment for treating tobacco use and dependence.
agile health

Impact behavior
one text at a time.
Text messaging support for Latino smokers + NRT (n=50).

- Culturally-accommodated version.
- Pharmacotherapy use (a total of 100% of participants requested NRT at baseline to support their quit attempt and 66% requested the refill).
- High text messaging interactivity.
- At 12 weeks, 30% of participants quit smoking using intent-to-treat analysis (88% follow-up rate).
- High satisfaction.

“I am 38 years old and I have 3 small kids. I want to quit smoking to spend more time with my kids and some day meet my grandchildren” - Maria

Maria god bless you. We should pray to God that he will get us through our addiction. I hope that God blesses you and your family. Have a good day.

Good Maria! I have a grandson and when he sees me smoke he tells me that I am losing minutes to my life. I want to have more time with him.

Mobile cessation support for Latino smokers

Paula Cupertino (PI)
**Aim 1:** Evaluate impact of Decídetexto, a culturally accommodated program (24 week), VS standard care on smoking abstinence at month 6 among Latino smokers (n=457)

Decídetexto incorporates two elements:
- A tablet-based decision-making session.
- A text messaging program.

**Latino smokers**

**Control Group**

**Intervention Group**

Decídetexto: Mobile Cessation Support for Latino Smokers
NCI R01CA212189
Paula Cupertino (Principal Investigator)

Reasons to quit smoking

Why do I smoke?

Strategies

Let’s set up a quit date

NRT Products

Testimony
Decídexteto: Mobile Cessation Support for Latino Smokers
NCI R01CA212189
Paula Cupertino (Principal Investigator)

- Text message library **712 messages**
- Nicotine Replacement Therapy management
- Relapse track (8 days)
- Readability scores: averaged 3.9 (4th grade level) in English and 77.4 (easy/very easy) in Spanish

Distribution of themes in the Decídexteto text message library

- Pre-quit Phase
  - Education (18.8%)
  - Stimulus control (8.1%)
- Post-quit Intensive Phase
  - Education (24.0%)
  - Logistics (15.7%)
  - Intra-treatment social support (15.3%)
  - Coping with triggers (11.2%)
- Post-quit Maintenance Phase
  - Education (21.7%)
  - Logitics (15.1%)
  - Intra-treatment social support (13.7%)
  - Coping with triggers (11.2%)
  - Extra treatment social support (8.4%)

- Vicarious experience (7.0%)
- Relapse prevention (6.3%)
- Social norms (5.1%)
- Reward (3.7%)
How to treat Latino smokers?

Text messaging-based intervention + Nicotine Replacement Therapy

Decision-making + Text messaging-based intervention + Nicotine Replacement Therapy

What is next?
Advancing Smoking Cessation among Latinos living with HIV

Prevent Cancer Foundation
Francisco Cartujano (Principal Investigator)

- **Latinos** represent 16% of the U.S. population, but account for 25% of all new HIV cases.
- Antiretroviral therapy has led to a decline in AIDS-related mortality and increased life expectancy. However, improved survival is tempered by alarming increases in cancer, most notably lung cancer.
- **Smoking** rates among people living with HIV (PLWH) is higher compared to the general U.S. population (40% VS 19%).
- Evidence shows that PLWH are less successful in quitting smoking than HIV-uninfected individuals.
- In two nationally representative cross-sectional surveys, the prevalence of smoking among Latinos living with HIV was 35%.
Aim 1. To develop a smoking cessation text messaging intervention tailored to Latino smokers living with HIV.

Aim 2. Determine the feasibility, acceptability, and preliminary abstinence rate of the newly develop intervention among Latino smokers living with HIV.

Phases:
1. Semi-structured interviews with key leaders of community-based organizations (CBOs) and clinics serving people living with HIV.
2. User-centered design research with Latino smokers living with HIV.
3. Single-arm pilot study with Latino smokers living with HIV.
Semi-structured interviews with key leaders of community-based organizations (CBOs) and clinics serving people living with HIV.

Objective: Understand the barriers and facilitators of smoking cessation among Latinos living with HIV.

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<tr>
<th>Level</th>
<th>Barriers</th>
<th>Facilitators</th>
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<tbody>
<tr>
<td>Individual</td>
<td>Minimal understanding of the benefits of quitting smoking</td>
<td>High participation in clinical trials</td>
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<td>Good medication adherence</td>
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<td>Interpersonal</td>
<td>Language barriers</td>
<td>No smoking in social circles</td>
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<tr>
<td></td>
<td>Low social support</td>
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<tr>
<td>Organizational</td>
<td>Lack of smoking cessation resources</td>
<td>First HIV care visit for smoking cessation</td>
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<td></td>
<td>Lack of targeted interventions</td>
<td>Culturally competent care</td>
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<tr>
<td>Community</td>
<td>HIV and mental health stigma</td>
<td>COVID-19 as an opportunity for smoking cessation</td>
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<tr>
<td>Policy</td>
<td>Paperwork for insurance</td>
<td>Comprehensive insurance programs</td>
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Thank You!  ¡Muchas Gracias!  Muito Obrigado!

Please contact me at Francisco_Cartujano@URMC.Rochester.edu