



Community Participation and Culturally Targeted Photo Novellas to Promote Colorectal Cancer (CRC) Screening among Blacks: [to reduce disparities]

Clement K. Gwede, PhD, MPH, RN

Assistant Member

H. Lee Moffitt Cancer Center,
Division of Population Sciences

Assistant Professor,
University of South Florida, College of Medicine,
Dept of Oncologic Sciences



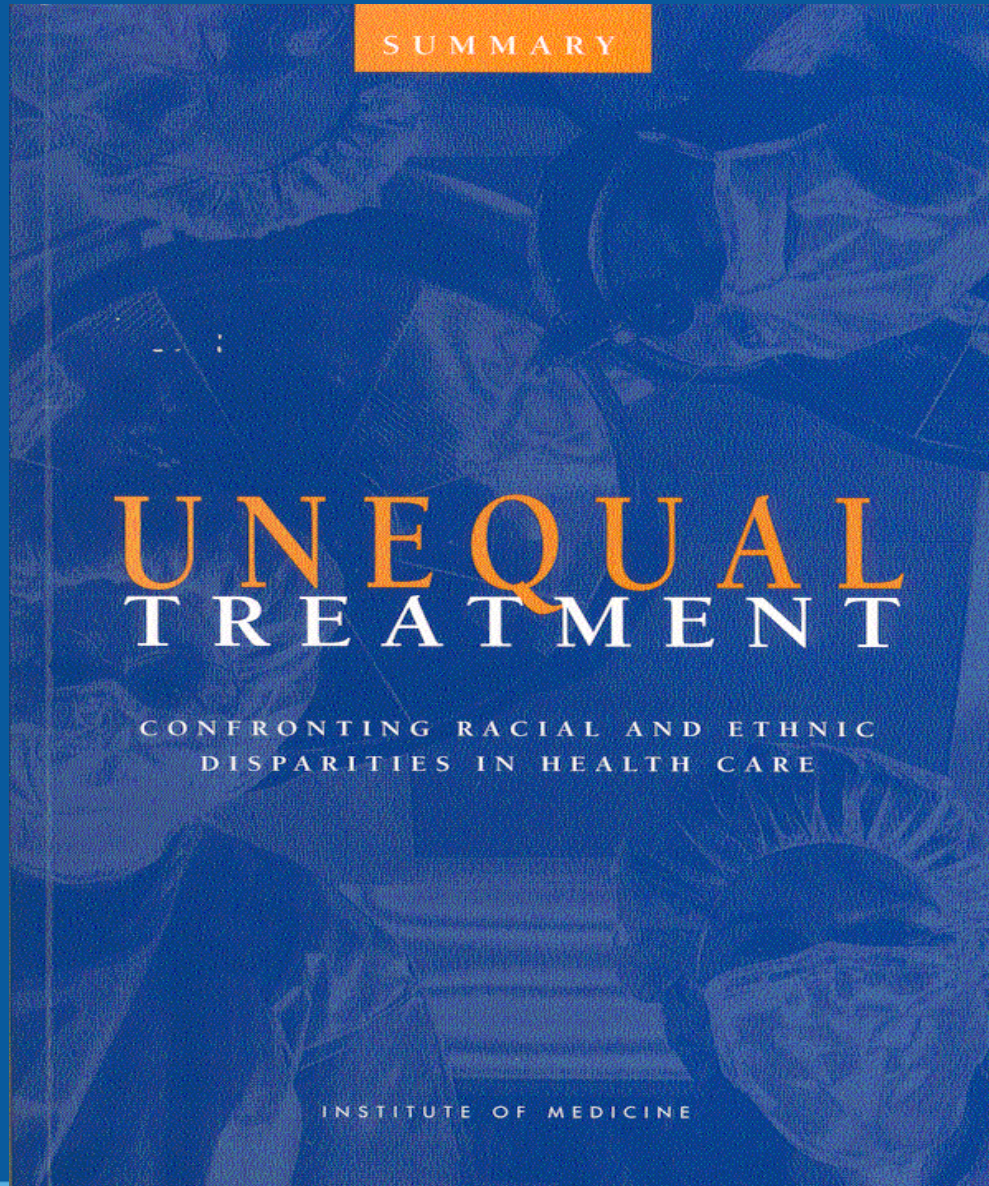


**“Of all of the forms of inequality,
injustice in health is the most
shocking and the most inhuman”**

Dr. Martin Luther King, Jr.



