



NCI Cancer Center

A Cancer Center Designated by the
National Cancer Institute

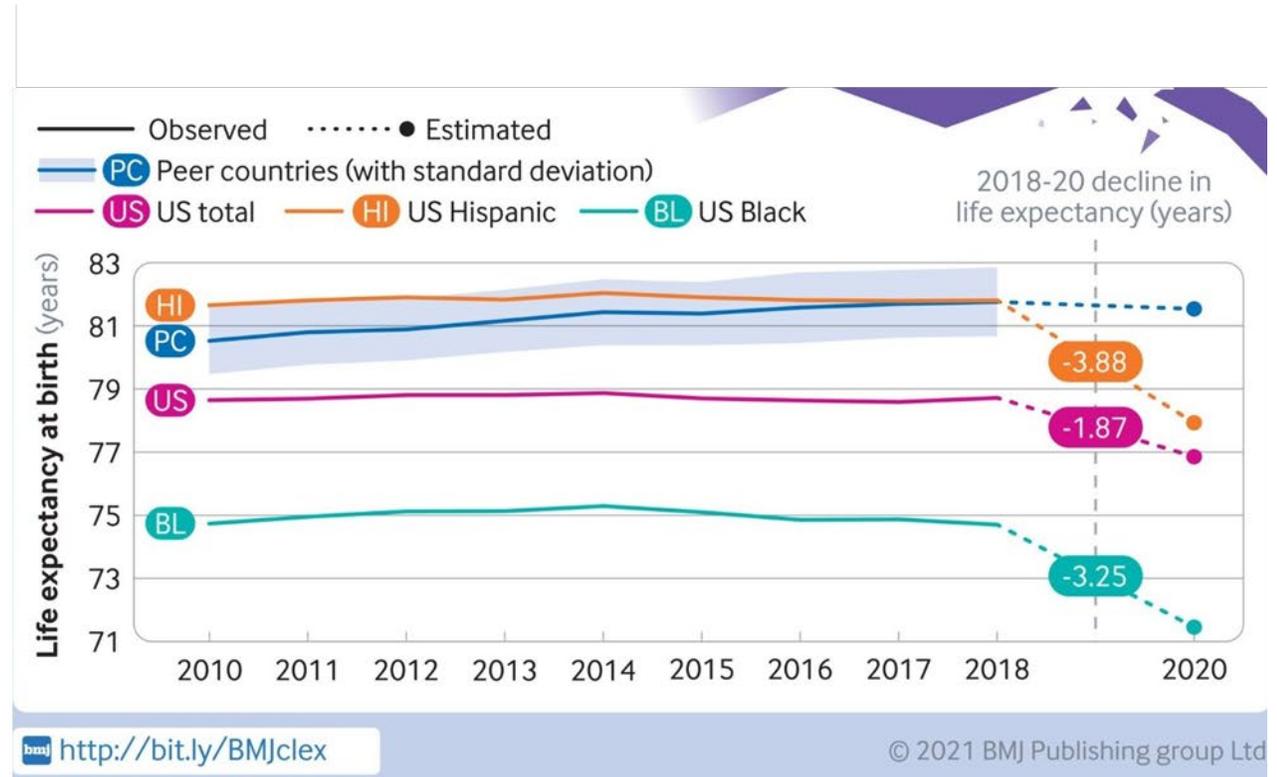
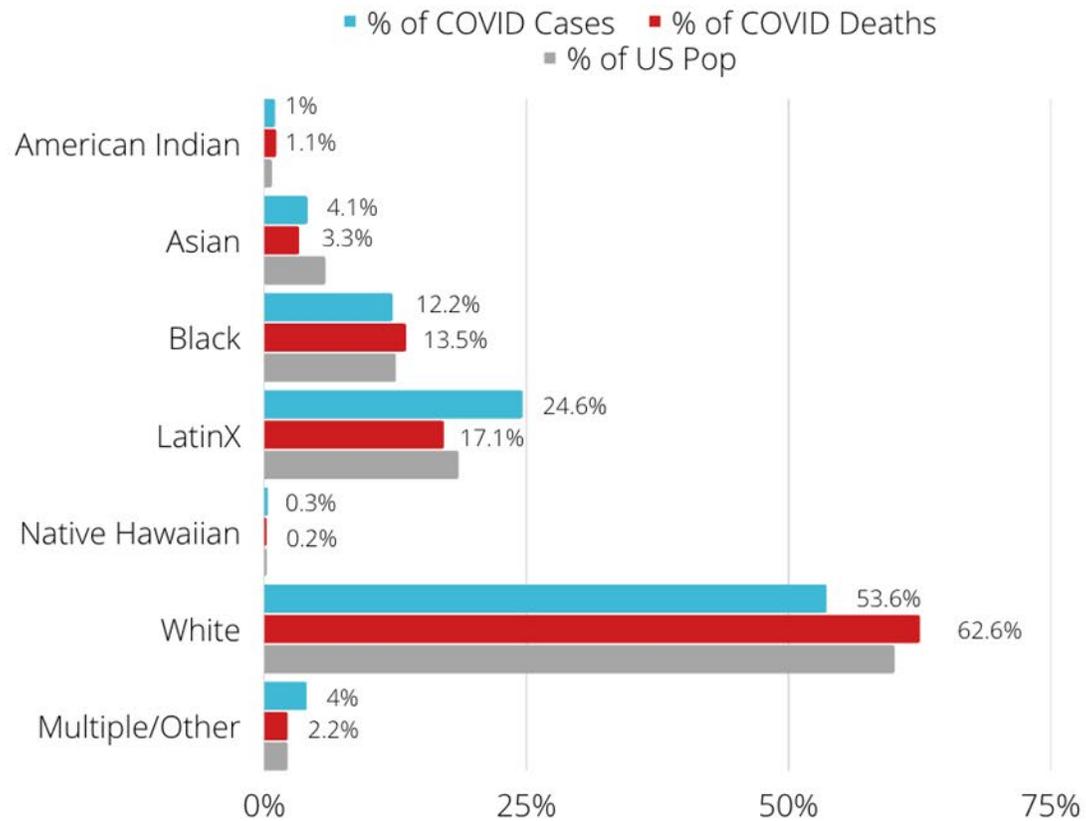
COMMUNICATING EFFECTIVELY ABOUT THE EVIDENCE BASE FOR CANCER PREVENTION AND RISK REDUCTION

