


Reaching men to participate in a health screening program

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Presenter Disclosures

Wendy Poage

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

Consultant/Advisor

- GenomeDx
- Dendreon
- MDxHealth

Financial Interest

- 3D Biopsy

Presenter Disclosures


Paul Arangua

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

- None

Statistics

- Prostate Cancer is most common cancer diagnosed and the second leading cause of cancer death in men.
- 2 million men are living with prostate cancer today
- There are more cases of prostate cancer diagnosed each year than even breast cancer.
- Nearly 30,000 men will die from prostate cancer this year.




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Background Screening Program

Prostate Cancer Awareness Week


- 24 years
- One of the largest screening programs in the world
- Screened 5 million men (for prostate cancer and other Men's Health Issues)
- Levels of participation that each site can choose
- IRB Protocol
- National and International Program
- Awareness through Marketing and Media



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Controversy in Prostate Cancer Screening


- There is currently controversy over screening for prostate cancer.
- Men hear information about screening issues through the media.
- We sought to determine what methods men who participated heard about the program.



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Purpose

- Prostate Cancer Awareness Week (PCAW) men's health screening program is one of the largest in the world and has been noted for its success on reaching men across ethnic boundaries to participate. Analyze the impact on the Prostate Cancer Awareness Week program.




Methods

- We analyzed a national database of men who participated in the 2012 screening program.
- We reviewed questions from self reported data
 - age
 - race
 - how they learned of the screening program



Methods

PCEC encourages men to Choose to Know & Know to Choose...
Men should discuss the risks and PSA values with their primary care physician or board certified urologist. They should know there are many choices and strategies in determining if they need a biopsy and/or treatment options. It's your choice.



Screening Questionnaire

INSTRUCTIONS (PLEASE READ):
 • Use dark BLUE or BLACK pen
 • Mark checkboxes clearly
 • Write only one name using CAPITAL letters
 W.S.T.F. L.I.K.E. T.H.I.S. - 2012


1. Age: DOB / / (mm/dd/yyyy)

2. What race/ethnicity best describes you?

<input type="checkbox"/> White (Non-Hispanic)	<input type="checkbox"/> Black/African-American
<input type="checkbox"/> Hispanic	<input type="checkbox"/> Asian
<input type="checkbox"/> Native American	<input type="checkbox"/> Native Alaskan
<input type="checkbox"/> Hawaiian or Pacific Islander	<input type="checkbox"/> Other _____

6. How did you hear about the screening during Prostate Cancer Awareness Week?

<input type="checkbox"/> Work	<input type="checkbox"/> Family or Friend	<input type="checkbox"/> Internet or Website
<input type="checkbox"/> Newspaper	<input type="checkbox"/> Radio or TV	<input type="checkbox"/> Other _____



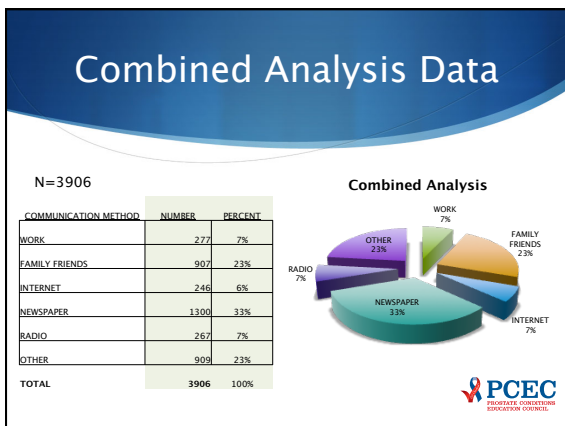
Analysis

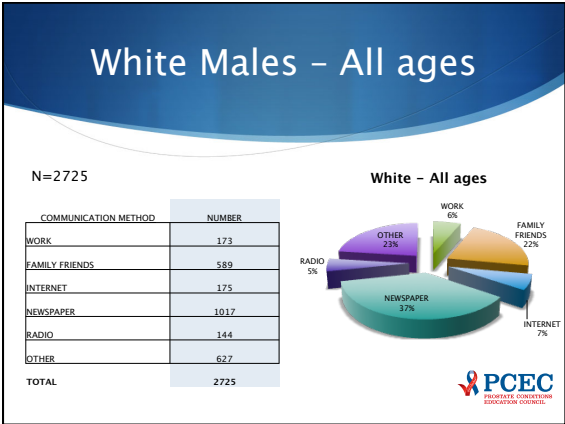
COMMUNICATION METHOD	EXAMPLES
WORK	Flyers, paystub inserts, email blasts
FAMILY FRIENDS	Word of mouth
INTERNET	Newsletters, online listing, websites
NEWSPAPER	Print ads. Print stories
RADIO	Radio interviews, radio ads
OTHER	Other events, print piece pick up, direct mail

