



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

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**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 BEYOND THE TRADITIONAL, "5AS" (ASK, ADVISE, ASSESS, ASSIST AND ARRANGE) METHOD THAT IS ROUTINELY SEEN AS THE STANDARD OF CARE!**





**1 OUT OF 10**

Approximately 10% of the patient population are self-reported as a tobacco user in 2021



**5 OUT OF 10**

Almost 50% of smokers are something other than non-Hispanic white



# RESEARCH QUESTION:

Do Hispanic or Pacific Islanders have collective attitudes, subjective norms, and perceived behavioral control that directly influence intentions to quit using tobacco products; and do those factors contribute to long-term cessation?



## 01 - BACKGROUND

Community Clinic's history, the role of CHCs, and the need among disparate populations in Northwest Arkansas.

## 02 - PROGRAM DEVELOPMENT

The intervention itself is the Tobacco Cessation Program offered at Community Clinic, a local Community Health Center in Northwest Arkansas.

## 03 - RESEARCH PROJECT

A preliminary survey will be used to address overall attitudes and preliminary subjective norms along with perceived behavioral control prior to attempting cessation.



# WHAT IS A COMMUNITY HEALTH CENTER?





# PROGRAM DEVELOPMENT

The Tobacco Cessation Program offers touch points with your primary care provider, a behavioral health consultant, and clinical Pharm.D.. This project provides clinicians and care team members insight on how to better provide cessation services,, motivate patients to make cessation attempts among minority populations. and increase long-term cessation rates.

01 - PROVIDER

02 - PHARM D

03 - BEHAVIORAL HEALTH

	
<p>El programa para dejar de fumar proporciona un equipo de proveedores médicos, consultores de salud del comportamiento, y especialistas certificados en el tratamiento del tabaco. Este equipo se compromete a recetar un plan de tratamiento efectivo y eficiente que satisfaga las necesidades de cada paciente.</p>	<p>Community Clinic's Tobacco Cessation Program provides a team of medical providers, behavioral health consultants, and certified tobacco treatment specialists able to work with each patient to individualize an effective and efficient treatment plan to meet the whole persons' individual recovery needs.</p>
<h3>QUE SE PUEDE ESPERAR</h3> <ul style="list-style-type: none"><li>• Una evaluación medica</li><li>• Asesoramiento individual</li><li>• Establecimiento de Metas</li><li>• Educación sobre la salud relacionada con el Tabaco</li><li>• Citas regulares por teléfono o zoom</li></ul>	<h3>WHAT TO EXPECT</h3> <ul style="list-style-type: none"><li>• Medical Assessment</li><li>• Individual Counseling</li><li>• Goal Setting</li><li>• Tobacco-related Health Education</li><li>• Regular follow-up via phone call or zoom</li></ul>
<p>¿ESTÁS LISTO PARA DEJAR DE FUMAR?</p>	<p>ARE YOU READY TO QUIT?</p>



# RESEARCH PROJECT

Using the Reasoned Action Approach (RAA; the most current iteration of the Theory of Planned Behavior) to examine cessation attempts among minority populations. Through the development of a survey with question paths derived from elicitation probes that reflect the Reasoned Action Approach. I will assess the relationship between behavioral intention (the most immediate predecessor to behavior) and the RAA constructs: attitudes, norms, and behavioral control.





