

Minority Research Center has awarded the following proposal for our 2022-2023 RFP:

**1. Principal Investigator:**

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**Abstract**

**Title:** Assessing Attitudes, Norms, and Behavioral Control Among Minority Populations Using Tobacco Products and Their Attempts at Cessation

**Rationale:** Tobacco cessation programs or services within healthcare settings are successful, but this is not always true for minority/disparate communities. Tobacco cessation treatment does not always account for the cultural and subjective norms of a patient, the patient's attitudes, and their perceived control over a quitting. **Objective:** The purpose of this study is to assess the impacts of attitudes, norms, and perceived behavioral control of one's ability to utilize tobacco treatment in a healthcare setting, and cessation success rates. **Design:** This study will employ the Reasoned Action Approach (RAA) for multi-phased data collection. Data will be analyzed to identify overall attitudes, subjective norms and perceived control. These findings will inform a multivariate regression analysis to establish the areas that predict one's intention to quit smoking, and compare to the measured success rates as reported. **Setting:** This study will take place within a Community Health Center among any of its fifteen locations across Northwest Arkansas. **Participants:** Adults, ages 18 years and older, who identify as Hispanic or Native Hawaiian/Pacific Islander. **Intervention:** Patient's enrolled in the Tobacco Cessation Program will receive counseling from the integrated behavioral health department and a consultation/regular follow-ups with an on-staff Doctor of Pharmacy (Pharm.D.), offering over-the-counter and prescription treatment options. **Measurements:** Patient attitudes, subjective norms, and perceived behavioral control will be measured at three different intervals along with long-term cessation. **Potential Limitations:** Cultural stigmas around the utilization of behavioral health services could pose a limitation to this study.