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COVID-19 Cases, Mortality and Life Expectancy



CDC. COVID Data Tracker.
 Woolf et al., 2021

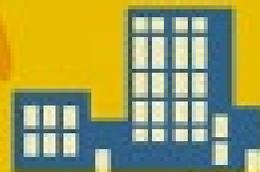
Variation in CT colonography (CTC) use across the United States



The study assessed the differences in CTC use across the U.S., including in rural versus urban areas among individuals with commercial insurance.



Find a CT colonography location near you using the ACR's My CT Colonography locator tool.



There was **>9 times** CTC use rate among the 10 highest use Metropolitan Statistical Areas.

Utilization of screening CTC was higher in urban as compared to rural populations.



2.67 per 100,000 person-years



1.04 per 100,000 person-years

Although CTC is performed widely across the United States, use is generally low and varies substantially based on geographic region.

JACR VISUAL ABSTRACT

Moreno, C., et al. 2020.

Overview

Environment

- Communicate without antagonizing/polarizing
- Acknowledge structural factors

Alignment

- Communicate uncertainty/advances in our science so that we don't erode trust
- Foster partnerships at multiple levels

Technology

- Misinformation isn't going away
- Leverage user generated content as data

Cancer communication strategy to advance policy

Communicate without further polarizing: focus on the actions

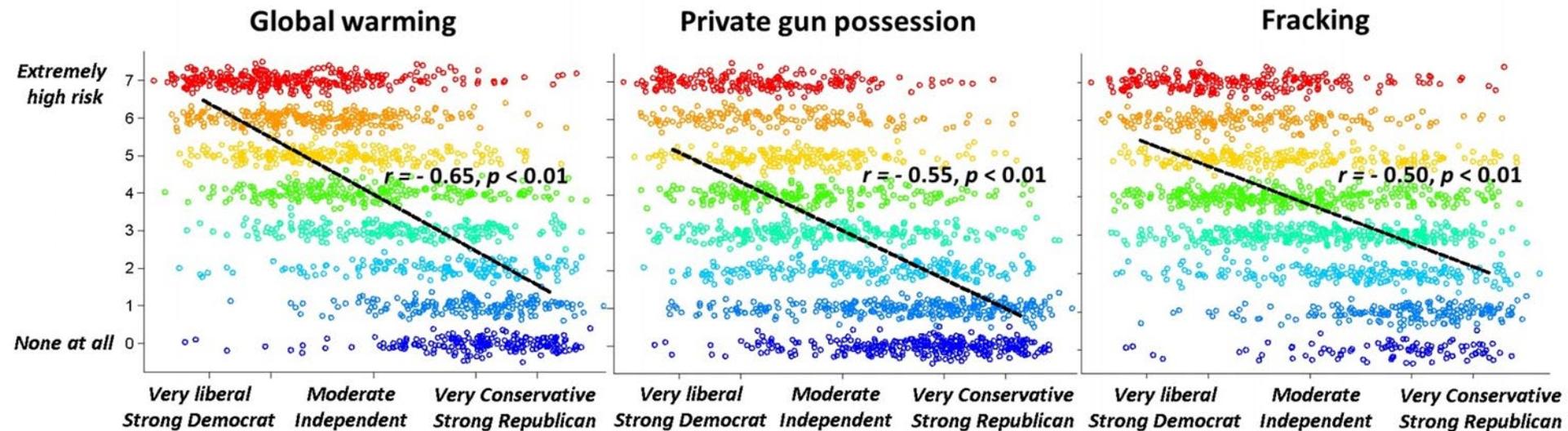
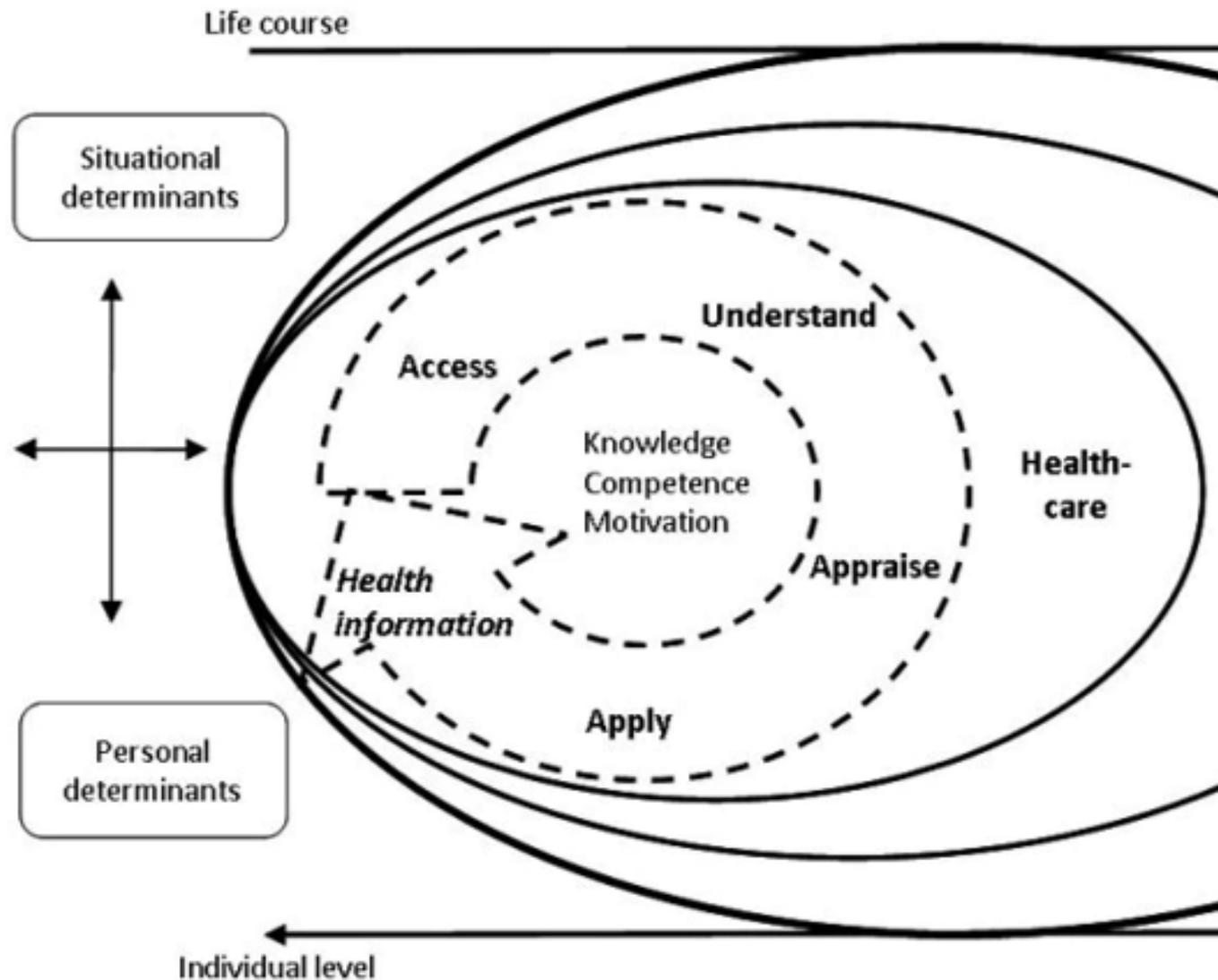


