

Session 2: Strategies and Best Practices to Improve Communication Across the Cancer Care Continuum

Cancer Prevention



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Objectives

- To underscore the importance of cancer prevention communications for optimizing health benefits.
- To highlight communication opportunities that inform and create awareness and action towards preventive behaviors.
- Illustrate examples of effective cancer prevention communications for reducing cancer burden.
- Identify policy recommendations for improved communication in cancer prevention.



Cancer Prevention is Key!

- In 2019, more than 1.7 million people will be diagnosed with cancer in the US.
- Many cancer deaths (almost half) are linked to preventable causes, e.g., tobacco use, obesity, exposure to ultraviolet light, and vaccine-preventable infections with cancer-associated pathogens (modifiable risk factors).
- **Healthy lifestyles can reduce one's risk and lower the risk of cancer recurrence and improve treatment outcomes.**

Tobacco

***Diet and Physical
Activity***

Alcohol

Sun Exposure

Good Health

***Family
Background/
Risk***

***Environmental
Risks***

***Cancer
Screenings***

***Preventive
Vaccines***

The Promise of Prevention

- **Prevention science** has matured over the last decades.
- Substantial advances in the understanding of cancer biology and molecular techniques, that include next-generation sequencing platforms and new genomic landscape.
- Unprecedented opportunities to characterize molecular and cellular events that drive premalignant progression.
- Strides in the development of novel genomic biomarkers to personalize cancer detection.

World Health Organization

- **Prevention** offers a cost-effective long-term strategy for the control of cancer. National policies and programs are needed to raise awareness, to reduce exposure to cancer risk factors, and to ensure that people are provided with needed **information and support** to adopt healthy lifestyles.
- <https://www.who.int/cancer/prevention/en/>



Communication Opportunities in Cancer Prevention



Keep the public and community informed about healthy lifestyle

Plus

Convey new cancer prevention transformational possibilities.

Cancer Prevention Communications



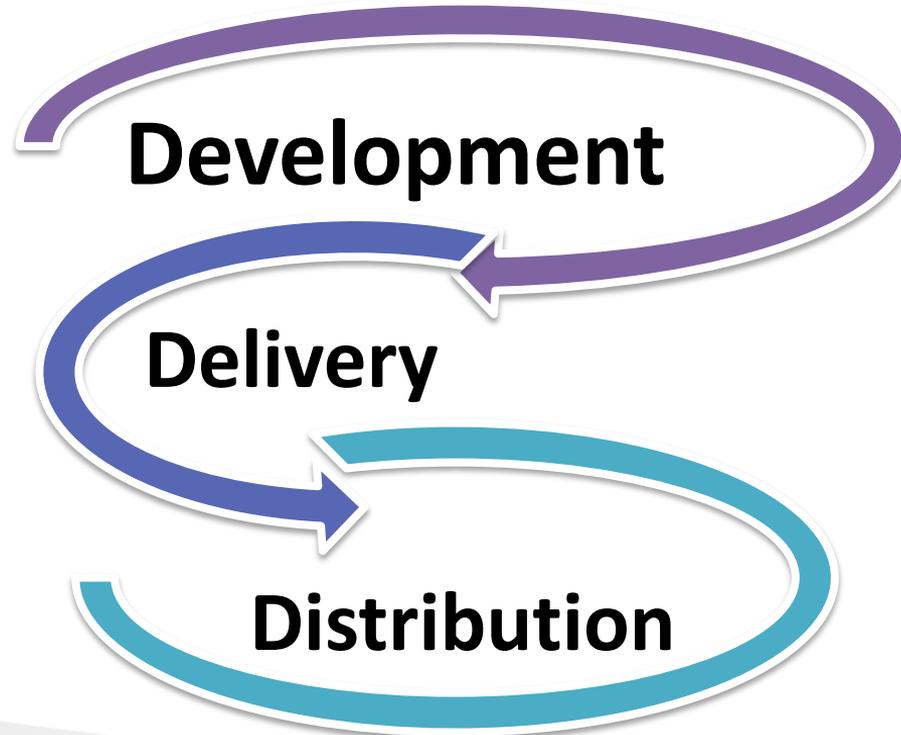
Fundamental for effective communication for an increasingly diverse population is attention to culture and literacy and intersectional perspectives which inform and advance health equity and give *context*.

