Available Technical Assistance for Evidence-Based Communications for Cancer Control

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The George Washington University (GW) Cancer Center
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Learning Objectives

• Identify open-access communication technical assistance resources for public health and cancer control professionals

• Understand how these tools and resources help professionals plan, adapt and implement evidence-based communication campaigns
Communication Trainings for Comprehensive Cancer Control (CCC) Professionals

• **2013**: Needs assessment for Comprehensive Cancer Control (CCC) Programs demonstrates need for online training on developing communication plans

• **August 2015**: *Communication Training 101: Media Planning and Media Relations*

• **September 2016**: *Communication Training 102: Making Communication Campaigns Evidence-Based*
GW Cancer Center Online Academy

Courses

Communication Training for Comprehensive Cancer Control (CCC) Professionals 102: Making Communication Campaigns Evidence-Based

This free online training is the second of a two-part series on cancer control communication and is designed for participants who desire more in-depth training about the process of organizing a communication campaign. Interactive learning modules walk you through important concepts of collecting and using evidence in communication campaigns, developing campaign messages and using appropriate tactics and channels to reach intended audiences, planning for...

Communication Training for Comprehensive Cancer Control (CCC) Professionals 101: Media Planning and Media Relations

This free online training walks participants through the process of media planning, creating media-friendly materials and building relationships with journalists. It includes background information, resources and customizable templates, so after completing the training, you will have a tailored media plan and media-ready materials for your cancer control program to use.

Enrollment Code: COMM101 (case sensitive)

Download the informational flyer.
Lesson Structure

Welcome and Course Introduction

Lesson 1: Health Communication, Social Marketing and Media Advocacy

Lesson 2: Health and Media Literacy in Public Health Communication

This lesson includes 4 required components located under the Activities section: a pre-assessment, a presentation, a post-assessment and a brief quiz. Each presentation is self-paced. To move forward in the presentation, click on the blue Continue button on the bottom right of the screen. The Media Planning and Media Relations Guide is available in the Resources section in lesson one.

Activities

- Lesson 2: Pre-Assessment
- Presentation: Health and Media Literacy in Public Health Communication
  Estimated Time: 20 minutes
- Lesson 2: Post-Assessment
- Lesson 2: Brief Quiz

Health Literacy

The degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions.

What does it matter if we work on creating effective health messages if our audience cannot access the materials?

What if our audience cannot make sense of what we are saying?

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Lesson Content

Media Planning and Media Relations (Communication Training 101)

Evidence-Based Public Health

Making Communications Campaigns Evidence-Based (Communication Training 102)

Demands of the message

Use “Plain Language”

Research has shown that 100,000 new cases of cancer can be prevented if every adult reduced their BMI by 1%.

Keep a healthy weight to lower your chance of getting cancer.

Subjective

- Qualitative data from community members or other stakeholders
- Media/marketing data
- Word-of-mouth
- Personal experience

Objective

- Systematic reviews of multiple intervention evaluations
- Public health surveillance data
- Policy Analysis
- Program evaluation

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National Cancer Institute, 2012; Plain Language.gov, N.d.
Learner Engagement

Click on the evaluation methods below
Learn about the purpose, advantages and disadvantages of each.

| Personal interviews | Telephone interviews | Surveys or questionnaires | Focus groups |

Purpose: Collecting information verbally from informants, using a question and answer format in person, interviews can be fairly unstructured, allowing you flexibility in deciding what questions to ask or how to best ask the question, or can be tightly scripted, requiring you to ask questions the same way across respondents.

Advantages: 1) Least selection bias: can in You can intercept people in the streets, in Greatest response rate: people are most lik asked face to face. 3) Visual materials may

Check Point

Which of the following is an example of Gain Frame messaging?