Figure 1. Polarization over risk. Scatterplots relate risk perceptions to political outlooks for members of nationally representative sample (N = 1800), April–May 2014 [Kahan, 2015].

Kahan 2015, J Sci Comm, 14(3)



Vaccine	MSA, % (95% CI) [§]		
	Non-MSA (n = 3,678)	MSA nonprincipal city (n = 8,409)	MSA principal city (n = 8,076)
HPVTM vaccine			
All adolescents			
≥1 dose	68.0 (65.3–70.6) ^{††}	74.2 (72.5–75.9) ^{††}	77.8 (75.8–79.6)
HPV UTD ^{***}	49.2 (46.3–52.1) ^{††}	59.1 (57.2–61.0)	60.4 (58.2–62.6)
Females			
≥1 dose	67.8 (63.7–71.7) ^{††}	76.7 (74.5–78.8)	79.8 (76.9–82.4)
HPV UTD	50.3 (46.0–54.6) ^{††}	62.2 (59.6–64.7)	63.2 (59.9–66.4)
Males			
≥1 dose	68.1 (64.6–71.5) ^{††}	71.9 (69.3–74.4) ^{††}	75.8 (73.2–78.3)
HPV UTD	48.1	56.2	57.8

Sorenson, et al. 2012. BMC Public Health, 12(1), 1-13
 Pingali, C., et al. 2021.

