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One text at a time: Promoting smoking cessation among Latinos

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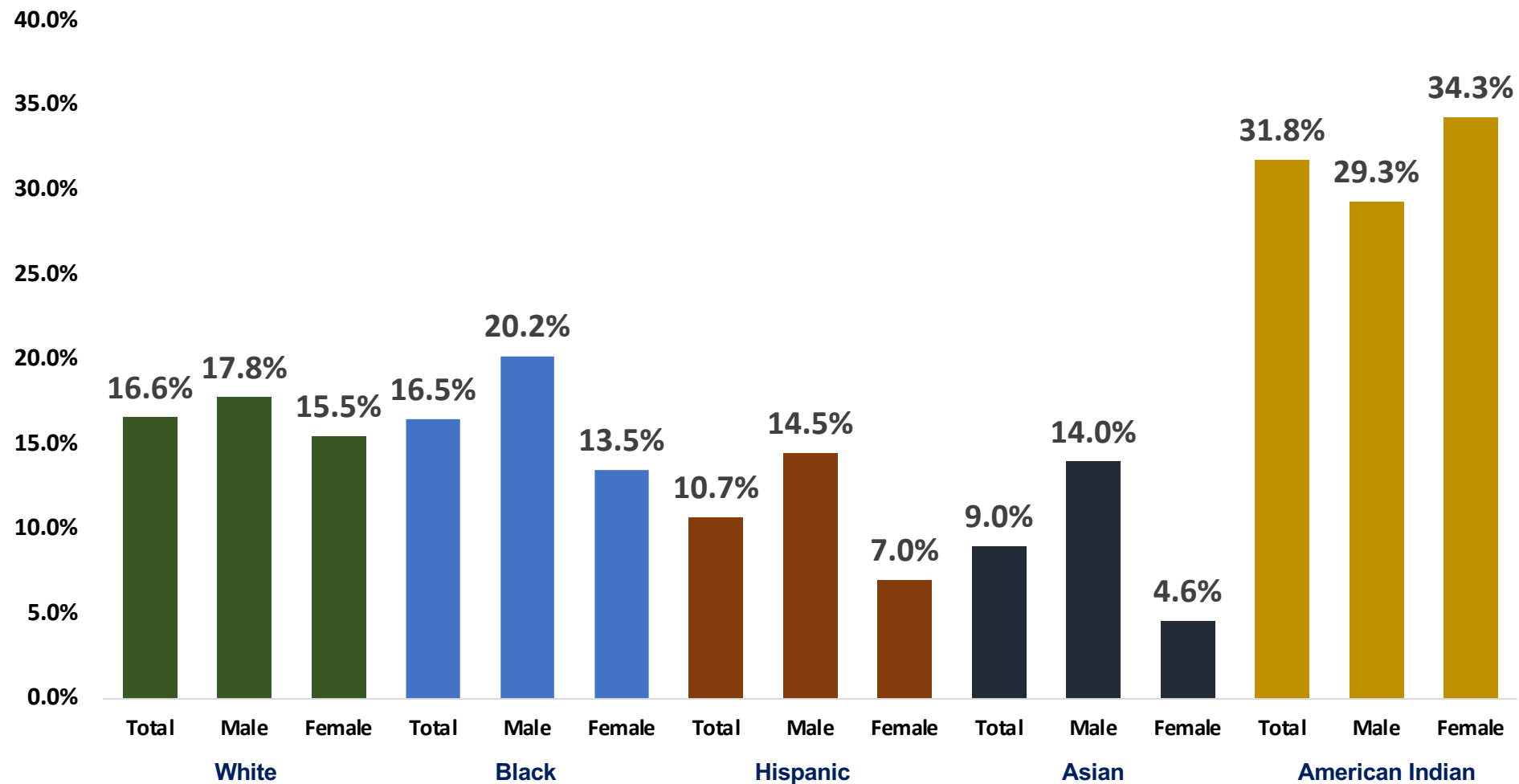
I have had no relevant financial relationships or conflict of interests within the past 24 months

