



# Research to Reality Mentorship Program

## Project Proposal Work Plan

Final work plans are due to NCI by December 15, 2011

The purpose of this document is to outline a development plan for the project the mentee has chosen to complete with their mentor during the mentorship period. This is to be completed by the mentee, with guidance from the mentor.

### 1. Mentorship Pair

	Name	Organization Contact Info (address, phone, email, etc.)
<b>Mentee</b>	<b>Michael D. Celestin Jr., MA, CHES</b>	LSUHSC School of Public Health 2025 Gravier St., 3 <sup>rd</sup> Floor New Orleans, LA 70112 Ph: 504-568-5742 Em: mceles@lsuhsc.edu
<b>Mentor</b>	<b>Alton Hart Jr. , MD, MPH, CTTS</b>	Virginia Commonwealth University 1200 East Broad Street P.O. Box 980306 Richmond, VA 23298-0306 Ph: 804-828-6938 Em: ahart@vcu.edu

### 2. Project Title: Increasing Assistance with Tobacco Cessation by Physicians Treating African-American Males in Louisiana's Public Hospital System

### 3. Prioritized Competencies

Please indicate the competencies you hope to develop through your completion of this project.

- |                                                                     |                                                                                      |
|---------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Analytic/Assessment Skills      | <input checked="" type="checkbox"/> Basic Public Health Science Skills               |
| <input type="checkbox"/> Policy Development/Program Planning Skills | <input type="checkbox"/> Partnership, Collaboration, and Community Engagement Skills |
| <input type="checkbox"/> Cultural Competency Skills                 | <input checked="" type="checkbox"/> Advocacy and Communication Skills                |

### 4. Project Description and Overall Purpose

Please briefly describe the project, including overall goal and objectives.

African Americans (AAs) continue to lead the nation in incidence and mortality for all cancers, including lung and prostate, while ranking second in bladder cancer incidence and mortality compared to whites. Smoking accounts for nearly ninety-percent of lung cancer deaths in the US, and is a risk factor for prostate and bladder cancer. Despite the health and economic burden tobacco use places on our society, millions of Americans continue to smoke. Strategies within the US PHS guideline for tobacco use treatment, including the 5As (Ask, Advise, Assess, Assist,

Arrange), have been shown to increase quits. According to current literature many systems and providers report high Ask and Advise rates, however Assist rates remain low.

The goal of this study is to increase cessation assist rates by physicians in Louisiana's public hospital system. Objectives include:

- A. Conducting assessments of
  - Physicians' knowledge, attitudes, beliefs, and behavior regarding tobacco cessation assistance and counseling
  - Patients' patterns of tobacco use, quit attempts, and perceptions of provider treatment behavior
- B. Piloting an intervention among physicians to increase Assist rates for physicians treating AA male tobacco users

### 3. Deliverables & Activities

*Please use the table below to list all project deliverables and the activities necessary to complete them, timeline for completion, and measures of success. Please be as detailed as possible.*

Deliverable	Key Activities to Complete Deliverable	Evidence of Achievement/Measures	By What Date?
<b>Conduct assessments of:</b> 1. Physicians' knowledge, attitudes, beliefs, and behavior regarding tobacco cessation assistance and counseling; and 2. Patients' patterns of tobacco use, quit attempts, and perceptions of provider treatment behavior	1. IRB Approval 2. Survey development 3. Survey distribution 4. Survey completion 5. Survey Analysis 6. Final Results	Assessment Reports	2/2012
<b>Develop the content and programming for the intervention</b>	1. Develop logic model to guide development process	A Prototype of the Intervention	6/2012
<b>Test the usability and feasibility of the intervention</b>	1. Test with 5-20 physicians 2. Analysis Report 3. Intervention Modifications	Data Report	8/2012
<b>Pilot the intervention among physicians treating AA male tobacco users</b>	1. Use one facility as intervention site and another facility as control	Data Report	11/2012
<b>Conduct data analysis, evaluate and report findings from the pilot intervention</b>		Completed Data Analysis	2/2013

Deliverable	Key Activities to Complete Deliverable	Evidence of Achievement/Measures	By What Date?
Publish an abstract of the pilot intervention and results		Completed Abstract	2/2013

## 5. Assets & Resources Available to the Mentee

### a) What is unique and important about this project?

*Please list any timely circumstances or opportunities that make this project unique and important.*

- Uniqueness
  - TCI integrates the 5A's clinical protocol into the Electronic Health Record (EHR) in the LSU Health System to prompt provider documentation and adherence, enabling TCI to electronically identify all tobacco users, subgroups, and demographic information; and, track patient quit attempts and health outcomes system-wide
  - TCI conducts annual patient surveys in primary care clinics, which will be expanded to include urology and oncology clinics; TCI will survey physicians to assess their knowledge, attitudes, beliefs, and behavior regarding tobacco cessation assistance and counseling in LSU Health New Orleans System
  - This project will develop and pilot an intervention to increase physician assistance with tobacco users
- Importance
  - Tobacco is the leading preventable cause of death in US, killing 440, 000 million Americans every year
  - Seventy percent of tobacco users see a doctor each year, and 70% of tobacco users express interest in quitting
  - Less than 70% of primary care physicians assist tobacco users with quitting
  - Interventions to overcome barriers to physician assistance with cessation are needed