Alignment of Recommendations

Goal 1: Improve and Align Cancer Screening Communication

	Age Initiation	Interval
ACS	45	annual*
ACOG	50	annual or biennial
ACP	50	biennial
ACR	40	annual
ASBrS	40	annual
NCCN	40	annual
USPSTF	50	Biennial

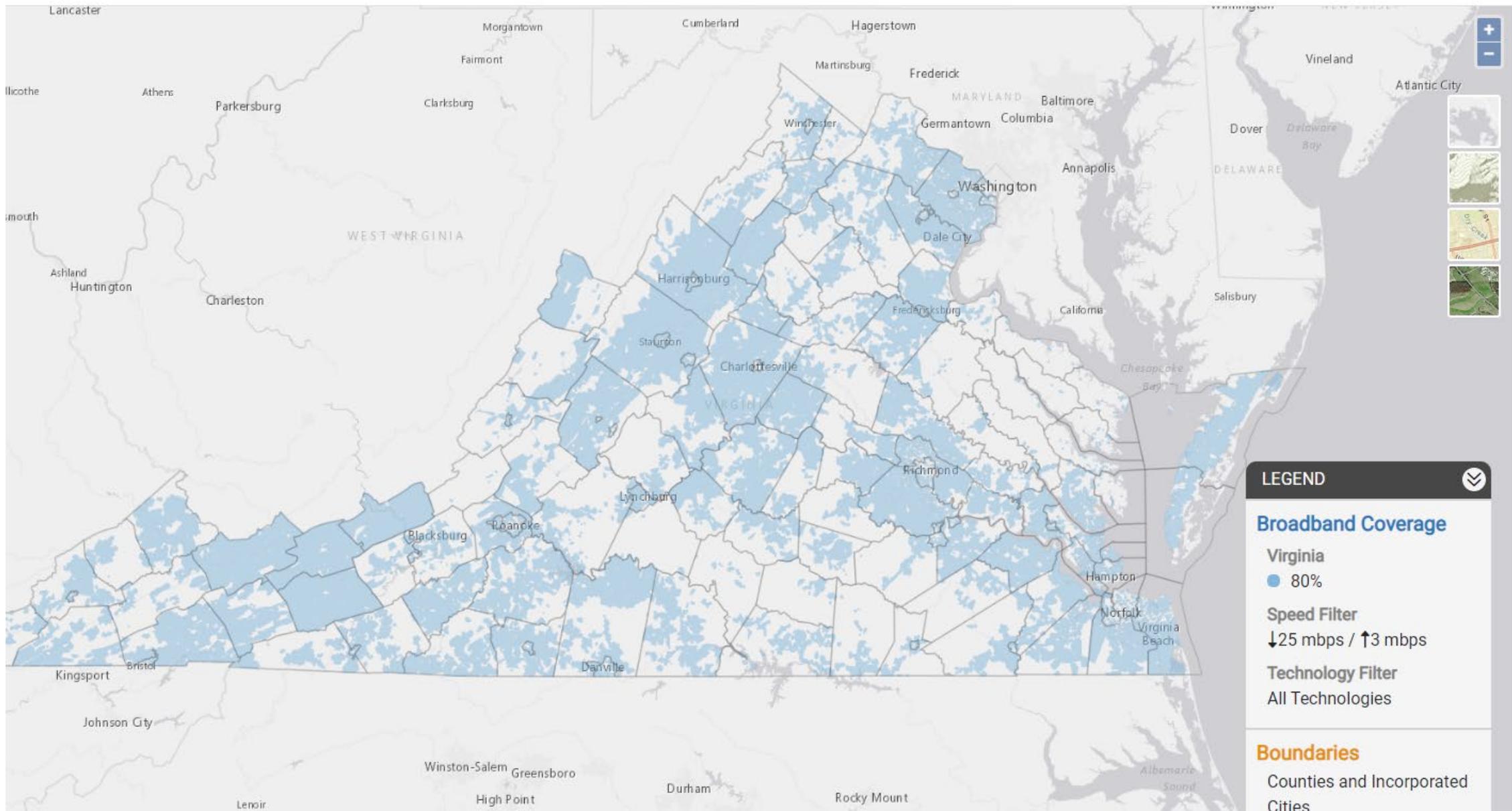


President's Cancer Panel; 2022.

