

Abbie Luzius

ASSESSING ATTITUDES, NORMS, AND BEHAVIORAL CONTROL AMONG MINORITY POPULATIONS USING TOBACCO PRODUCTS AND THEIR ATTEMPTS AT CESSATION

FUNDED BY UAPB MINORITY RESEARCH CENTER ON TOBACCO & ADDICTIONS

Tobacco Cessation in 2023

Rationale

As tobacco use continues to be a prevalent and deadly issue in this country, healthcare providers and researchers alike continue to seek efficacious ways to tailor tobacco cessation services to increase long-term cessation efforts.

A one-size-fits-all approach is lacking the awareness of social and cultural differences between provider and patients, and therefore leaves room for improvement in effective cessation methods



Research Question

SA1:

Assess the relationship between behavioral intention (the most immediate predecessor to behavior) and the RAA constructs: attitudes, norms, and behavioral control.

SA2:

Assess the changes in overall intentions to quit will be measured to assess efficacy possible programmatic benefits to minority populations served at this Community Health Center.



Since 1989

About
Us

Community Clinic

A Federally Qualified Health Center



Our Start

St. Francis House NWA, Inc. dba Community Clinic was founded in 1989 as a small faith-based organization that provided various services and resources to those in need.



Our Reach

Throughout the years, Community Clinic has grown to be NWA's largest safety-net healthcare provider; Serving over 41,000 in 2022.



Our Services

Primary Care
Acute Care
Pediatric
Prenatal
Women's Health
Physical Therapy
Behavioral Health
Dental



Today

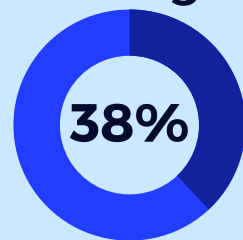
Community Clinic now has sixteen sites in Washington and Benton Counties: Medical Clinics in Springdale (2), Fayetteville, Rogers, and Siloam Springs; Dental Clinics in Springdale and Rogers, and School-Based Health Centers in Springdale (4), Pea Ridge, Prairie Grove, Fayetteville, Elkins, and Siloam Springs.

Our Patients & Burden of Disease

Hispanic and Pacific Islanders make up a large portion of the patients at Community Clinic, and offer unique health disparities.

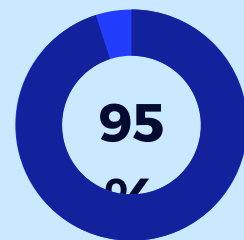
A small percentage are self-reported as a tobacco user in 2021, but 48% of those tobacco users identify as something other than Non-Hispanic, White.

Compared to other studies looking at cessation methods and tobacco use among NHPI populations, this CHC is in a desirable position to work toward a positive intervention method for lowering this percentage.