Problem Statement



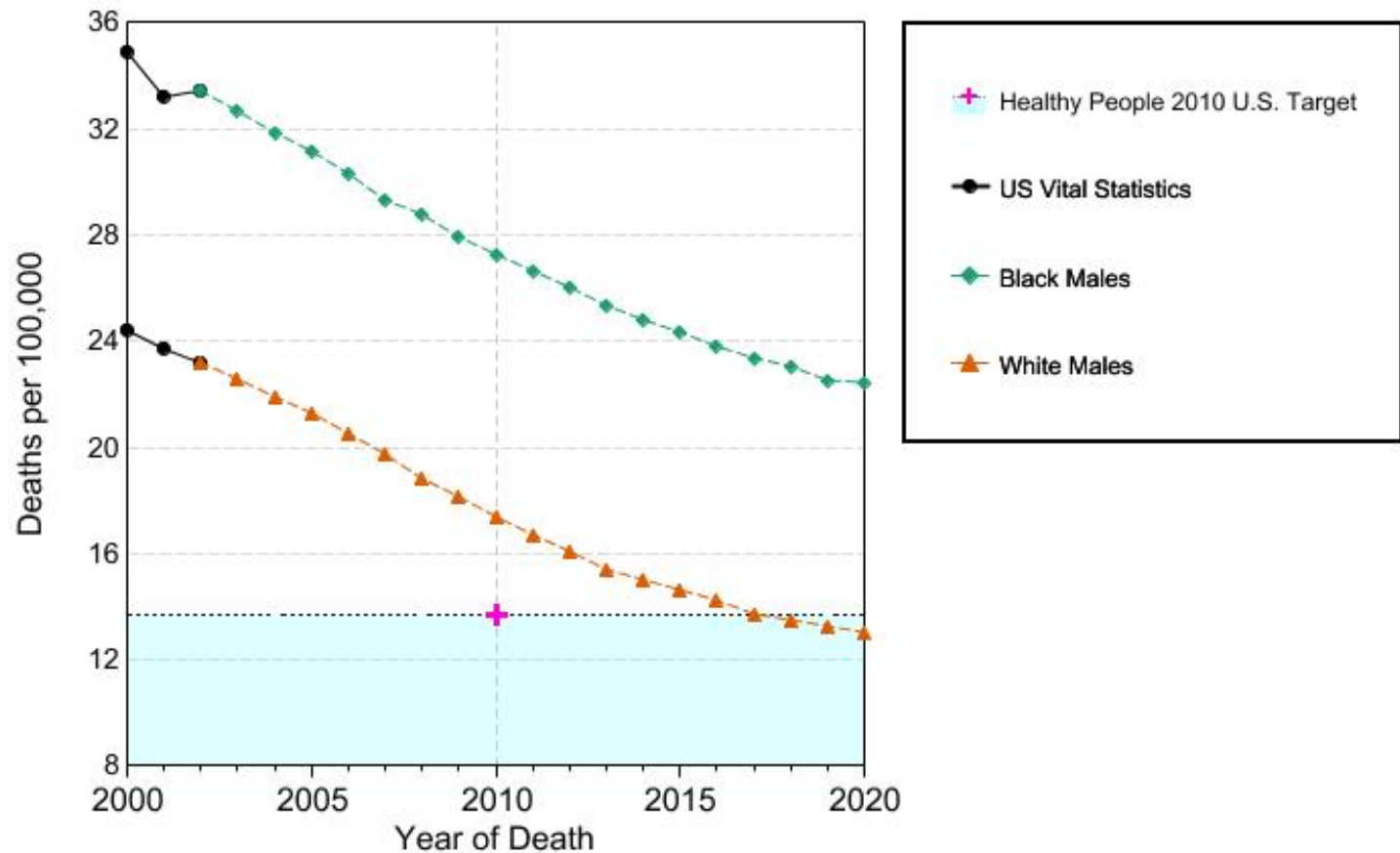


Projected CRC Mortality, Males

Projected Trends Baseline

Combined (Average) Model, All Ages, By Race/Sex

Age-adjusted Rates by Scenario



Created by www.cisnet.cancer.gov/projections/colorectal/zoomed_graph.php on 10/15/2010 3:05 pm.