Communication Strategy: Partnering for Policy

1. Set shared goals	<ul style="list-style-type: none">• Identify clear goals—what policy is being addressed• Plan for monitoring, building infrastructure for continuous information sharing
2. Establish coordinated response	<ul style="list-style-type: none">• Identify leadership roles and capacity to coordinate efforts• Build a network of partnering institutions and organizations (e.g., scientists, cancer center, faith leaders, community entities, small business)
3. Devise communication strategy	<ul style="list-style-type: none">• Identify the audience(s); prioritize communication goals to the audience taking into consideration evidence on current knowledge, attitudes, current behaviors and built environment• Select portfolio of communication channels (multi-level, multimodal)• Identify information sources and ambassadors trusted by the audience
4. Implement communication plan	<ul style="list-style-type: none">• Coordinate dissemination on selected channels• Monitor trends in online discourse—identify misinformation and better position ongoing communications
5. Be ready to adapt	<ul style="list-style-type: none">• Monitor receipt of messaging in different communities• Be transparent about the status of scientific evidence including uncertainties and gaps

Adapted from: Ratzan, S., et al. 2020. Public Health Res Pract., 30(2).

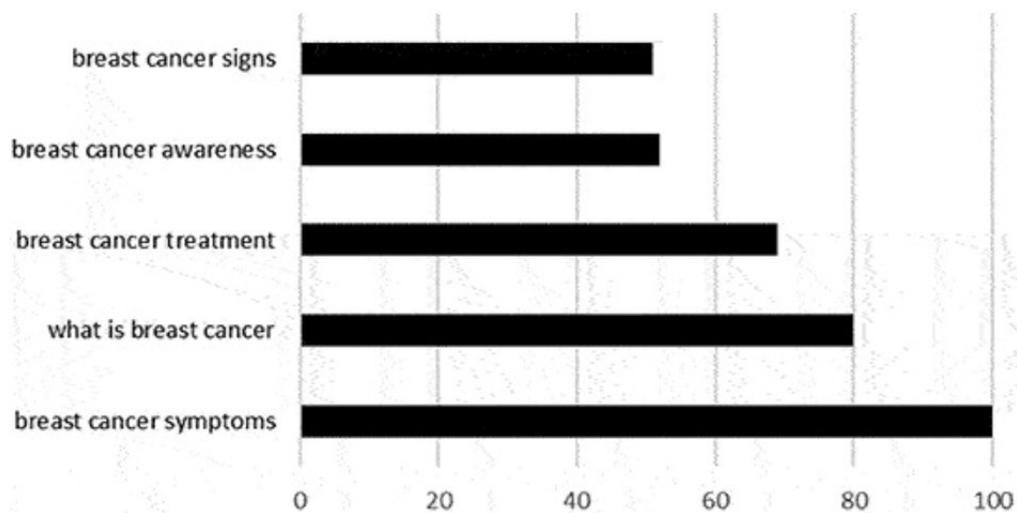


Commonwealth Connection. 2022

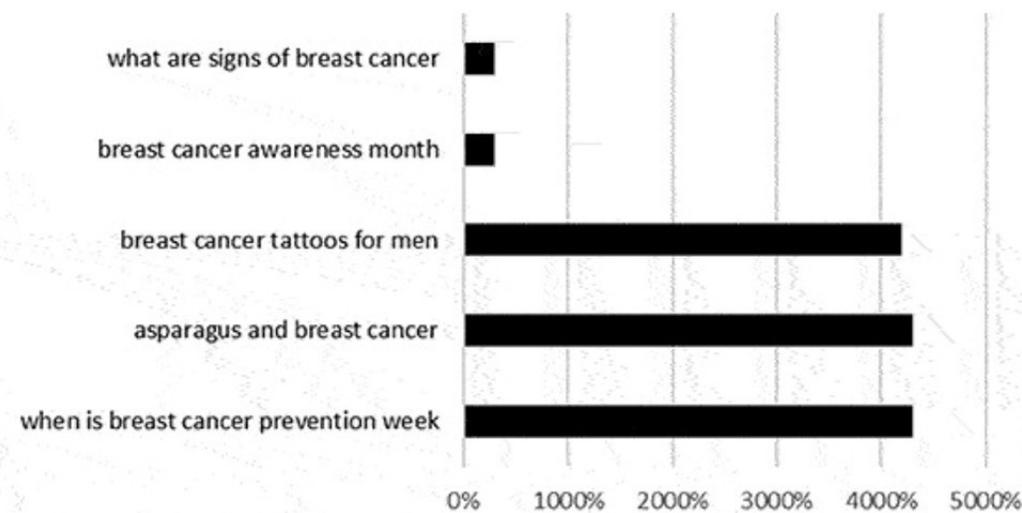
Twitter and Google User Generated Topics

No.	Feb Breast Cancer			Feb Lung Cancer		
	Topic 1: Awareness and support	Topic 2: Treatment and heart disease	Topic 3: Survivorship	Topic 1: Risks of e-cigarettes	Topic 2: Help for smokers	Topic 3: New small cell lung cancer treatment
1	awar	treatment	survivor	die	year	cell
2	pink	risk	new	smoke	stage	patient
3	help	heart	studi	caus	smoke	small
4	suppo	patient	spread	juul	cigarett	treatment

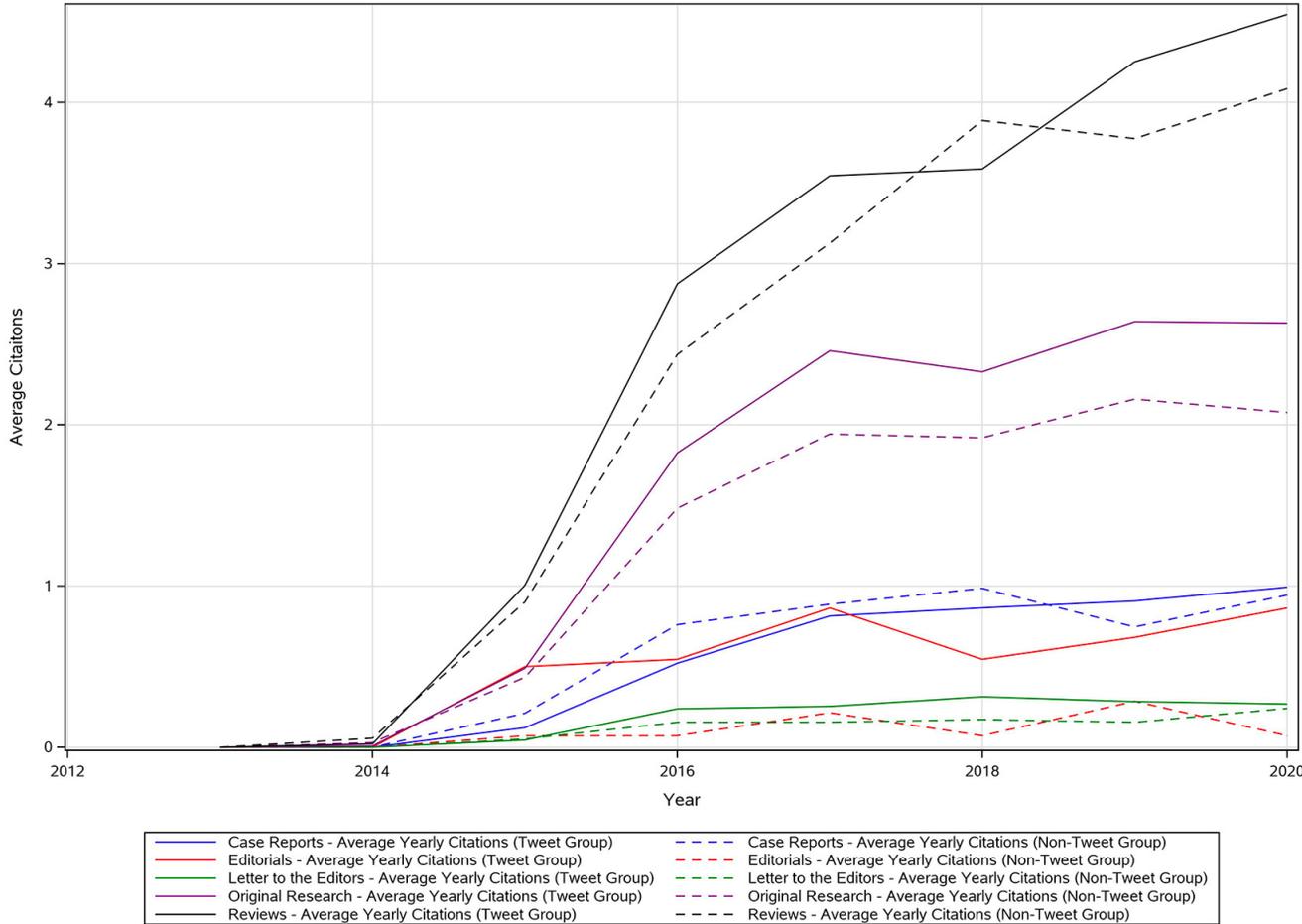
Breast Cancer Top Related Queries (Feb 2018)