# OPEN-ENDED ELLCIATATION

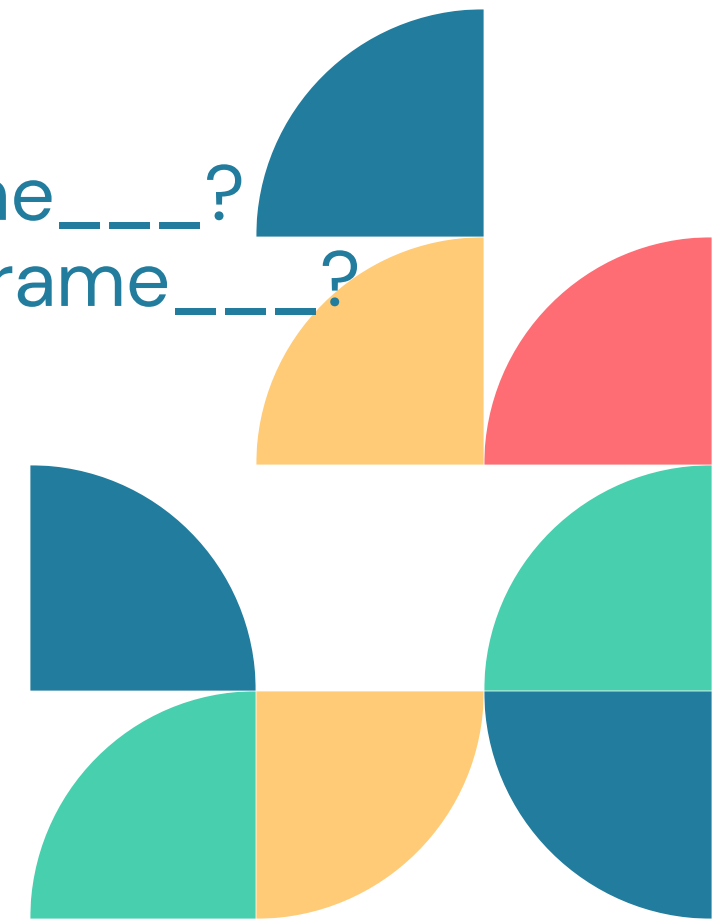
## Attitudes/Behavioral Beliefs

### Experiential Attitudes

What do you believe are POSITIVE EXPERIENCES of \_\_behavior\_\_\_\_ in the next \_\_\_time frame\_\_\_\_?  
What do you believe are NEGATIVE EXPERIENCES of \_\_behavior\_\_\_\_ in the next \_\_\_time frame\_\_\_\_?

### Instrumental Attitudes

What do you believe are ADVANTAGES of \_\_behavior\_\_\_\_ in the next \_\_\_time frame\_\_\_\_?  
What do you believe are DISADVANTAGES of \_\_behavior\_\_\_\_ in the next \_\_\_time frame\_\_\_\_?



# OPEN-ENDED ELLCIATATION

## Perceived Norm

### Injunctive Norm

Who are individuals or groups who would APPROVE or think you SHOULD TRY \_\_behavior\_\_ in the \_\_time frame\_\_?

Who are individuals or groups who would DISAPPROVE or think you SHOULD NOT \_\_behavior\_\_ in the \_\_time frame\_\_?

### Descriptive Norm

Sometimes, when we are not sure what to do, we look to see what others are doing. Who are individuals or groups who are MOST likely to \_\_behavior\_\_ in the \_\_time frame\_\_?

Who are individuals or groups who are LEAST likely to \_\_behavior\_\_ in the \_\_time frame\_\_?



# OPEN-ENDED ELLCIATATION

## Perceived Behavioral Control

### Autonomy

What are some FACTORS OR CIRCUMSTANCES that would make it EASIER or would ENABLE you to \_\_behavior\_\_ in the \_\_time frame\_\_?

What are some FACTORS OR CIRCUMSTANCES that would make it MORE DIFFICULT or would PREVENT you from \_\_behavior\_\_ in the \_\_time frame\_\_?

