Research findings and dissemination opportunities from St. Louis CECCR

Health Communication Research Laboratory (HCRL)
Center for Cultural Cancer Communication (4C)
School of Public Health, Saint Louis University

Matthew W. Kreuter, PhD, MPH

April 28, 2008
Research Goal

Help eliminate cancer disparities by increasing the reach and effectiveness of cancer information for African Americans.
• Cancer survivorship
• Community outreach
• Minority media
• Culture & communication
• Career development
• Communication tools
Cancer Survivorship
The Power of Stories

Research questions

Three separate studies of survivor stories

• What are the active ingredients of stories?
• Are stories preferred to other communication?
• *Can exposure to stories change behavior?*
Efficacy trial (n = 489)
Effects on use of mammography (narrative) vs. (non-narrative)
Follow-up
Five points in time

- *Immediate post-exposure*
- 1-week post card
- 4-week post card
- *3-month follow-up*
- 6-month follow-up
“Definitely” intend to get mammogram
All participants (n=488; p<.01)

Living Proof: 77%
Facts for Life: 64%
“Definitely” intend to get mammogram
NBS & not up-to-date (n=127; p<.05)

- Living Proof: 68%
- Facts for Life: 51%
Video “affected me emotionally” (n=482; p<.01)

Living Proof: mean 4.99
Facts for Life: mean 3.38
Watching the video made me feel…
3-month follow-up (n=480; all p<.05)

Worried
Sad
Inspired
Proud
“Don’t remember” key BC messages 3-month follow-up (n=118; p<.05)

- Living Proof: 29%
- Facts for Life: 49%
Interactive tablet PC for BC patients
Users choose from a library of stories, survivor

Beatrice "I was still in a state of shock."
U.S. Population and Cancer Stories Online

<table>
<thead>
<tr>
<th></th>
<th>Percent of U.S. Population</th>
<th>Percent of Cancer Stories Online</th>
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</thead>
<tbody>
<tr>
<td>WHITE</td>
<td>73.9</td>
<td>87.7</td>
</tr>
<tr>
<td>AFRICAN AMERICAN</td>
<td>12.4</td>
<td>5.7</td>
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<tr>
<td>HISPANIC</td>
<td>14.8</td>
<td>4.0</td>
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<tr>
<td>ASIAN / PACIFIC ISLANDER</td>
<td>4.5</td>
<td>4.5</td>
</tr>
<tr>
<td>AMERICAN INDIAN / ALASKAN NATIVE</td>
<td>3.6</td>
<td>0.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.3</td>
</tr>
</tbody>
</table>
Minority Media
188 Black newspapers; 6M circulation
Study sample: Black papers in 24 cities

Cohen, et al., Health Communication, in press
Caburnay, et al., Ethnicity & Disease, under review
Community Outreach
Beauty salons
Churches
Health centers
Public libraries
Laundromats
Social service agencies
Beauty salons
Churches
Health centers
Public libraries
Laundromats
Social service agencies

Alcaraz, et al., *Prev Med*, under review
Screen for life
National Colorectal Cancer Action Campaign

You’re Invited

You’re invited...
and he is too
to participate in a new colorectal cancer screening program.

If you are over age 50, a colorectal screening is vital to your good health.

Screening can detect cancer early when the chance for a full recovery is very high.
Screening can also find polyps, which can be removed before they turn into cancer.

Colorectal cancer often has no symptoms.
The only way to know is by getting screened.

Do it for yourself.
Do it for your family.

The Missouri Screen for Life program provides colorectal screening tests free of charge to men and women in St. Louis who meet age and income guidelines.

Call today about a free colorectal cancer screening
314-879-6392

4-1-1
<table>
<thead>
<tr>
<th>City</th>
<th>Calls per day</th>
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<tbody>
<tr>
<td>Houston, TX</td>
<td>1,000</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>900</td>
</tr>
<tr>
<td>Connecticut</td>
<td>900</td>
</tr>
<tr>
<td>Virginia</td>
<td>500</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>350</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>300</td>
</tr>
<tr>
<td>Missouri</td>
<td>300</td>
</tr>
</tbody>
</table>
United Way 2-1-1 Missouri

Why do people call?

Financial assistance (rent, utilities) 70.5%
Material resources (clothes, furniture) 9.0%
Housing (shelter, home repair) 4.8%
Food (pantries) 3.0%
Health 1.4%
Current cancer control needs of 2-1-1 callers

Breast, cervical, CRC screening; HPV vaccination; smoking cessation; smoke-free home policy

Need at least one 85%

Need two or more 54%

Need three or more 30%
Culture and Communication
Five approaches to cultural appropriateness

Peripheral (pictures, images)

Evidential (data)

Linguistic (language)

Constituent-involving (participatory)

Socio-cultural (values, norms, customs)


Deshpande, et al., *Ca Control*, in press
Sanders-Thompson, et al., *J Men’s Health*, in press
Jupka, et al., *J Health Disparities*, under review
Communicating race-specific cancer information to African Americans

Blacks Making Great Strides Against Colon Cancer

Death rates decreasing in the Black community

By健康内容...

