



## HEALTHY INGLEWOOD PROJECT (HIP)

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## TOBACCO USE IN AFRICAN AMERICANS

- 63% of HIP clients identify as African American
- 21% of African Americans smoke vs 19% of all adult Americans
- Caucasians are twice as likely to quit smoking than African Americans, even though African Americans have a higher interest in quitting smoking
- African Americans are at greater risk for early mortality, heart disease, and stroke
- 57% of clients reported using tobacco during the past 30 days
- Expect to reach 300 African American smokers through HIP

## IMPLEMENTING A TOBACCO-FREE POLICY



- Implemented an agency-wide tobacco-free policy on March 13, 2013 (prior to HIP)
- Worked with UCLA researchers to conduct staff and client focus groups
- Psychiatrists surveyed clients at Inglewood:
  - 42% of clients smoked daily or less than daily
  - Consumed an average of 7.5 cigarettes per day
  - 82% of clients had thought about quitting in the past year

## SMOKING CESSATION INTERVENTIONS



- Inglewood staff trained in cultural competency
- Medical staff trained in Nicotine Replacement Therapy and tobacco cessation interventions available to low-income populations
- Nursing staff trained in Fresh Start, a smoking cessation intervention
  - Offer group and individual counseling
- Public health posters tailored to this population were created using data from the client survey

## CHALLENGES



- Group name “Smoking Cessation Group” did not attract many clients
  - Have since changed the name to “Trash the Ash”
- Implementing a tobacco-free policy at a leased building
  - Developed an agency-wide policy that includes tobacco use during agency activities

## DATA AND COLLECTION MEASURES



- Health goal: 10% of African American smokers achieve cessation (quit for 6 months or more)
- Comparison group: African Americans nationally
  - 3.3% quit smoking
  - Of those who used counseling and/or medications, 15% quit smoking
- Collecting data with CO monitor and recording in TRAC and ACCESS database
  - Non-smoker: Breath CO level 0-6
  - Smoker: Breath CO level 7-above

## SUCCESSES TO DATE



- 63% of African American smokers were offered a cessation intervention
- 49% received individual counseling or cessation medication
- 1.4 point decrease in 3 month CO level vs 2.2 for all race/ethnicity (n=17)
- 2 light smokers became non-smokers
- Re-naming of the cessation group should attract more clients
- Obtained free patches from Department of Public Health to give to interested clients immediately

## LOOKING AHEAD



- Start the Advisory Committee for the Peer-led Smoking Cessation Grant
  - Outreach to Board and Cares to participate
  - Grant will train peers to deliver tobacco cessation interventions
- Use these findings to evaluate current interventions and make improvements
- Current interventions not utilizing any PBHCI funding