

# ASHES, Vol. 17(13) - Path2Quit, a culturally-specific tobacco cessation text-messaging intervention

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African Americans face [greater barriers](#) to tobacco cessation and [higher levels of tobacco-related diseases](#). [Culturally-specific interventions](#) are evidence-based interventions adapted to incorporate cultural context to more effectively aid participants who have been historically marginalized in the medical community. This week, ASHES reviews a [study by Monica Webb Hooper and colleagues](#) that examined the effectiveness of a culturally-specific tobacco cessation text-messaging intervention for African American adult smokers facing economic disadvantages.

## **What was the research question?**

Is a culturally-specific tobacco cessation intervention more effective than a general program for African American adult smokers facing economic disadvantages?

## **What did the researchers do?**

This randomized controlled study involved 119 African American adults seeking to quit smoking who were recruited from an urban Midwestern U.S. city. The researchers separated participants into either the culturally-specific intervention *Path2Quit* or the National Cancer Institute's SmokefreeTXT (a general intervention) group. Both groups also attended a behavioral counseling meeting and received two weeks of [nicotine replacement therapy](#). *Path2Quit* sends out texts with videos including general tobacco information, tobacco use among African Americans, testimonials from African Americans who quit smoking, cognitive behavioral techniques for cessation, culturally-based empowerment messages, etc. The researchers used [analysis of covariance](#) to analyze nicotine replacement therapy use and [bivariate analyses](#) and [logistic regressions](#) to analyze the end-of-intervention data on (1) quit attempts, (2) biochemically verified [point prevalence](#) smoking abstinence (using carbon monoxide), and (3)

self-reported 7-day point prevalence smoking abstinence (for the prior 7 days).

### What did they find?

There were no differences between *Path2Quit* and *SmokefreeTXT* in terms of intervention evaluations; participants viewed both interventions positively. The two groups were also similar in terms of intervention use, quit attempts, and 7-day point prevalence abstinence. However, *Path2Quit* promoted greater nicotine replacement therapy use, and participants exposed to this culturally-tailored intervention were more likely to have stopped smoking at the end of the 6 weeks, as confirmed by carbon monoxide measurement (see Figure).

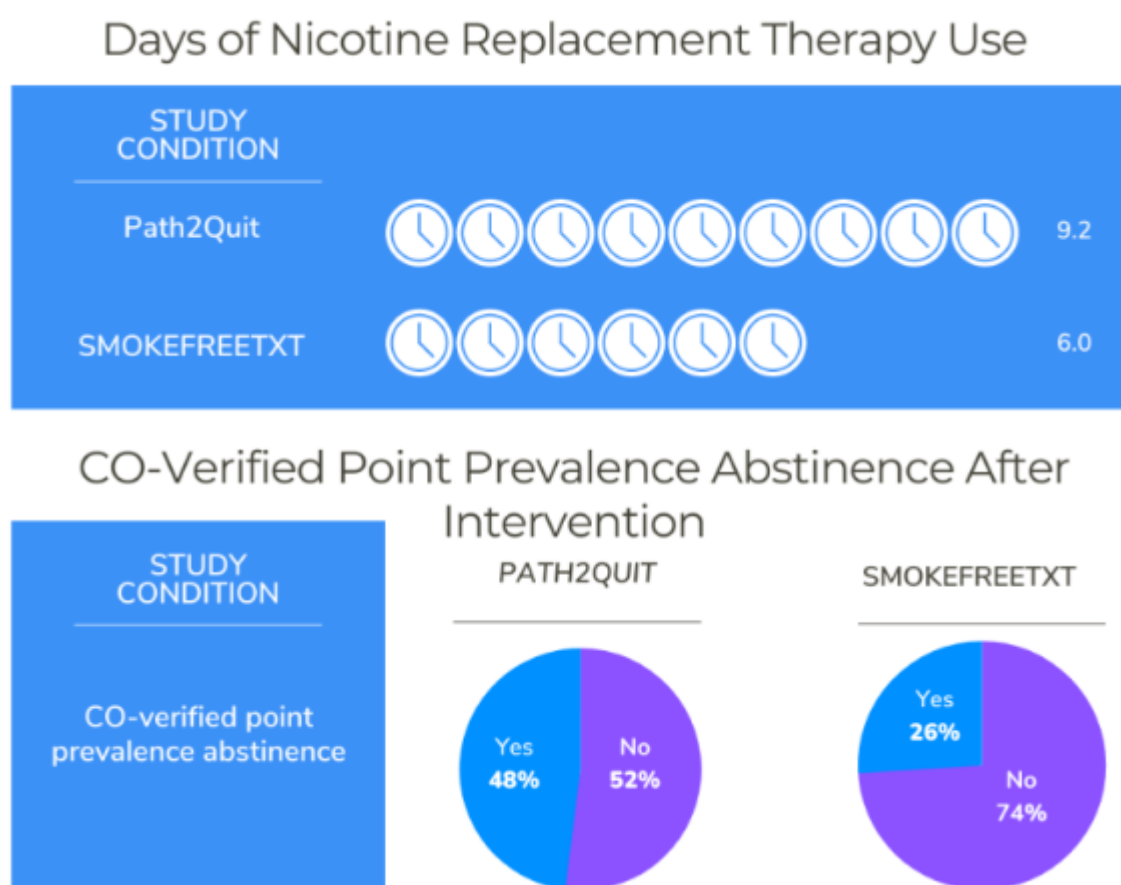


Figure. Days of nicotine replacement therapy use and carbon monoxide-verified point prevalence abstinence at the end of the intervention by study condition. Click image to enlarge.

### Why do these findings matter?

This study provides an initial indication that a culturally-specific tobacco intervention has a positive impact on cessation efforts in comparison to a more general tobacco cessation intervention, suggesting that culturally-specific tobacco cessation interventions are both possible and necessary. Furthermore, this study

highlights the need for research into [health literacy](#) and methods of delivery for specific target populations due to digital inequity (i.e. unequal access to Wifi).

**Every study has limitations. What are the limitations of this study?**

While this study was able to provide preliminary data on short-term effectiveness, the participants were not checked after 6 weeks and thus long-term conclusions cannot be drawn. Additionally, the sample only came from a single Midwestern U.S. city and it is unclear whether these findings can be [generalized](#) to a different population. Future research needs to be done to confirm these findings in larger sample groups and/or in various geographic locations.

**For more information:**

[SmokeFree](#) offers tools and tips for quitting and maintaining abstinence from smoking tobacco. The [Talk With Your Teen About E-cigarettes](#) tip sheet provides tips for parents to explain why e-cigarettes are harmful. [The Centers for Disease Control and Prevention](#) also provides research and tips about cigarettes and how to quit. For more details about addiction, visit our [Addiction Resources](#) page.

— Taylor Lee

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