Rates are age-adjusted to the 2000 standard population using age groups <1y, 1-4y, 5-14y, 15-24y, 25-34y, 35-44y, 45-54y, 55-64y, 65-74y, 75-84y, 85+y.

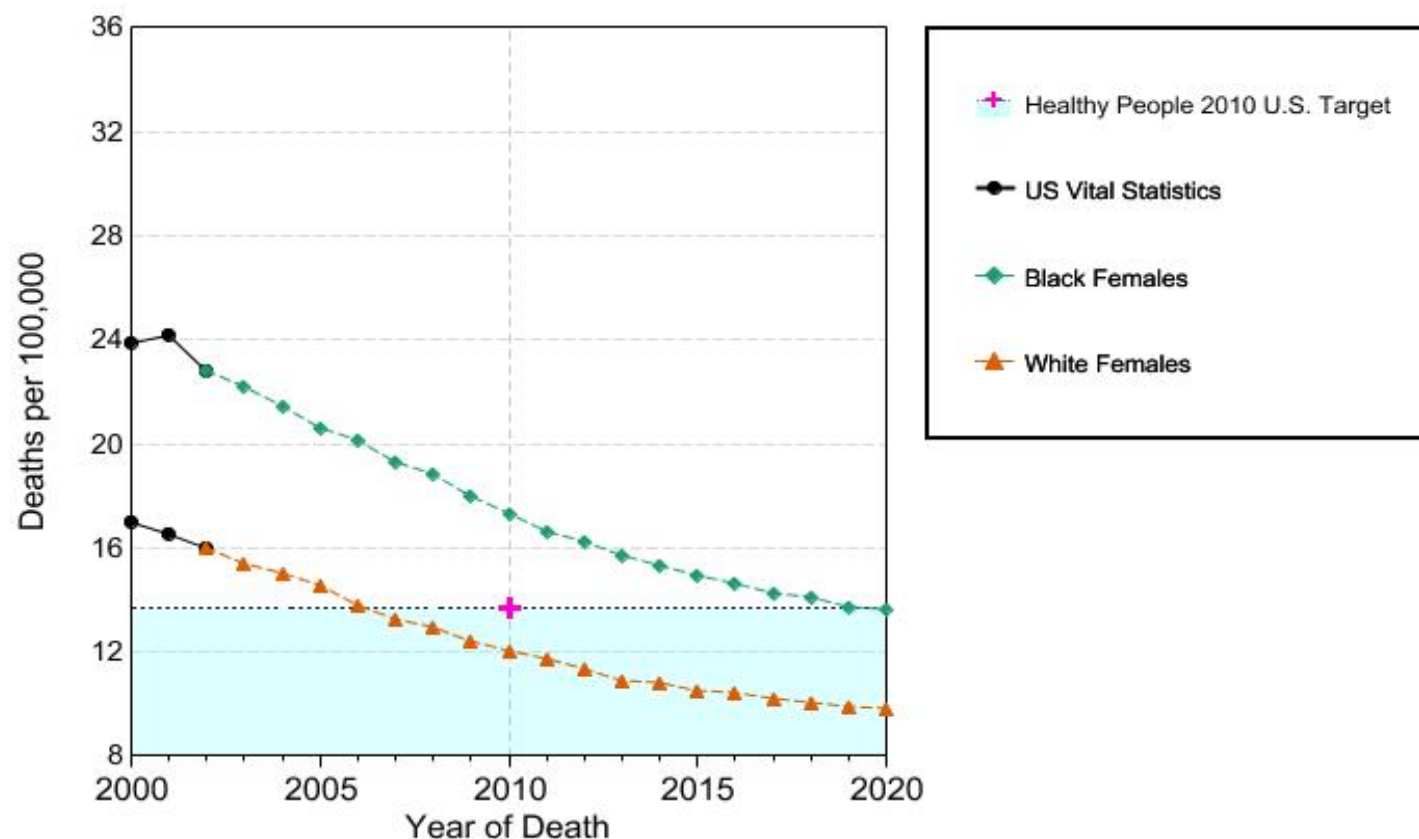
Treatment-related objectives were not included in Healthy People 2010. We included treatment goals to evaluate the potential impact on colorectal cancer mortality.