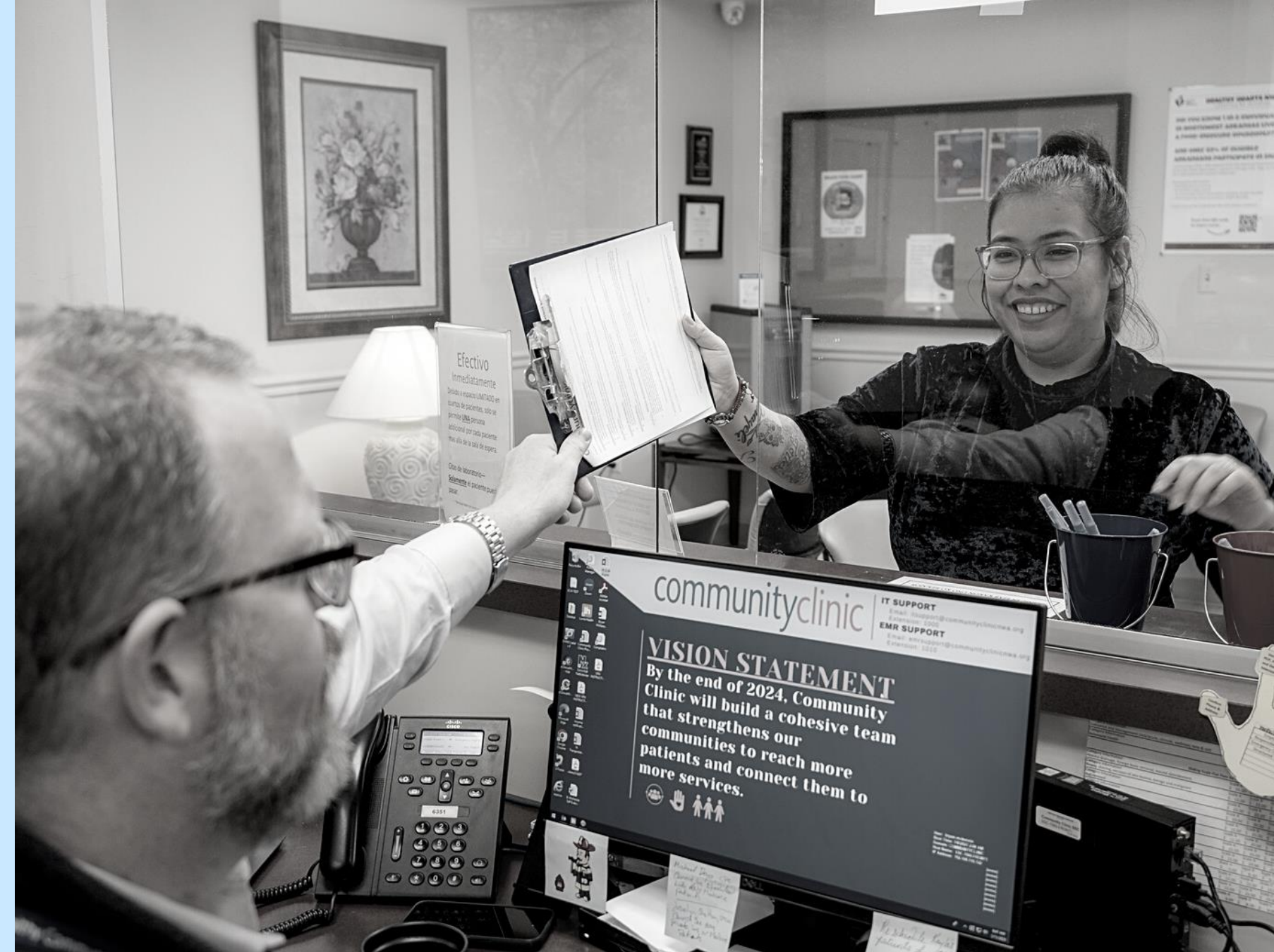
Patients Assessed

15,628 (of 41,609) patients over the age of 18 were screened positive for tobacco use in 2021.