Breast Cancer Top Rising Queries (Feb 2018)



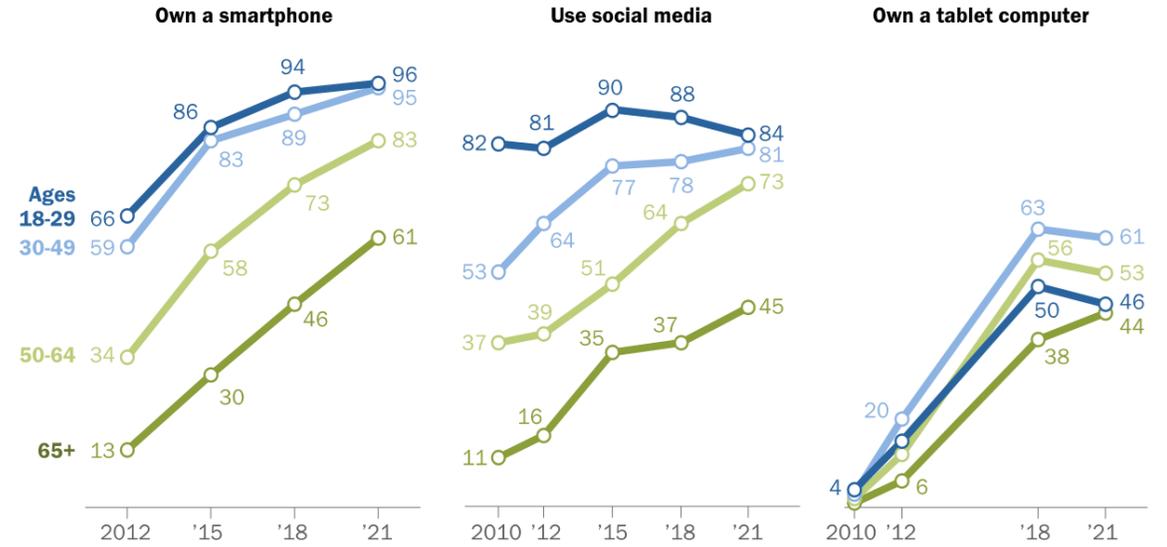
Average Citations by Publication Type Accumulated Each Year



Vaghjiani, et al. 2021.

Smartphone ownership and social media use among older adults continue to grow

% of U.S. adults who say they ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

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