Projected CRC Mortality, Females

Projected Trends Baseline

Combined (Average) Model, All Ages, By Race/Sex

Age-adjusted Rates by Scenario



Created by www.cisnet.cancer.gov/projections/colorectal/zoomed_graph.php on 10/15/2010 3:08 pm.

Rates are age-adjusted to the 2000 standard population using age groups <1y, 1-4y, 5-14y, 15-24y, 25-34y, 35-44y, 45-54y, 55-64y, 65-74y, 75-84y, 85+y.

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Context

- Increase in foreign-born U.S. blacks, 1960 to 2005 (Gibson & Jung, 2006) – multi-ethnic, subcultures, language.
- Florida has a diverse black population due proximity to the Caribbean and South America.
- Assuming homogeneity may conceal possible subgroup differences in cultural perceptions of cancer and utilization of screening.





Purpose

This presentation provides one example how community participation and cultural targeting attend to literacy and linguistic salience of behavioral interventions to address cancer health disparities among medically underserved black populations.



Project Description (Processes/Strategies)



Projects

Pilot Project 1

- Qualitative Interviews and Survey of 3 Ethnic Subgroups of Blacks

Pilot Project 2

- Translation of Instruments & Development of Photo Novellas

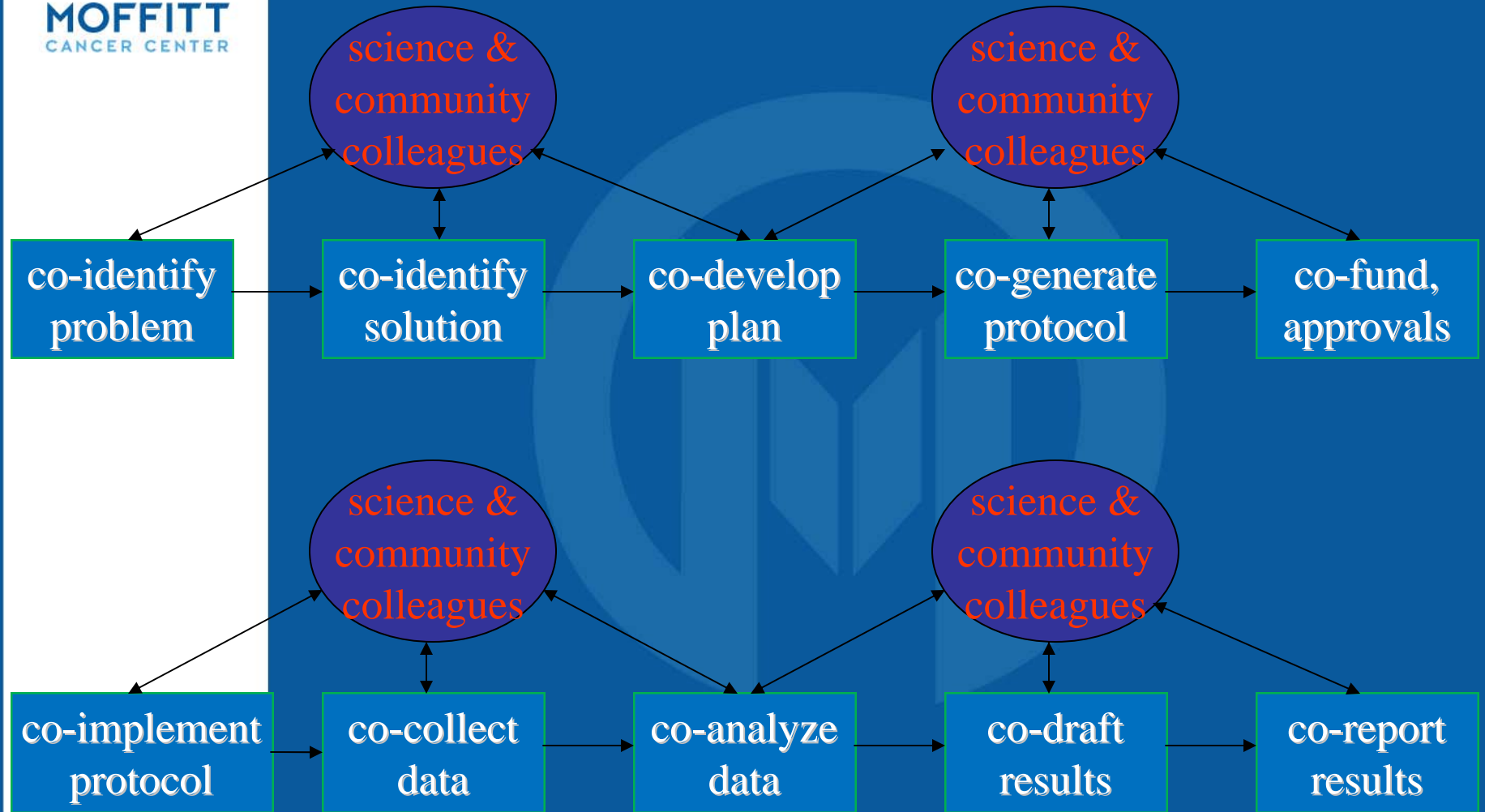
RCT's

- Community/Clinic-based Randomized Clinical Trials (RCTs):
 - TBCCN CARES study; IAACCT study



Organizing Framework:

Community-Based Participatory Research (CBPR)



*Co-equal Participation:
Community and Scientists in all 10 steps*

Adapted, William Freeman, 2007

Mutual Benefits of CBPR

Community benefit

- Material resources and infrastructure (health related or non-health)
- Increased organizational capacity and linkage
- Improved public health outcomes
- Access to care (individual level benefit)

Benefits to researchers

- Community input/buy-in, participation
- Cultural, literacy, linguistic relevance
- Improved acceptability/uptake of interventions
- Increased likelihood of success

Theoretical Frameworks

Health Belief Model

- Perceived Susceptibility
- Perceived Barriers
- Perceived Benefits
- Cues to action
- SELF EFFICACY

Preventive Health Model

- Salience and coherence
- Social influence
- Response efficacy

Integrated attention to health literacy?