Communications and Health Literacy

- What is prevention?
- What is risk reduction?
- What is chemoprevention?
- What is “prevent carcinogenesis”?
- What is low, medium or high risk?
- What does cancer interception mean?



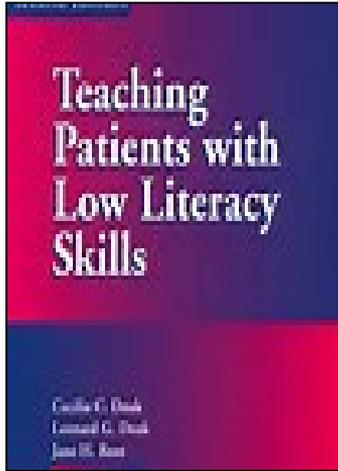
Communication Opportunities: 3D



Development: A common thread across literacy tasks is that each has a purpose.

Nutrition Facts	
Serving Size 212 g	
Amount Per Serving	
Calories 257	Calories from Fat 84
% Daily Value*	
Total Fat 9.4g	14%
Saturated Fat 1.1g	6%
Cholesterol 0mg	0%
Sodium 41mg	2%
Potassium 400mg	11%
Total Carbohydrates 39.8g	13%
Dietary Fiber 10.0g	40%
Sugars 2.1g	
Protein 8.0g	
Vitamin A 10%	Vitamin C 16%
Calcium 3%	Iron 14%
Nutrition Grade A	
*Based on a 2000 calorie diet	

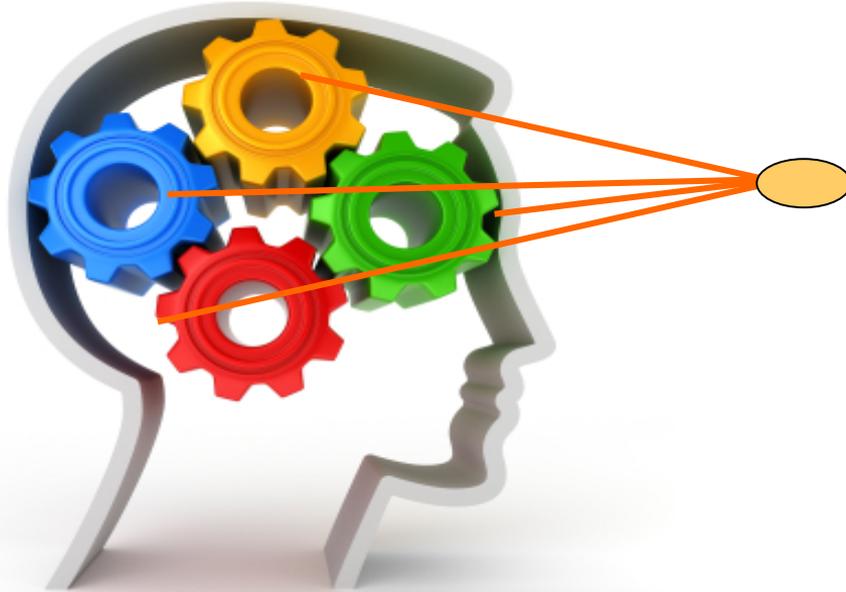




“Best communications are those that involve give and take. They should help people use the information in ways that are right for them and needed by them.”

The Doaks

Create R.E.A.L. Messages



- Relatable
- Engaging
- Actionable
- Literacy Friendly

Rigorous Formative Work

- Focus groups
- In-depth interviews
- Think aloud procedures
- Pretesting
- Usability testing
- Learner verification
- Community advisors
- Community-academic teams
- **SYSTEMATIC & ITERATIVE**



Communication Theory

Decisions about a new action or a behavior start with a person who is unaware of an intervention e.g., vaccination



Strategic communications and engagement



Awareness, decision-making, potential adoption



Supported by access to high quality services.

<https://www.cancer.gov/publications/health-communication/pink-book.pdf>

Levels of Health Literacy



Critical

Interactive

Basic/functional

- Cognitive & social skills to **critically** analyze information .to action
- More advanced cognitive and **interactive** skills to extract information.
- Transmission of **basic** health facts.

