Increasing Use of Cessation Services: Case of Hispanic/Latinos in L.A. County

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Special Thanks: Audrey Navarro MPH, Minority Training Program in Cancer Prevention and Control Research (MTPCCR)

“Para Que Sirve La Ciensa, Si No Nos Ayuda?”
Smokers Advised to Quit by Health Care Providers, by Race/Ethnicity, Los Angeles County, 2005

Source: L.A. DHS Office of Planning and Analysis
Hispanic Latinos by SPAs in L.A. County

Los Angeles County Demographics

Adult Race/Ethnic Distribution by Service Planning Area (SPA), 2005

Source: L.A. DHS Office of Planning and Analysis
Race/Ethnic Percentage of Los Angeles County Smokers, 2005

- White: 37% (390,000)
- Latino: 34% (360,000)
- African American: 17% (170,000)
- Asian/Pacific Islander: 12% (120,000)

Source: L.A. DHS Office of Planning and Analysis
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<th>Change Strategies</th>
<th>Ecological Level</th>
<th>Examples Of Strategies</th>
<th>Goal</th>
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NCI’s Theory At A Glance available on [www.cancer.gov](http://www.cancer.gov)
Cancer Control PLANET
Links to resources for comprehensive cancer control

Follow 5 steps to develop a comprehensive cancer control plan or program

1. Assess program priorities
   - State Cancer Profiles (CDC, NCI)
     - Statistics for prioritizing cancer control efforts in the nation, states, and counties

2. Identify potential partners
   - Program Partners in Cancer Control
   - Research Partners in Cancer Control
     - Contact information for ACS, CDC and NCI program partners and research partners by state and region

3. Determine effectiveness of different intervention approaches
   - Guide to Community Preventive Services (Federally sponsored)
     - Recommendations for population-based intervention approaches
   - Guide to Clinical Preventive Services (AHRQ)
     - Task force recommendations on screening, counseling, and medication regimens
   - Additional Research Evidence Reviews

4. Find research-tested programs and products
   - Research tested intervention programs (NCI, SAMHSA)
     - Summary statements, ratings, and products from cancer prevention and control programs tested in research

5. Plan and evaluate your program
   - Guidance for Comprehensive Cancer Control Planning (CDC)
   - State Plans for Comprehensive Cancer Control
   - Put Prevention Into Practice (AHRQ)
     - Guidance for linking research and practice

Find information by cancer control topic

- Breast cancer
- Cervical cancer
- Diet / Nutrition
- Physical activity
- Sun safety
- Tobacco control

Coming in 2004
- Colorectal cancer
- Informed decision making for cancer screening

PLANET Sponsors

Note: This website is best viewed in Internet Explorer (version 5.0 or higher) or Netscape (version 7.0 or higher) at a screen resolution of 1024 by 768 or more.

We welcome your feedback on the Cancer Control PLANET and its satellite Web sites. To submit feedback, please contact us. Thank you for helping to improve this site for the cancer control community.
Adapting Strategies to Fit Your Audience/Setting

Using What Works: Adapting Evidence Based Programs to Fit Your Needs - 1-800-4CANCER

http://cancercontrol.cancer.gov/use_what_works/start.htm
Goal: To Increase Provider Referral of Hispanic Latinos to Evidence Based Smoking Cessation

Method:
Commitment of Management
Training of Providers on EBI / Ability to Use 5 As
Pharmacotherapy
Cultural Tailoring of Training and Materials

Outcomes:
Policy Signed
Providers Trained
Increased Knowledge
Increased Cultural Sensitivity
Increased Ability to Deliver 5 A’s
Intent to Refer.

Partners: NEVHC, H/LP, USC Norris Cancer Center, UCLA CORICA, NCI’s Cancer Information Service, AzTepp,
Adult Model
Intended for interventions with patients ages 18 and older

**START HERE**

**ASK**
- **Medical Assistant or Nurse**
  - Identify smoking status of every patient as part of vital signs data collected every visit
  - Chart status: Smoker? Current/Former/Never/SHS**
    - Exposure/Advice to Quit Given
  - If smoker, prompt primary care practitioner to complete ADVISE & ASSESS
  - If nonsmoker, congratulate patient on nonsmoking status and encourage continued abstinence

**ADVISE**
- **Primary Care Practitioner (MD, NP, PA)**
  - Deliver & document clear message to stop smoking at every visit

**ARRANGE**
- **Trained Clinical Staff**
  - Schedule a visit within 30 days to check progress and intervene, as needed
  - Follow up during the week of the quit day
  - Follow up on progress upon request of prescription refill

**ASSIST**
- **Primary Care Practitioner**
  - Evaluate & determine need for pharmacotherapy
  - Prescribe smoking cessation aides if appropriate and chart prescription

- **Primary Care Practitioner or Clinical Staff**
  - Either in-house or as referral to outside resource or agency, provide cessation program: assist w/ quit plan, provide materials, offer support and/or counseling sessions
  - Chart quit plan, medication and referral details

**ASSESS**
- **Primary Care Practitioner**
  - Determine & document readiness to quit

*Adapted from U.S. Public Health Service Treating Tobacco Use and Dependence guidelines  **Second Hand Smoke
Increased Sensitivity to Cultural Issues

- Diversity and Family
- Language/Content of messages and materials
- Cessation resources in the Community
## Results

Your ability to provide a smoking cessation intervention to your clients

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percentage (Sample Size)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline(^1)</td>
<td>61.6% (n=8)</td>
</tr>
<tr>
<td>Immediate Post-Test(^2)</td>
<td>78.6% (n=11)</td>
</tr>
<tr>
<td>Three-month Post Test Training(^3)</td>
<td>66.7% (n=4)</td>
</tr>
<tr>
<td>Six-month Post Test Training(^4)</td>
<td>71.4% (n=5)</td>
</tr>
</tbody>
</table>

1 Baseline Sample Size (n=13)  
2 Immediate Post-Test Sample Size (n=14)  
3 three-month Post Test Training Sample Size (n=6)  
4 six-month Post Test Training Sample Size (n=7)
Results

Your ability to provide culturally appropriate smoking cessation intervention to your Spanish speaking clients

<table>
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<tr>
<th>Time Frame</th>
<th>Percentage (Sample Size)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Baseline(^1)</strong></td>
<td>53.9% (n=7)</td>
</tr>
<tr>
<td><strong>Immediate Post-Test(^2)</strong></td>
<td>78.5% (n=11)</td>
</tr>
<tr>
<td><strong>Three-month Post Test Training(^3)</strong></td>
<td>83.3% (n=5)</td>
</tr>
<tr>
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3 three-month Post Test Training Sample Size (n=6)  
4 six-month Post Test Training Sample Size (n= 7)
The Cultural Adaptation of Prevention Interventions: Resolving Tensions Between Fidelity and Fit

Felipe González Castro, Manuel Barrera, Jr., and Charles R. Martinez, Jr.

*Prevention Science, Vol. 5, No. 1, March 2004*
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“La ciencia sí les puede ayudar, pero solo cuando trabajamos juntos,”—