- A) If you smoke, you are 15 to 30 times more likely to get lung cancer or die from lung cancer.
- B) Quitting smoking can reduce your risk of developing lung cancer.
- C) Exposure to radon is the second leading cause of lung cancer and increases your risk of developing the disease.
- D) 7,300 people who have never smoked die from lung cancer each year due to exposure to secondhand smoke.
Learner Engagement – Case Studies & Videos

Case Study

If we were interested in communicating breast cancer screening recommendations to low-income elderly women, we might realize after conducting research that Web-based media may be a good way to reach that intended audience, who tend to have less access to Web-based devices.

On the other hand, communicating breast cancer screening to younger adults may be best done through Web-based media, which tend to have better access to these devices.

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I GOT SCREENED.
Now, I’m talking about it.

The cancer can prevent.
Colorectal Cancer

I GOT SCREENED.
Now, I’m talking about it.

The cancer can prevent.
Colorectal Cancer

Alaska Colorectal Cancer Partnership,
2014; Oregon Health Authority, n.d.
Guides to Accompany Trainings

Guide to Media Planning and Media Relations (101)

Guide to Making Communications Campaigns Evidence-Based (102)
Templates: Media Planning and Media Relations

Background and Justification

[Problem Description]

- What is the health problem?
- What is the disease's burden? How severe is the problem? Why is it relevant and what is the nature?
- What is the significance of the health problem? Why does it matter?
- What contributes to the health problem? (Consider factors such as policies, physical and social environments, behavior, knowledge, attitudes, beliefs, biological factors)
- How addressable is the health problem? What is currently being done about the problem? What should be done to fix the problem?

[Description of organization, mission, and activities in relation to the health problem]

- Who are the within-organizational/social networks they are working together?
- What is your organization's mission?
- Refer back to the corresponding CCC strategic plan. What is the health-level goal(s) of your state's CCC plan?


[Title of your letter or article that appeared in the paper in question and the date it was printed]

To the Editor:

[Explain why the issue is important to the first paragraph and include sentences to back up your claim]

[Include personal experiences and opinions]

FOR IMMEDIATE RELEASE

[Organization/program of contact]

[Contact details]

FOR IMMEDIATE RELEASE

[Organization/program of contact]

[Contact details]

FOR IMMEDIATE RELEASE

[Organization/program of contact]

[Contact details]

[Logo] or letterhead

GW CANCER CENTER
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Washington, DC — January 1, 2023

[Text]


Media Communications Plan

Letter to the Editor

Press Release

[Footer]
Mentorship Program

Planning, implementing and evaluating evidence-based communication campaign

Mentoring

Experiential Learning

Training and support

Increased skills in core public health competency areas, with a special focus on communication

Increased opportunities for networking and collaborative learning

Social Media Toolkits

- Evidence-based messaging and communications practices to assist public health professionals establish, disseminate and evaluate social media strategies during cancer awareness months
  - By cancer type:
    - Breast cancer
    - Cervical cancer
    - Colorectal cancer
    - Prostate cancer
    - Lung cancer
  - By prevention/ control method:
    - HPV vaccine
    - Melanoma detection
    - Viral hepatitis vaccination & testing (April 2017)
  - By topic:
    - Comprehensive cancer control
    - Minority cancer
    - Survivorship
    - World Cancer Day

bit.ly/TAPSocMediaToolkits
Toolkits: Tips, Tools, & Resources

OTHER IDEAS TO PROMOTE CANCER CONTROL

Host or Participate in a Twitter Chat

Twitter chats are a great way to expand your audience and promote engagement with other partners and organizations. You can organize a Twitter chat yourself or simply participate in another one. Twitter chats are live moderated Twitter conversations focused around a specific topic, using a single hashtag. They usually last an hour and involve a list of pre-circulated questions to participants. If you are organizing a chat, reach out to partners early and provide the list of questions as far in advance as possible.

"CDC uses social media to provide users with access to credible, science-based information... A variety of social media tools are used to reinforce and personalize messages, reach new audiences and build a communication infrastructure based on open information exchange" (CDC, 2015a)

ADDITIONAL TOOLS AND RESOURCES

National African American Tobacco Prevention Network: Focuses on and promotion in the African American Community

National Native Network: A network of Tribes, tribal organizations and commercial tobacco use and cancer health disparities among American Indian and Alaska Native populations.