Agenda

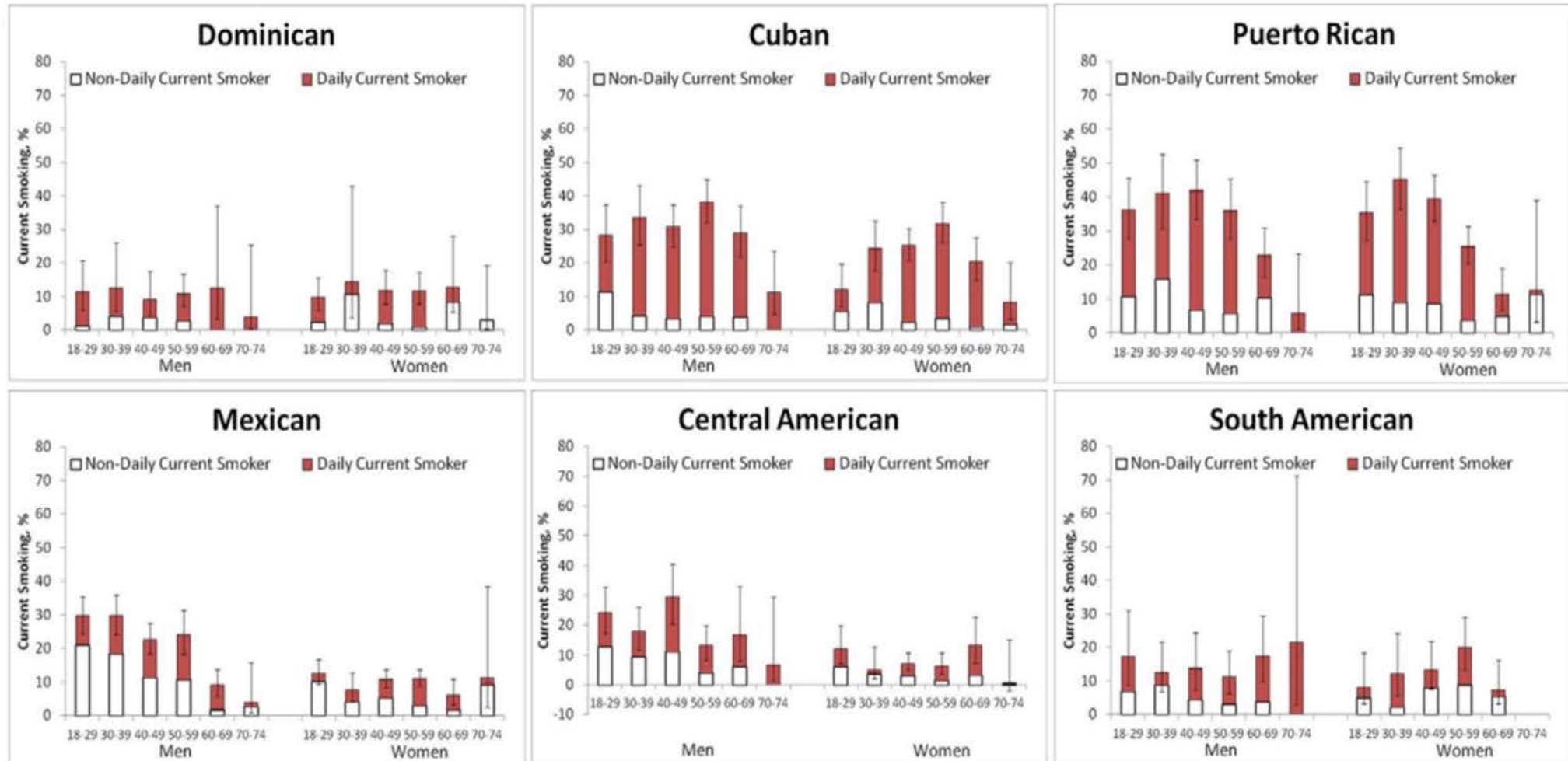
- Tobacco-related disparities in the U.S.
- Community-based approach to address tobacco-related disparities
- Cultural and linguistic adaptation of interventions for Latinos
- Mobile smoking cessation interventions for Latino smokers
- Advancing smoking cessation among Latino smokers living with HIV