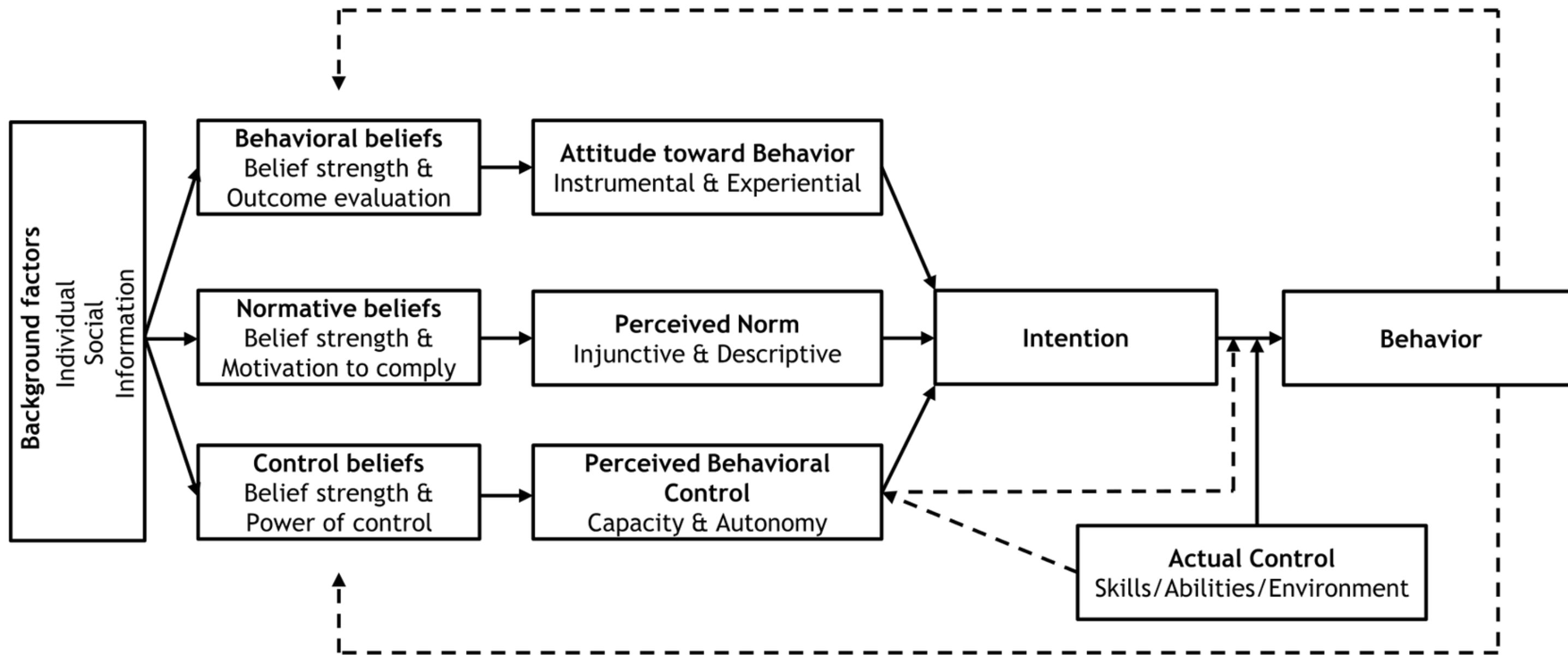
### Capacity

What are some SKILLS OR RESOURCES that would make it EASIER or would ENABLE you to \_\_behavior\_\_ in the \_\_time frame\_\_?

What are some SKILLS OR RESOURCES that would make it MORE DIFFICULT or would PREVENT you from \_\_behavior\_\_ in the \_\_time frame\_\_?



Utilizing the opened-ended elicitation to inform later stages.



# SUMMARY REPORT

- Behavioral Outcomes:
  - Benefits of Using Tobacco Cessation Services
  - “The positive is that I will be setting a better example for my daughters who see me smoke...”
  - Barriers and negatives to using tobacco cessation services
  - “Angry, don't want to talk, hate everything.”
- Normative Referents
  - Individuals who will be supportive and who would benefit from tobacco cessation services.
  - Individuals who will NOT be supportive of using tobacco cessation services
  - “There really isn't someone that is supportive of me using the program. I am the one that wants to stop smoking to be able to be with my family longer time.”
- Control Factors
  - Factors or circumstances that would make it easy or help
  - Factors or circumstances that would make it difficult
  - “Bars and social events with my friends especially.”





# NEXT STEPS

The tobacco cessation program at Community Clinic has slowed due to staffing shortages, thus resources are limited for prolonged follow-up, but there is hope!



## MRC, ABI, BLUE & YOU

Future funding opportunities show promising expansion



## 10+ NEW LOCATIONS

Tobacco Cessation Services remain available under the TCP program





# THANK YOU

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