



PROJECT BRIEF

AI-STOMP: American Indians **STOp** smoking by **Mobile Phone**

PARTNERSHIPS
for **NATIVE HEALTH**

Washington State University

BACKGROUND:

The prevalence of cigarette smoking in American Indians is among the highest in the U.S. Cancer mortality in American Indians is also high, most dramatically for cancers related to smoking, such as lung and liver cancer. Text messages are increasing in popularity as an effective way to reach people and motivate them to make healthy lifestyle changes. Our study – AI STOMP – is based on a successful model from New Zealand that used text messages to encourage Maori youth to quit smoking. We tailored the text messages to be appropriate and motivating for American Indian smokers who wish to quit.

OBJECTIVES:

We aim to:

- 1) Determine the effectiveness of culturally tailored text messages vs. standard informational text messages for increasing smoking cessation, and
- 2) Quantify the effect of AI STOMP text messages vs. standard informational text messages on other smoking-related factors in participants who continue to smoke.

FUNDING AGENCY: National Institute on Minority Health and Health Disparities

PROJECT NAME: Randomized Controlled Trial of Mobile Phone Text Messaging for Smoking Cessation (P20MD006871)

PROJECT YEARS: 2012-2017

PARTNERS: Communities in the Midwest, Southwest, Southeast, and Alaska

SITE PRINCIPAL INVESTIGATOR: Lonnie Nelson

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For updates and announcements visit:

www.p4nh.org and sign up for our listserv.

Our Mission

Conduct community-centered research, training, education, and outreach to improve the health and quality of life of American Indian and Alaska Native populations