Communication-based Strategies to Eliminate Health Disparities

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St. Louis, MO

May 10, 2006
How can health communication help eliminate health disparities?

I. Expand reach

• Enrich information-poor environments
• Build on community networks and infrastructure
• Increase access to existing information resources
• Use population-specific channels
How can health communication help eliminate health disparities?

II. Increase effectiveness

• Personally relevant
• Community specific
• Culturally appropriate
• Trusted sources
How can health communication help eliminate health disparities?

**III. Maximize efficiency**

- Use what works
- Build on strengths
- Activate community partners
- Integrated into existing systems
St. Louis, MO
St. Louis, MO
Percentage African American population by census tract, 2000
St. Louis, MO

In incidence of late-stage breast cancer 2X expected rates for MO, by census tract
St. Louis, MO
Neighborhood health centers serving predominantly African American populations
"Reflections of You"

A mammogram is an x-ray of the breast.

**Mammograms: How They Work**

Get regular mammograms. A mammogram can help save your life. We hear this message over and over. Actually, we hear it so it's easy to put it out of our minds. After all, what's all the fun about? A mammogram is a test for breast cancer. It can detect breast cancer early, before it is able to spread to other parts of the body. Since mammograms have become available, they have helped to reduce breast cancer deaths. But breast cancer still kills an estimated 1 in 7 women to the breast cancer rate. Why? Some believe that it's because many women are aged 40 and older, and a small number of women who have never been treated have died. For anything that might be a positive.

You can find mammograms anywhere you go. To find mammograms, call a local hospital or clinic or ask your doctor. It's important because breast cancer is one of the most common cancers, and mammograms can detect it early, before it is able to spread to other parts of the body.

**Get the Van**

You can get a mammogram! The mammogram is easy. For women breasts, call the mobile mammogram unit at 517-555-1234 or go to the health center. The mammogram van is available every Tuesday and Thursday. For more information, please call 517-555-1234 or visit our website.

**If I Could Tell Other Women One Thing**

"All things work together for the good of those who love the Lord," says Esther, a 59-year-old assembly worker. "I put in long hours at work and spent the rest of my time with my family and church work." When a mammogram was done, it was a positive experience. The mammogram was a positive experience, and it helped her to feel better about her health.

**Challenge Each Other**

"I want to be the best I can be," says Tim, a 30-year-old assembly worker. "I put in long hours at work and spent the rest of my time with my family and church work." When a mammogram was done, it was a positive experience. The mammogram was a positive experience, and it helped her to feel better about her health.

"Many, many more..."

& a mammogram every year.

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**75 Years**

Seventy-five years, Alice has been a friend to many. A wife, mother, and a grandmother are all she is. She's worked hard, and her hard work has paid off. She's had many years of happiness and satisfaction for those who love her. Her children, her husband, all her needs—seen and unseen, are all she is. Alice has been a friend to many. Seventy-five years, Alice has been a friend to many. A wife, mother, and a grandmother are all she is. She's worked hard, and her hard work has paid off. She's had many years of happiness and satisfaction for those who love her. Her children, her husband, all her needs—seen and unseen, are all she is.

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**A Little Action Now Prevents Big Problems Later**

A physical exam is your friend. A simple exam can catch a problem in its early stages. When you're diagnosed, you have a better chance of recovery. When you're diagnosed early, you have a better chance of recovery. If you're diagnosed early, you have a better chance of recovery. If you're diagnosed early, you have a better chance of recovery. If you're diagnosed early, you have a better chance of recovery. If you're diagnosed early, you have a better chance of recovery. If you're diagnosed early, you have a better chance of recovery.

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Getting a mammogram
18-month follow-up (n=192)

% women 40+ reporting mammogram in last 12 months

CONTROL: 54.5%
BCT: 64.6%
CRT: 63.6%
BCT + CRT: 75.6%

OR=2.6
(1.1, 6.1)

Fruit and vegetable consumption
18-month follow-up (n=599)

women < 40 years, mean change in FV servings per day

Have you ever had a mammogram?