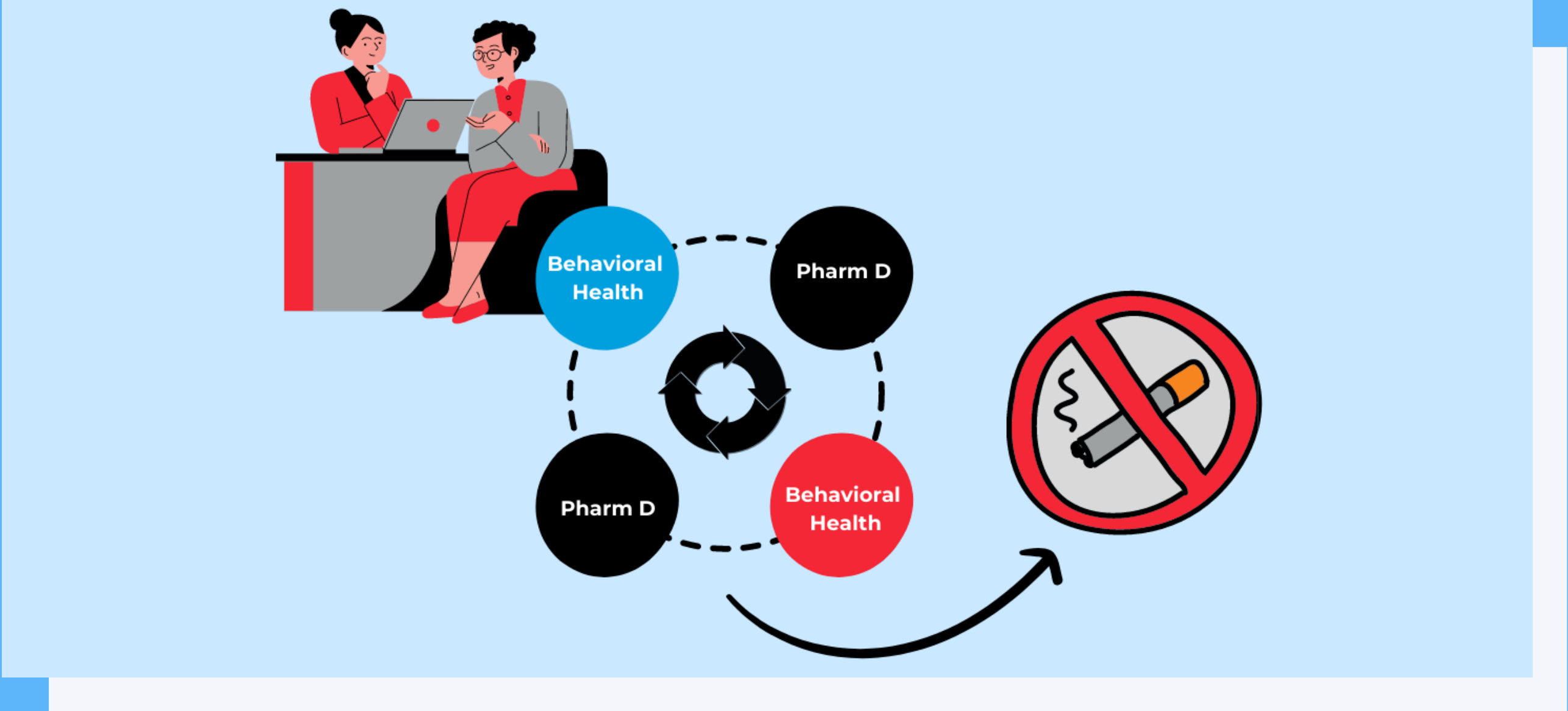


Patient's Advised to Quit

14,772 patients over the year 2021 were assessed for tobacco use AND provided intervention.



The Creation of Our Tobacco Cessation Program



Study Design

- A mixed-methods design.
- A preliminary survey will be used to address overall attitudes and preliminary subjective norms along with perceived behavioral control prior to attempting cessation.
- Finally a nine month follow-up will be done to assess patient cessation rates, along with a re-assessment of current attitudes, subjective norms and behavioral control of the behavior, quitting/staying quit from tobacco use.
- This multi-level assessment will be offered in the patient's preferred language.



Theory of Reasoned Action & Theory of Planned Behavior

About The Theory

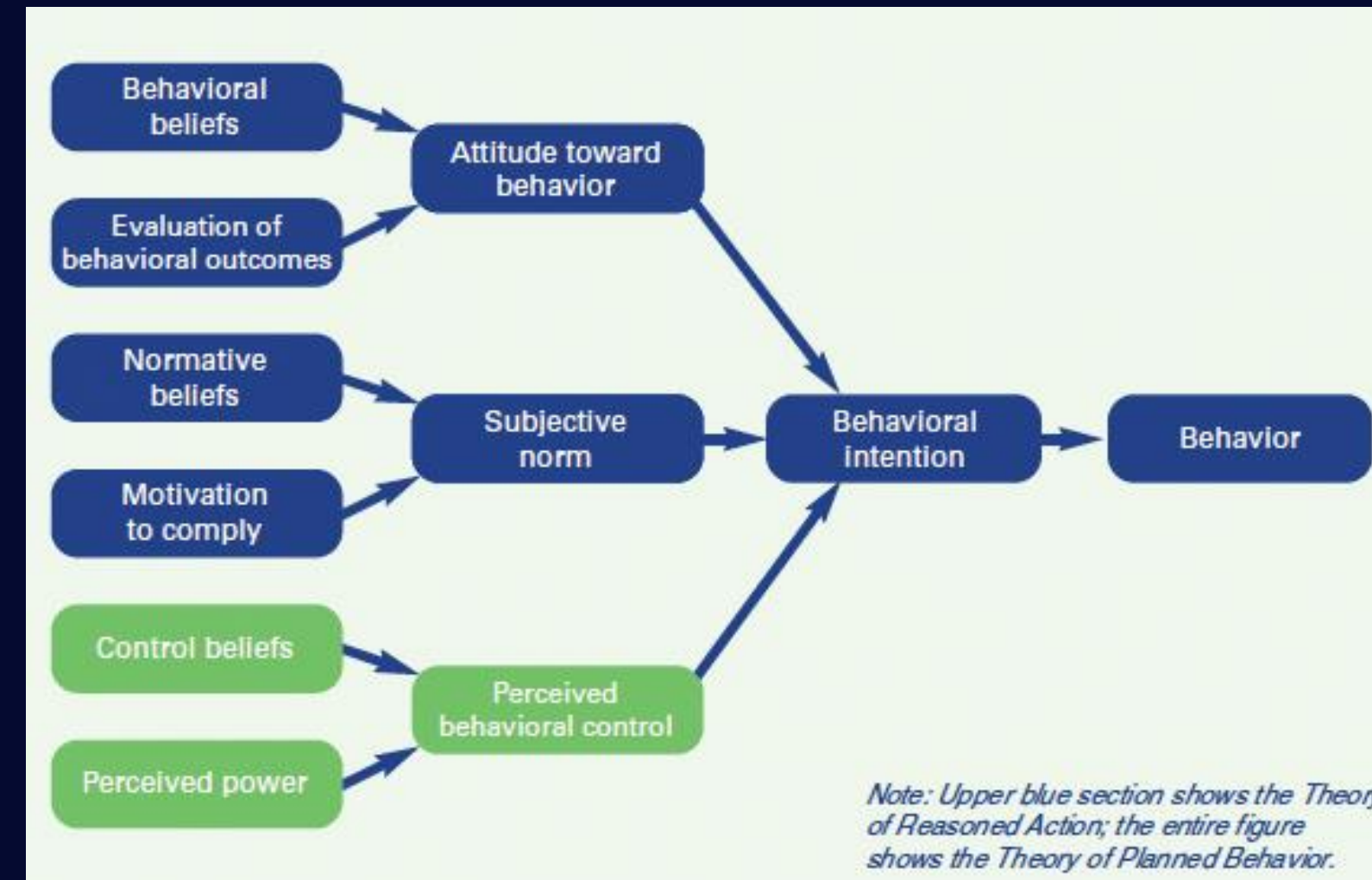
Theories identify the determinants of human behavior, provide an explanation of why a behavior occurs, and offers guidance for effective program development.