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



NAME	ORGANIZATION
Joanne Wendolowski, MS, RN	Hackensack Meridian Health
Lourdes P. Marcial	Americas Unidas for Seniors
Nikki Mederos, MBA, Mkt/HCM	Palisades Medical Center
Diana Bermudez, MA	Hackensack Public Schools
Suleima Rosario-Diaz, MSN, MDiv	Hackensack Meridian Health
Susan McVeigh, MPH	City of Hackensack, Health Dept.
Odallis Rivera	Hackensack Meridian Health
Gene Napoliello, MD	HOSA – Future Health Professionals
Bill Tipacti	Univision
Lynne Harwell Algrant	Bergen Volunteer Center
Erin Ihde, MA, CCRP	Hackensack Meridian Health

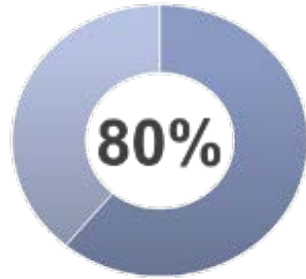
How to treat smoking?

Clinical Practice Guideline

Treating Tobacco Use and Dependence: 2008 Update

Michael C. Fiore, MD, MPH

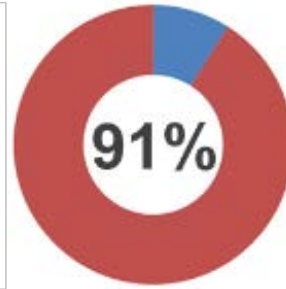
The combination of counseling and medication is the most effective treatment for treating tobacco use and dependence



Of Adults text



Read within 3
minutes



Keep Phone
w/in 3', 24/7

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.



Cartujano-Barrera F, Sanderson Cox L, Arana-Chicas E, Ramírez M, Perales-Puchalt J, Valera P, Díaz FJ, Catley D, Ellerbeck EF, Cupertino AP. Feasibility and acceptability of a culturally- and linguistically-adapted smoking cessation text messaging intervention for Latino smokers. *Front Public Health*. 2020. 8:269.

Latinos Kick Buts: Mobile Cessation Support for Latino Smokers

NIMHD R41MD010318

Paula Cupertino
(Principal Investigator)

“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



Cartujano-Barrera F, Arana E, Ramírez-Mantilla M, Perales J, Sanderson Cox L, Ellerbeck EF, Catley D, Cupertino AP. “Every day I think about your messages”: Assessing text messaging interaction with Latino smokers. *Patient Prefer Adherence*. 2019;13:1213-1219.

Latinos Kick Buts: Mobile Cessation Support for Latino Smokers

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(Principal Investigator)



Mobile cessation support for Latino smokers

Paula Cupertino (PI)



Hackensack
Meridian Health



John Theurer
Cancer Center



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.



Decídetexto: Mobile Cessation Support for Latino Smokers

NCI R01CA212189
Paula Cupertino
(Principal Investigator)

Decídetexto: Mobile Cessation Support for Latino Smokers

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Reasons to quit smoking



Why do I smoke?



Strategies



Let's set up a quit date



NRT Products



Testimony



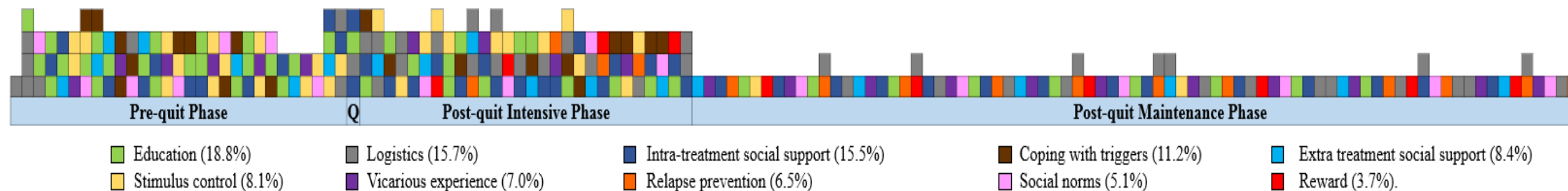
Decidetexto: Mobile Cessation Support for Latino Smokers