What is a Fecal Immunochemical Test (FIT)?



Davis SN et al, 2017 A randomized controlled trial of a multi-component targeted low-literacy educational intervention compared with a non-targeted intervention to boost colorectal cancer screening with fecal immunochemical testing in community clinics. *Cancer*. 2017 Apr 15;123(8):1390-1400. **Christy et al., 2016** S, A community-based trial of educational interventions with fecal immunochemical test for colorectal cancer screening uptake among Blacks in community settings. *Cancer* 2016 Nov; 122: (21) **Gwede et al., 2019**, A culturally and linguistically-salient pilot intervention to promote colorectal cancer screening among Latinos receiving care in a Federally Qualified Health Center. *Health Educ Res.* 2019 Mar 30.

Delivery: Many Levels of Influence across the Lifespan



Delivery: Why Good Presentation Matters?

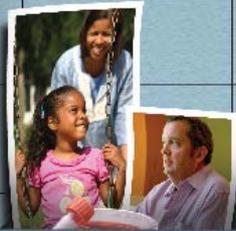
- ✓ Influence
- ✓ Inform
- ✓ Motivate
- ✓ Inspire
- ✓ Build skills
- ✓ Persuade
- ✓ Catch Attention

Why Good Presentation Matters

Biobanking:
Hope for the future.



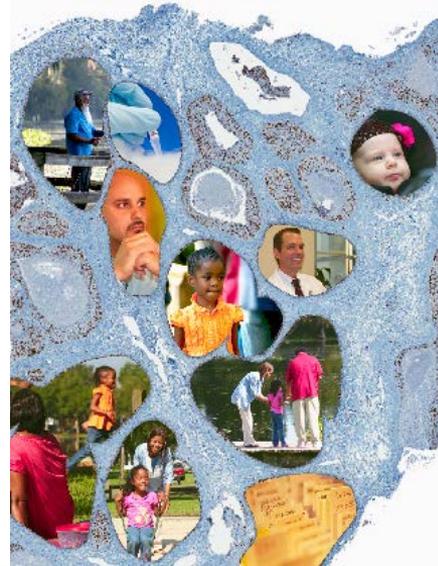
Biobanking:



Hope for the future.



Biobanking:
Hope for the future.



Biobanking:
Hope for a cancer cure



MOFFITT
CANCER CENTER





SUMMER

Cough/tos:

tea with honey



Stomachache / dolor de estómago

- chamomile / manzanilla
- Anís estrellado



- Wh
- Mexican / Hispanic store
- Walmart

mint / ment
egano tea
for heart burn

Distribution: Getting Messages Out

Reaching limited-resource areas so no one is left behind, at-risk and marginalized populations, e.g., literacy, linguistically, geographically, or socially isolated groups.

But how? Via Partnerships . . .

Government, Social Service Agencies, Philanthropic Foundations, Academia, Hospitals, Clinics, Community groups, Local, Schools, State, National International Organizations to name a few.

PEOPLE AND THEIR COMMUNITIES





Create Partnerships for Better Health

NAS-Meade July 15 2019

Policy Recommendation – Inclusion and Access

- **Advocate at the national level for enhanced access, insurance coverage and reimbursements for cancer prevention actions, e.g., screening and follow-up, vaccinations, personal risk assessments**

Increase cross-walk/cross-talk with national and local organizations and stakeholders to advocate the use of participatory principles that embody culture and health literacy for inclusive cancer prevention.

Policy Recommendation - Research

- **Strengthen the evidence base of the role of health literacy through increased research that advances the engagement of marginalized, underrepresented and underserved communities in cancer prevention practices and which address local context.**

This includes studies that develop and test innovative communication platforms aimed to reach groups living in low-resource settings and/or whom may be geographically, linguistically, culturally, or socially isolated.

Policy Recommendation - Training

- **Advocate for the creation of a national council or network that engages key diverse stakeholders in establishing guidelines, procedures and useful tools for communicating evidence-based information about cancer risk, prevention, detection, and treatment to patients, families and communities.**

This includes expanding the number of trained specialists who can deconstruct cancer prevention communications for diverse audiences.



Cancer Prevention Can improve Peoples Lives





**THANK
YOU**