Yes  no
Reflections of You

skin secrets
inspiration from the stars

myth or fact?
what you need to know about breast cancer and mammograms
Mean use per kiosk day, by setting (n=10,228; p<.001)

QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.
Audience engagement by video length
“Stories” versus other talk (n=449)
What make a story engaging?

**Narrative quality indicators (n=298)**

- Character development
- Concrete language
- *Dramatic tension* \((B = 1.98, p < .05)\)
- Emotional power and range
- *Self-disclosure* \((B = 0.99, p < .05)\)
- Simple language/clear delivery
- Socio-cultural themes
Do stories obscure health messages?

Correct identification (n=321, p<.05)

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<thead>
<tr>
<th>Percent correct</th>
<th>Stories</th>
<th>Other talk</th>
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<tbody>
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<td>23%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>34%</td>
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</tr>
</tbody>
</table>
Integrating culture in health communication

What strategies work?

- Images
- Facts
- Cultural norms, values, beliefs
Reactions of African American adults
Formative research findings (n=126)

• Disparity data showing Blacks worse off than Whites evokes negative emotions and mistrust

• Using “social math” to contextualize data, make it perceptible by the senses enhances understanding

• Don’t want to burden family with health problems

• Spirituality an important source of support
Population-specific mass media: Black newspapers

• Trusted and read
• Community focused
• Historically, culturally important
• 188 Black newspapers in U.S.
• 6 million circulation
## Health coverage in Black papers 2004-2005 (n=6,177 stories)

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<th>Mainstream papers (n=12)</th>
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<td>10%</td>
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<td>&lt;.001</td>
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<td>11%</td>
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<td>18%</td>
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<tr>
<td>Personal mobilization</td>
<td>44%</td>
<td>16%</td>
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</tbody>
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Cetuximab Enhances Radiation Therapy for Head and Neck Cancer

Results from a new study in the February 10 online Journal of Clinical Oncology (JCO) show that adding cetuximab, a monoclonal antibody, to radiation therapy improves outcomes for patients with advanced head and neck cancer.

Cetuximab, a monoclonal antibody that binds to and inhibits the epidermal growth factor receptor (EGFR) on tumor cells, is already used with radiation therapy to treat patients with squamous cell carcinoma of the head and neck. But the addition of cetuximab to radiation therapy is not yet standard practice for patients with this type of cancer.

In an accompanying editorial, Dr. Mitchel Pletser and Lon Work, of the Dana-Farber Cancer Institute and Harvard University, noted that several drugs that inhibit the activity of EGFR, including cetuximab, are being tested in various cancers, but their results have been mixed, with no clear benefit observed for most patients.

Omega-6 Fatty Acid Activates Genes Linked to Prostate Cancer Development

Research in mice has identified specific intermediates regulating pathways in which a group of omega fatty acids affects the growth rate of prostate tumor cells.

In a study published in the February 1 Cancer Research, investigators from the University of California at San Francisco and other institutions reported that the addition of EPA to the diet of mice with prostate cancer slowed tumor growth. In addition, the expression of genes related to cell proliferation was reduced in the mice.

Screening for Colon Cancer Increasing: Blacks in New York Doing Better Than National Average

Colon cancer is the third leading cause of cancer death among African American men and women in the U.S. In Buffalo, 109 African American men and women lost their lives to colorectal cancer in 1998-1999 alone. This according to a new study, screening for early detection of colon cancer is on the rise and could prevent many of these deaths and the suffering, orphans head by patients and their families.

There are three major types of tests doctors use to find colon cancer (see related graphic). Use of these tests was tracked in the National Health Interview Survey between 1987 and 2003. "The good news is that test use is going up," says Dr. Ricki Maserrie, of the National Cancer Institute. Her study appeared in the latest issue of Cancer Epidemiology Biomarkers and Prevention.