黑人正在取得结直肠癌症防治的显著进展。

黑人癌症协会报告指出，黑人癌症患者比白人癌症患者更容易得到及时有效的治疗。黑人癌症协会的数据显示，黑人癌症患者比白人癌症患者更有可能接受早期诊断和治疗。

黑人癌症协会还指出，黑人癌症患者比白人癌症患者更容易接受预防性筛查和健康教育。黑人癌症协会的数据显示，黑人癌症患者比白人癌症患者更有可能参与预防性筛查和健康教育活动。

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Communicating race-specific cancer information to African Americans

Black Americans are disproportionately affected by cancer, and disparities in cancer rates and outcomes persist despite progress in recent years. Understanding these disparities and effectively communicating race-specific cancer information to African Americans is crucial for reducing these disparities and improving outcomes.

### Black Strides Against Colon Cancer
- **Deaths declining in the Black community**
  - According to a report released today by the National Cancer Institute (NCI), colon cancer death rates for Blacks have dropped 4% in the past 26 years. While this improvement is due in part to a growing number of Blacks who are protecting their health by being literate in cancer care, Black colon cancer is still nearly twice as common as for men.

### Communication Strategies
- **Screening and education**
  - Communication strategies must be tailored to the needs of African American communities to ensure effective messaging.
  - Incorporating cultural competence and community engagement in cancer communication efforts can significantly improve outcomes.

### Research and Implementing Change
- **Community-based research**
  - Further research is needed to understand the barriers and facilitators to effective cancer communication within African American communities.
  - Implementing culturally relevant interventions can help reduce these disparities and improve health outcomes.

### Conclusion
- Effective communication strategies that are culturally sensitive are essential for reducing cancer disparities in African American communities.
- Continuous evaluation and adaptation of these strategies are necessary to ensure their effectiveness.

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Disparity

"For every 100 white men who die from cancer: 100 Black men die from cancer"
Communicating race-specific cancer information to African Americans

**Impact**

**Disparity**

**Blacks Making Great Strides Against Colon Cancer**

Death rates decreasing in the Black community

By: Herbert French

ATLANTA — According to a report released today by the National Cancer Institute (NCI), death rates from colon cancer among blacks have dropped significantly in the past 20 years. Much of this improvement is due to a growing number of blacks who are preventing their health by being informed about colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

"We can prevent many future deaths from colon cancer through screening," said former Surgeon General David Satcher in response to the National Cancer Institute (NCI) report. "If you've completed your 50th birthday and have never been screened for colon cancer, now is the time to act."

According to the NCI report, screening for colon cancer is the most effective way to identify and prevent cancer.

**Current colon cancer death rates are at an all-time low in the Black community.**

**Blacks Improving**

The number of blacks dying from colon cancer has declined dramatically since 1990.

- "Colorectal cancer deaths per 100,000 population"

**Blacks Die from Colon Cancer at Higher Rate than Whites**

Death rate higher for black men and women than whites

By: Herbert French

ATLANTA — According to a report released today by the National Cancer Institute (NCI), death rates for colon cancer among blacks are about 30% higher than among whites. Much of the disparity is due to blacks being less likely to get tested for cancer or to receive treatment when diagnosed. The report also highlights the importance of education and access to healthcare for reducing the disparity.

- "It's not surprising that Blacks are more likely to die from cancer than Whites."

- "We can prevent many deaths from colon cancer through screening," said former Surgeon General David Satcher in response to the National Cancer Institute (NCI) report. "If you've completed your 50th birthday and have never been screened for colon cancer, now is the time to act."

- "Let's see how much of this message is heard and acted upon."

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- "Colorectal cancer deaths per 100,000 population"
Communicating race-specific cancer information to African Americans

"Disparity"

"Impact"

"Progress"
I want to be screened for colon cancer
By study group (n = 282; p < .05)

5 = strongly agree

All participants

Nicholson, et al., Ca Epid Biomarkers & Prev, under review
Career Development
Increase in interest in featured health careers among African American students (n=171; all p<0.05)

Dietitian, Epidemiologist, Health educator, Pharmacist, Physical therapist

Interest before reading Pathways
Increase in interest after reading Pathways

Communication Tools
FOR THE FIRST TIME EVER, MAKE THEM YOUR OWN.

NIKEiD.
miyo
make it your own
Choose the photo, border, and question to make a poster that best addresses parents' concerns about HPV, cervical cancer, and the HPV vaccine.

**Step 1: Choose a photo**

A. Text goes here

B. Text goes here

C. Text goes here

D. Text goes here

**Step 2: Choose a border**

A. Border with a floral pattern

B. No Border

**Step 3: Choose a message**

A. Is the HPV vaccine safe for my daughter?

B. How can the HPV vaccine protect my daughter?

C. Should my daughter get the HPV vaccine?

D. Are there side effects of the HPV vaccine?
How can the HPV vaccine protect my daughter?
1-800-4-CANCER
4 out of 5 women will get HPV. Will you?

1-800-4-CANCER
True Colors

An African American Photography Collection
Neighborhood Voice
Reaching out for cancer prevention and control

Weaver, et al., J Urban Hlth, under review