CAMPAIGN KEY MESSAGES

The theme for World Cancer Day 2017 is “We can. I can.” Some of the key messages for the campaign are:

- “We can prevent cancer
- “We can create healthy cities
- “We can challenge perceptions
- “We can improve access to cancer care
- “We can join forces to make a difference

(Quoted directly from World Cancer Day 2017 Campaign Toolkit)

WHEN COMMUNICATING WITH SURVIVORS...

Consider health literacy and numeracy

- Use simple language and avoid terms not often used outside of the scientific community. Explain how data impacts your audience and why it’s relevant (NCI, 2011).
- Organize information so the most important points are first (U.S. Department of Health and Human Services, n.d.).
## Toolkits: Sample Tweets

<table>
<thead>
<tr>
<th>Date</th>
<th>Tweets</th>
<th>Facebook Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thu 10/6</td>
<td>Confused about #BreastCancer screening? Talk to your doctor about when you should get a mammogram: <a href="http://1.usa.gov/1QbXZ0d">http://1.usa.gov/1QbXZ0d</a></td>
<td>Watch breast cancer survivors discuss their cancer experience and offer advice on how to help cope with the challenges of recovery in this video from the National Cancer Institute. By getting information, taking action, seeking support and changing the way they think, these women talk about how they are “moving beyond breast cancer.” <a href="http://bit.ly/24wmC9G">http://bit.ly/24wmC9G</a></td>
</tr>
<tr>
<td>Fri 3/4</td>
<td>Risk factors for #ColorectalCancer include family history, inflammatory bowel disease &amp; certain genetic syndromes: <a href="http://goo.gl/ekrqmz">http://goo.gl/ekrqmz</a></td>
<td>You may be more at risk for colorectal cancer if you have a personal history of polyps, inflammatory bowel disease, certain genetic syndromes or a family history of colorectal cancer. Read more and talk to your doctor about getting screened: <a href="http://goo.gl/ekrqmz">http://goo.gl/ekrqmz</a></td>
</tr>
<tr>
<td>Mon 9/19</td>
<td>Being told you have #prostatecancer can be scary. Here are some Qs to ask your doctor to get the information you need: <a href="http://bit.ly/1U9wQ55">http://bit.ly/1U9wQ55</a></td>
<td>Being told you have #prostatecancer can be scary and stressful. Learning about the disease, how it's treated and how this info may apply to you is a lot to do on your own. Here are some questions you can use to help you understand your options: <a href="http://bit.ly/1U9wQ55">http://bit.ly/1U9wQ55</a></td>
</tr>
</tbody>
</table>

### Tweets
- Providers: Choosing not to vaccinate for #HPV is an ACTIVE choice w/risks that include #cervicalcancer: [http://goo.gl/ZOios7 #PreventCancer](http://goo.gl/ZOios7)
- Providers: When talking about HPV vaccination, frame not vaccinating as an ACTIVE choice, one that comes with risk of cervical cancer, other cancers & genital warts: [http://goo.gl/ZOios7](http://goo.gl/ZOios7)
Other U.S.-based Resources


http://www.cdc.gov/healthcommunication/

http://www.cdc.gov/tobacco/multimedia/media-campaigns/

http://rtips.cancer.gov/

The Community Guide
https://www.thecommunityguide.org

The CDC Clear Communication Index

primary audience

familiar language

objective numbers

health behaviors

http://www.cdc.gov/ccindex/index.html

http://nccd.cdc.gov/chmc/Apps/overview.aspx
Other Tools – All FREE


- Create visually appealing graphics and photos for social media and print materials

- Schedule social media posts, keep up with your feed and collect basic analytics for evaluation

- “Crowdsource” your social media campaign to increase its impact

- Easy-to-use infographic maker

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http://www.miyoworks.org/
https://canva.com/
https://hootsuite.com/
https://thunderclap.it/
https://piktochart.com/
Thank you!

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www.CancerControlTAP.org