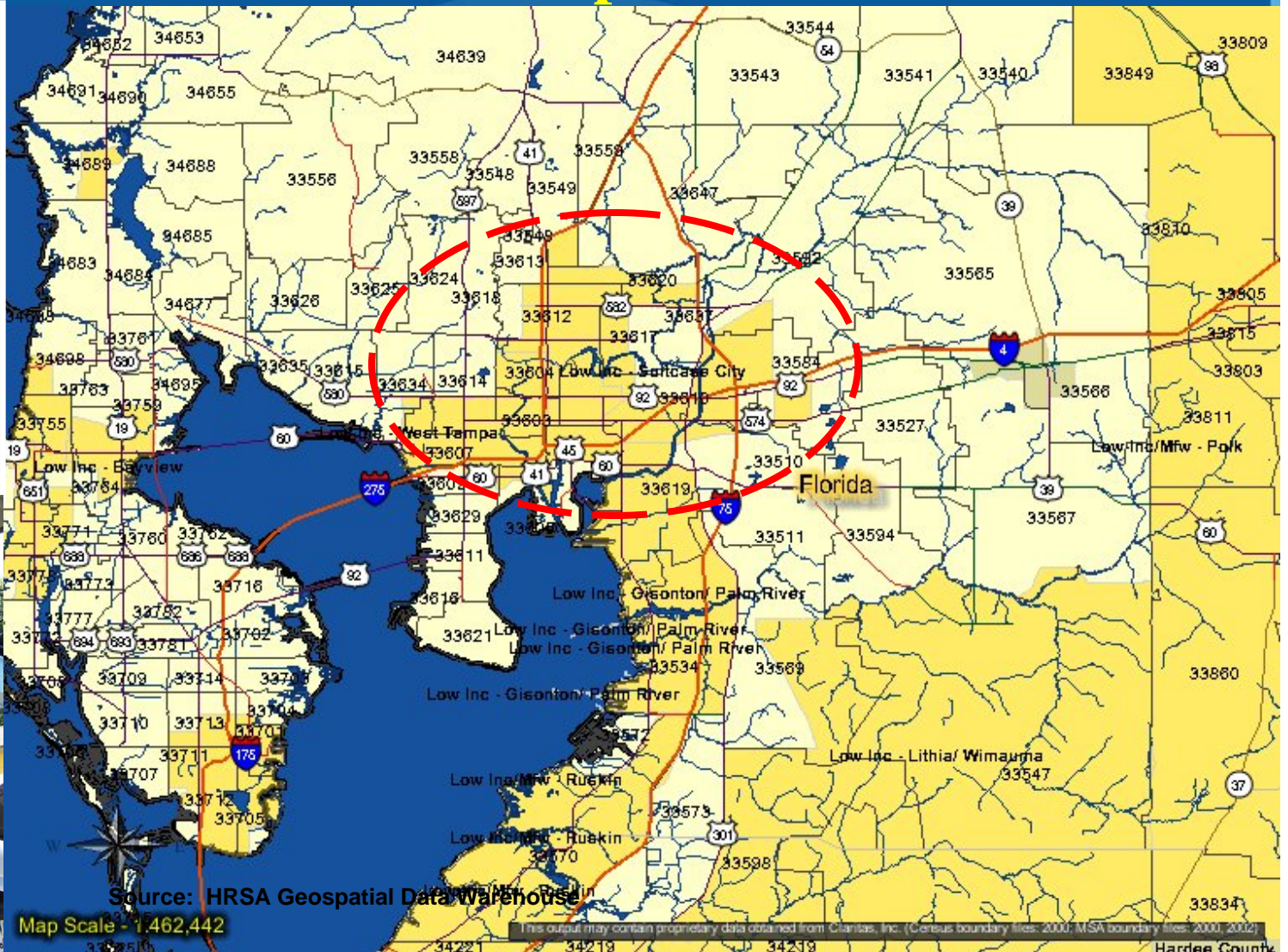
Project Origin

- Project concept fueled by questions from community
 - Are there ethnic subgroup differences?
 - Should interventions be targeted by ethnic subgroup or is a common intervention justified?





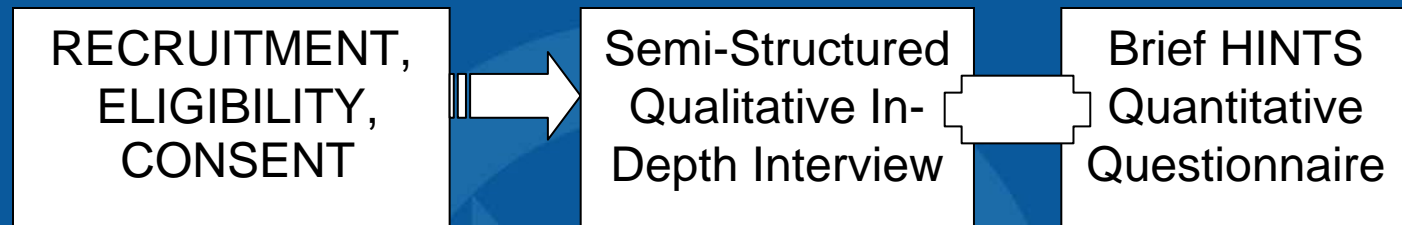
Hillsborough County/Tampa, FL: Medically Underserved Areas (MUAs) and Zip Codes



This output may contain proprietary data obtained from Claritas, Inc. (Census boundary files: 2000; MSA boundary files: 2000, 2002)

Project 1 Description

- Mixed-Methods: CRC pilot study of 3 subgroups



- African American, Blacks from English speaking Caribbean countries, Haitian-born

- **Similarities:** cancer fatalism, emphasis on symptoms, benefits of early detection, barriers/access to care
- **Differences:** use of screenings, language & communication preferences.
- **Conclusion:** Develop a common CRC screening intervention/communications attending to language and literacy considerations.