TRA

- In the 1970s, social psychologists Martin Fishbein and Icek Azjen conducted an extensive literature review of behavior and attitude, and found little evidence of a relationship between the two.
- They concluded that intention to perform a behavior is what drives behavior rather than attitude toward the behavior, and with this, the Theory of Reasoned Action was born.

TPB

- If I have a positive attitude about the behavior and I value the outcome, AND I feel social pressure to engage in the behavior and I am motivated to comply and I intend to be active... But I still don't engage in the behavior... why not?
- General Perception of control you possess over the performance of a behavior.



Reasoned Action Approach

A Theory of Behavior Change

Pilot Data Questions

Behavioral Outcomes

1. What do you see as the benefits of your using tobacco cessation services?
2. What good or positive things come to mind when you think about your using tobacco cessation services?
3. What do you see as the cons or downsides of your using tobacco cessation services?
4. What negative things come to mind when you think about your using tobacco cessation services?



Reasoned Action Approach

A Theory of Behavior Change

Pilot Data Questions

Normative Referents

When it comes to your accessing tobacco cessation services for 30 minutes, once per week, for the next 3 months, there might be individuals or groups who would think you should or should not carry on with it.

1. Please list the individuals or groups of people who you think would be supportive of you using tobacco cessation services.
2. Please list the individuals or groups of people who you think would not be supportive of you using tobacco cessation services.
3. Sometimes, when we are not sure what to do, we look to see what others are doing. Please list the individuals or groups of people who you think are most likely to use tobacco cessation services.
4. Please list the individuals or groups of people who you think are most likely to use tobacco cessation services.



Reasoned Action Approach

A Theory of Behavior Change

Pilot Data Questions

Control Factors

1. Please list any factors or circumstances that would make it easy or help you use tobacco cessation services for 30 minutes, once per week, for the next 3 months
2. Please list any factors or circumstances that would make it difficult or prevent you from using tobacco cessation services for 30 minutes, once per week, for the next 3 months



Preliminary Findings

Descriptives

	N	%
Gender		
Male	5	100.00
Female	0	0
Age		
18-39	0	0
40-59	5	100.00
60+	0	0
Race		
White	1	20.00
AA	0	0
NHPI	1	20.00
Other	3	60.00
Ethnicity		
Hispanic	4	80.00
Non-Hispanic	1	20.00
Employment		
Employed	3	60.00
Unemployed	1	20.00
Self-Employed	1	20.00
Language		
English	0	0
Spanish	4	80.00
Marshallese	1	20.00

Preliminary Findings

Pilot Responses

	Noteworthy Responses	Noteworthy Responses
Behavioral Outcomes	To be healthy and be able to spend more time with my family.	I don't think there are disadvantages. Maybe one would be my availability due to work. The time to come to appointments might be difficult due to my work schedule.
Normative Referents	Church leaders and members.	My friends might not support me. There are friends who just tell you to smoke one, sometimes there are bosses or leaders on the job that smoke due to the stress they have in their work.
Control Referents	Kids, wife and father would support me to stop smoking. I would stop smoking for my family.	Since I work at night it is sometimes difficult for me to come to my appointments but I know it is for my health and I make the effort to come to my appointments.

What's Next?

Moving beyond the pilot

While time and patient participation was an obstacle in this study, the pilot information has provided what is necessary to move on to the next phase of data collection.

Develop the final questionnaire from PRE-enrollment

Execute PRE- and POST-questionnaire among full sample



Thank You

QUESTIONS?

ABBIE LUZIUS

COMMUNITY DEVELOPMENT MANAGER

COMMUNITY CLINIC

ABBIE.LUZIUS@COMMUNITYCLINICNWA.ORG

479-751-7417 EXT 6056

ccnwa.org