### b) Opportunities for Trainings, Conferences, and Educational Activities

*Please use the table below to brainstorm some trainings, conferences, or other educational activities (outside those provided by NCI through this program) in which the mentee can take advantage of to enhance or supplement their skills and competencies.*

Training/Conference/Activity (Date, if known)	Targeted Skills/Competencies
Educational Activity: Read <b>Health Measurement Scales</b> , Fourth Edition (Streiner) by end of program	Analytic/Assessment Skills

Training/Conference/Activity (Date, if known)	Targeted Skills/Competencies
Educational Activity: Read <b>Essentials of Biostatistics for Public Health</b> , Second Edition (Sullivan) by end of program	Analytic/Assessment Skills
Educational Activity: Read <b>Evidence-Based Public Health</b> , Second Edition (Brownson) by end of program	Basic Public Health Science Skills
Educational Activity: Access the program evaluation resources available through the Centers for Disease Control and Prevention by end of program	Basic Public Health Science Skills
Conference: Attend <b>Society for Nicotine and Tobacco Research</b> Conference March 13-16, 2012 to enhance professional development	Other
Conference: Attend <b>American Public Health Association</b> Conference October 27-31, 2012 to enhance professional development	Other

- c) Are there any particular topics for webinars or technical assistance trainings that you would like NCI to consider providing over the next year and a half to help with your competency development?

- **Using Mixed Methods for Intervention Development**
- **How to use qualitative software**

- d) Other Staff/Consultants/Partners

*Please use the table below to identify any other people in your office/organization, researchers, other public health professionals, partner organizations, etc., who will be working on this project or who might be able to lend their expertise to this project.*

Name	Title	Role in Project	Area(s) of Expertise
<b>Sarah Moody-Thomas, PhD</b>	Professor of Health Promotion in LSU Health Sciences Center School of Public Health and Director LSU Tobacco Control Initiative	Consultant	Tobacco Cessation
<b>Stanley Frencher, MD</b>	Urology Resident Yale University	Consultant	Urology

Name	Title	Role in Project	Area(s) of Expertise
<b>Wally Smith, MD</b>	Professor of Medicine in Virginia Commonwealth University Department of Internal Medicine	Consultant	Provider Behavior Change
<b>John J. Estrada, MD</b>	Associate Professor of Pediatrics, Associate Director of Clinical & Translational Research Center, and Director of Education and Community Services in LSU Health Sciences Center Stanley S. Scott Cancer Center	Consultant	Oncology

## 6. Potential Constraints and Challenges

- a) What are the major challenges that the mentee will face in accomplishing this project?
  - **Physician response rate**
  - **Intervention development**
- b) Are there any timing considerations that will be important for the mentee/mentor to be aware of when working on this project and its deliverables (e.g. scheduled vacations; conferences, meetings, partnership activities, grant deadlines, etc.)?
  - **Conferences (TBA)**
  - **Graduate School**

## 7. Other Considerations

*Are there any other important issues that the mentor, mentee and/or program coordinator should know about this project?*

- None at this time

## 8. Agreement

I reviewed this work plan and agree to accomplishing these deliverables as mentor/mentee. This agreement may be amended with the consent of all parties named below. If amendments are made, revised agreement must be submitted to the NCI Program Coordinator.

Michael D. Celestin Jr., MA  
Michael D. Celestin Jr., MA (Dec 15, 2011)

\_\_\_\_\_  
*Mentee Signature (can be electronic)*

Dec 15, 2011

\_\_\_\_\_  
*Date*

Alton Hart, Jr., MD, MPH  
Alton Hart, Jr., MD, MPH (Dec 15, 2011)

\_\_\_\_\_  
*Mentor Signature (can be electronic)*

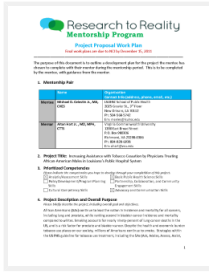
Dec 15, 2011

\_\_\_\_\_  
*Date*

Return completed form to by December 15, 2011: Peyton Purcell, Research to Reality Mentorship Program Coordinator, National Cancer Institute; [purcellp@mail.nih.gov](mailto:purcellp@mail.nih.gov) or Fax: (301) 496-7063

NOTE: If faxed, please email or call Peyton to let her know it is on it's way.

Received by: \_\_\_Peyton Purcell, Program Coordinator\_\_\_ Date: \_\_\_\_\_




# Workplan


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December 15, 2011

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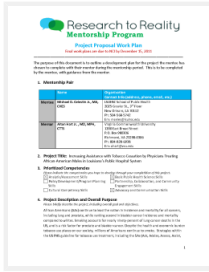
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# R2R Mentorship Program Project Proposal Work Plan for Michael and Alton 12/15/2011


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