For at least one of these tests, the FOBT Overtly Blended Test or FOBT, African American men and women over age 50 in New York were more likely to complete the test than were African Americans in the U.S. as a whole. According to the Centers for Disease Control and Prevention, 21% of all African Americans age 50 and older in the U.S. reported completing an FOBT in 2004. In New York, the rate was 52%. The 2010 national goal for FOBT screening is that 50% of all adults age 50 and older will have had a test in the last two years.

March is National Colorectal Cancer Awareness Month, and health experts stress that there are many ways colon cancer can be prevented. "Colorectal cancer is a preventable disease through adoption of pro-cancerous habits, better diet, and a generally healthier lifestyle," says Dr. Dorothea Kirkland of the American Cancer Society. According to Kirkland, one in seven people develops into cancer, so the sooner these are found and removed the lower the chances an individual will develop cancer.

Continued on next page.
FOR IMMEDIATE RELEASE: March 6, 2006

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For all three of these tests, the Fecal Occult Blood Test or FOBT, African American men and women over age 50 in New York were more likely to complete the test than were African Americans in the U.S. as a whole. According to the Centers for Disease Control and Prevention, 21% of all African Americans age 50 and older in the U.S. reported completing an FOBT in 2004. In New York, the rate was 32%. The 2016 national goal for FOBT screening is that 50% of all adults age 50 and older will have had a test in the past two years. By March 2017, New York State had reached 50%. The national screening rate for colon cancer was 60%.

More information about colon cancer, screening and prevention can be found through the National Cancer Institute (http://www.cancer.gov), American Cancer Society (http://www.cancer.org), and the American Cancer Society (http://www.cancer.org).

Community Resources

For your convenience, we have compiled several resources in the Buffalo area that could provide additional information:

- Roswell Park Cancer Institute
  666 Elm and Carlton Streets
  Buffalo, NY 14203
  Toll free: (877) 275-7724
  http://www.roswellpark.org

- Albert Einstein Cancer Center
  1300 Morris Park Ave.
  Bronx, NY 11461
  Phone: (716) 698-2302
  http://www.aecom.yu.edu/cancer/new/default.htm

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Screening for colon cancer
There are several different screening tests that can be used to find polyps or colon cancer. Each one can be used alone or in combination with others:
- Fecal Occult Blood Test (FOBT) or stool test: A small amount of blood is often mixed with stool. If blood is present, it appears as red or black when viewed with a microscope.
- Rectal exam: A digital examination of the rectum and anus is performed to detect tumors or polyps. The doctor will also look for signs of bleeding.
- Colonoscopy: This test is similar to sigmoidoscopy but examines the entire colon and rectum. It involves inserting a special flexible tube into the rectum and colon. The doctor can then view the entire colon and remove any polyps or tumors.

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Center for Cultural Cancer Communication

Cancer is a national cancer news service based in Missouri. It is funded by the National Cancer Institute and provides minority media outlets with information about cancer risks, treatment and prevention with a focus on taking action to improve health in African American communities.
“In Buffalo, 109 African American men and women lost their lives to colon cancer...”
“…African American men and women over age 50 in New York were more likely to complete the test…”
"...African Americans have higher rates of colon cancer death..."
FOR IMMEDIATE RELEASE: March 6, 2006
Ph: (573) 912-6225
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Web password: ozionanews

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Oziomanews@missouri.edu

SCREENING FOR COLON CANCER INCREASING: BLACKS IN NEW YORK DOING BETTER THAN NATIONAL AVERAGE

Colon cancer is the third leading cause of cancer death among African American men and women in the U.S. In Buffalo, 100 African American men and women lost their lives to colon cancer in 1990-1994 alone. But, according to a new study, screening for early detection of colon cancer is on the rise and could prevent many of those deaths and the suffering endured by patients and their families.