Project 1: Community Feedback

Communications Materials

- Simple, short
- Inviting to pickup and read
- Interesting/attention –getting stories
- Clear messages!
- Plain language, low-literacy
- Multi-ethnic and cultural appeal

Formats/Channels

- Start with print materials
 - photo novella/booklet
- English language first
- Test for efficacy
- Next DVD and other videos easy to disseminate
- Translate to Haitian Creole/French, other
- Mass media



Project 2 Description

Translated
English
instruments
into Haitian
Creole

Developed
English
CRC photo
novella (PN)
for Blacks

Culturally
adapted /
“transcrea-
ted” English
PN into
Haitian
Creole

Photo-novellas

NOU KAPAB

Pote Laviktwa Sou Kansè Kolon!



YES WE CAN!

Win Against Colon Cancer





FINDINGS:

Learner Verification for PN

Characteristics:

(People will like)

Text : 100%
Story: 100%
Highlighted text:
100%
Bullets: 100%
Font: 100%
Length: 100%
Pictures of real people
like me: 100%

Did you already know information:

Most of it: 75%
Some of it: 15%
All new info: 10%

What is the call to action:

Get screened: 100%
Talk to doctor: 100%
Tell others: 100%

Persuasion:

*Compelling, family-centered
storyline*
Clear call to action/behavior



Comparison of PN to CDC “Screen for Life” Brochure

	Photo Novella	CDC Tri-fold Brochure
Easy to read or get through		
All of it	7 (35%)	3 (15%)
Most of it	13 (65%)	17 (85%)
Ease of locating key information		
Yes, immediately	10(50%)	3(15%)
Yes, after some time	6(30%)	13(65%)
Yes, after some help	-- -----	4(20%)
Which style do you think people will:		
<i>prefer</i>	20 (100%)	0
be more likely to <i>pick up & read</i>	20 (100%)	0
remember the most information	20 (100%)	0

Plan

(Lessons Learned;
Dissemination; Future Directions)



Lessons Learned

- CBPR and other formative strategies increase salience (cultural, literacy and linguistic relevance) of interventions and cancer communications through:
 - Surface structure (pictures of real people like me; made for my people: national flags)
 - Deep structure (cancer fatalism: fate/curse; family centered)
 - “Transcreation”/cultural adaptation (beyond language translation)





Publications/Dissemination

- Shared with community partners and cultural advisors; TBCCN newsletters
- National conferences (ICC, 2008; SBM, 2009; AORTIC, 2009; CCL, 2010; AACR-Health Disparities, 2010)
- Manuscripts
 - Published: (Gwede et al, 2010: Oncology Nursing Forum) (quantitative)
 - Under review: (Gwede et al., Journal of the National Medical Association) (qualitative)
 - In Prep: photo novella development



Next Steps

- Client-centered RCTs: interventions to increase CRC screening in community and clinic settings using photo novellas and free immunochemical FOBT
 - CNP Center/TBCCN CARES study
 - IACCT study for Blacks
- Both RCTs: Literacy Measures –REALM, years of schooling, language preference
 - Moderation
 - Mediation





In Closing

- In addressing cancer health disparities, perhaps attention to cultural, **literacy** and linguistic salience and coherence of behavioral interventions is most paramount, rather than focusing on the individual?
- Clear, culturally salient behavioral interventions improve outcomes for everyone regardless of their health literacy levels?
- Universal Health Literacy Precautions Toolkit (Primary Care) - ARHQ Pub No: 10-0046-EF



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