NCI R01CA212189

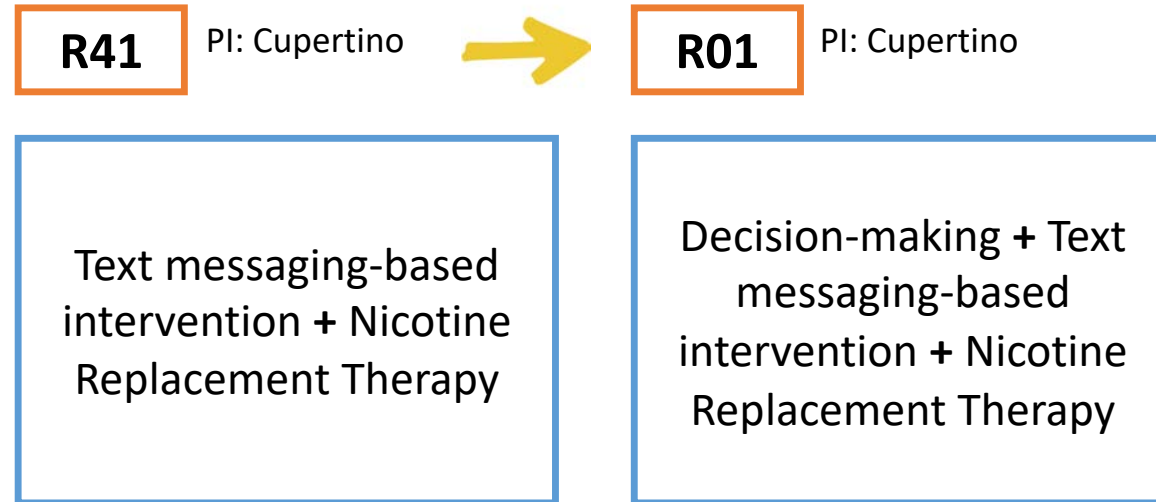
Paula Cupertino
(Principal Investigator)

- ▶ 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 *Decidetexto* text message library



How to treat Latino smokers?



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%**.

Advancing Smoking Cessation among Latinos living with HIV

Prevent Cancer Foundation
Francisco Cartujano
(Principal Investigator)

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.

Level	Barriers	Facilitators
Individual	Minimal understanding of the benefits of quitting smoking	High participation in clinical trials Good medication adherence
Interpersonal	Language barriers Low social support	No smoking in social circles
Organizational	Lack of smoking cessation resources Lack of targeted interventions	First HIV care visit for smoking cessation Culturally competent care
Community	HIV and mental health stigma	COVID-19 as an opportunity for smoking cessation
Policy	Paperwork for insurance	Comprehensive insurance programs

Cartujano-Barrera F, Lee D'Abundo M, Arana-Chicas E, Chock S, Valera P, Kamen CS, Cupertino AP. Barriers and facilitators of smoking cessation among Latinos living with HIV: Perspectives from key leaders of community-based organizations and clinics. *Int J Environ Res Public Health*. 2021;18(7):3437.

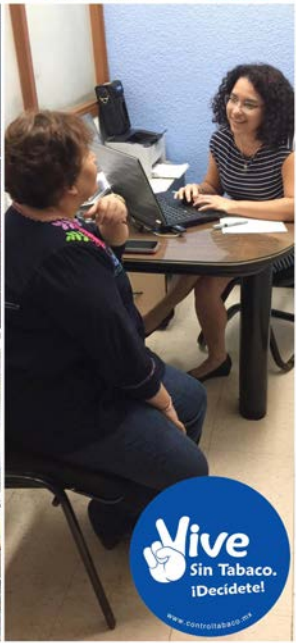
Advancing Smoking Cessation among Latinos living with HIV

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Thank You!

¡Muchas Gracias!

Muito Obrigado!



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