There are three major types of tests doctors use to find colon cancer (see related graphics). Use of these tests was tracked in the National Health Interview Survey between 1987 and 2003. "The good news is that test use is going up," says Dr. Helen Metzgar, of the National Cancer Institute. Her study appeared in the latest issue of Cancer Epidemiology Biomarkers and Prevention.

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March is National Colorectal Cancer Awareness Month, and health experts stress that there are many ways colon cancer can be prevented. "Colon cancer is a preventable disease through detection of pre-cancerous polyps," Dr. Deborah Kirkland of the American Cancer Society, according to Kirkland, one in seven polyps develops into cancer, so the sooner these are found and removed the lower the chances an individual will develop cancer.

Continued on next page

Ozioma® is a national cancer news service based in Missouri. It is funded by the National Cancer Institute in Rockville, MD Ozioma® provides minority media outlets with information about cancer treatment and prevention with a focus on taking action to improve health in African American communities.

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  Phone: (718) 430-3302
  http://www.aecom.yu.edu/cancernew/default.htm

Even if colon cancer occurs, the survival rate is much higher if the cancer is found early through screening. National guidelines recommend all adults age 50 and older be screened regularly for colon cancer. If you're 50 or older and have never been screened, ask your doctor which tests he or she recommends for you. Mesenm Oziomanews loves higher rates of colon cancer deaths than other groups; the American Academy of Gastroenterology recommends Black men and women start colon cancer screening at age 45. Not all health insurance will pay for a colon cancer test before age 50, so check with your doctor or insurance company first.

More information about colon cancer, screening and prevention can be found through the National Cancer Institute (http://www.cancer.gov), American Cancer Society (http://www.cancer.org), Screen for Life: The National Colorectal Cancer Action Center (http://www.cdc.gov/cancer/screenforlife/index.htm), and the YWCA Colon and Rectal Cancer Foundation (http://www.cancerfoundation.org).
Cancer Research Highlights

Cetuximab Enhances Radiotherapy for Head and Neck Cancer

Recent studies in the field are demonstrating that the addition of the monoclonal antibody cetuximab (Erbitux) to radiotherapy can improve the outcomes of patients with head and neck cancer. This strategy is particularly appealing in the subset of patients who are not eligible for surgery due to the extent of their disease or the anatomic location of their tumors.

Cetuximab, a humanized anti-epidermal growth factor receptor (EGFR) monoclonal antibody, is approved by the U.S. Food and Drug Administration (FDA) for the treatment of head and neck cancer. In recent studies, Cetuximab has been shown to enhance the efficacy of radiotherapy, leading to improved tumor control and reduced risk of local recurrence.

Omega-3 Fatty Acids and Prostate Cancer Development

Research has identified specific interactions between dietary intake and prostate cancer risk. A recent study published in the Journal of Urology investigated the effects of a diet enriched with omega-3 fatty acids on prostate cancer development.

Omega-3 fatty acids, which are found in fish and other seafood, have been shown to have anti-inflammatory properties and may play a role in reducing the risk of prostate cancer. The study found that a diet high in omega-3 fatty acids was associated with a lower risk of prostate cancer development.

Screening for Colon Cancer: Blacks in New York Doing Better Than National Average

Colon cancer is the third leading cause of cancer death among African Americans, and it is especially high in New York City. However, recent studies have shown that African Americans in New York City are more likely to participate in colorectal cancer screening compared to the national average.

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Our Health

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• 10 releases sent
• 19 stories published
• 6 papers, 154,000 circulation
• More localization (88% vs. 28%; p < .001)
• More prevention (2.7 vs. 2.0; p < .05)
• More mobilization (81% vs. 35%; p < .01)
Summary: Expanding reach

• Going where people live and work
• Activating existing information channels
• Building new systems of health information
Summary: Increasing effectiveness

- Community members as health messengers
- Community- and race-specific information
- Integrating health into cultural values, beliefs
Summary: Maximizing efficiency

- Finding “active ingredients” of survivor stories
- Identifying cultural strategies that work
- Applying established methods from other fields