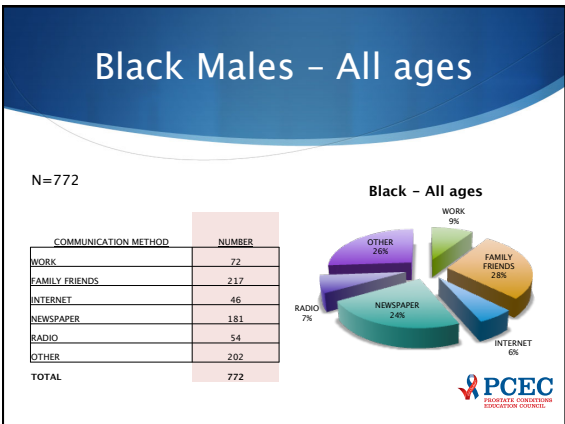
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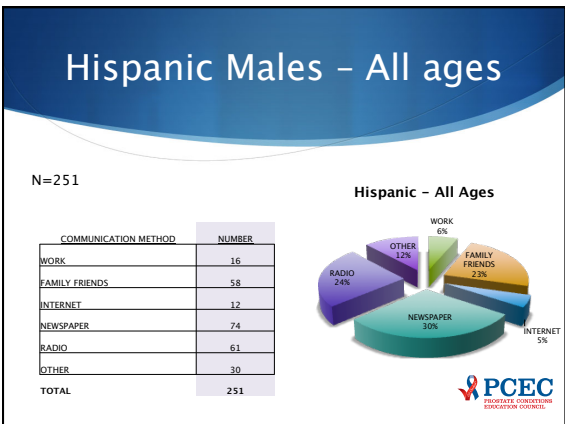
Overall Race Breakdown for this analysis:

- 72% White
- 21% Black
- 7% Hispanic










All Races: Men Age 30-39

N=38

COMMUNICATION METHOD	NUMBER
WORK	9
FAMILY FRIENDS	12
INTERNET	3
NEWSPAPER	9
RADIO	2
OTHER	3
TOTAL	38




Race Specific: Men Age 30-39

COMMUNICATION METHOD	WHITE	COMMUNICATION METHOD	BLACK	COMMUNICATION METHOD	HISPANIC
WORK	6	WORK	0	WORK	0
FAMILY FRIENDS	7	FAMILY FRIENDS	4	FAMILY FRIENDS	1
INTERNET	1	INTERNET	2	INTERNET	0
NEWSPAPER	3	NEWSPAPER	3	NEWSPAPER	1
RADIO	1	RADIO	1	RADIO	0
OTHER	2	OTHER	1	OTHER	0
TOTAL	20	TOTAL	11	TOTAL	2

All Races: Men Age 40-49

N=400

COMMUNICATION METHOD	NUMBER
WORK	56
FAMILY FRIENDS	131
INTERNET	31
NEWSPAPER	84
RADIO	15
OTHER	83
TOTAL	400



Race Specific: Men Age 40-49

COMMUNICATION METHOD	WHITE	COMMUNICATION METHOD	BLACK	COMMUNICATION METHOD	HISPANIC
WORK	32	WORK	15	WORK	5
FAMILY FRIENDS	58	FAMILY FRIENDS	51	FAMILY FRIENDS	14
INTERNET	9	INTERNET	16	INTERNET	1
NEWSPAPER	44	NEWSPAPER	30	NEWSPAPER	8
RADIO	11	RADIO	2	RADIO	1
OTHER	31	OTHER	42	OTHER	8
TOTAL	185	TOTAL	156	TOTAL	37

All Races: Men Age 50-59

N=1132

COMMUNICATION METHOD	
WORK	117
FAMILY FRIENDS	295
INTERNET	78
NEWSPAPER	319
RADIO	92
OTHER	231
TOTAL	1132

Race Specific: Men Age 50-59

COMMUNICATION METHOD	WHITE	COMMUNICATION METHOD	BLACK	COMMUNICATION METHOD	HISPANIC
WORK	72	WORK	30	WORK	8
FAMILY FRIENDS	171	FAMILY FRIENDS	92	FAMILY FRIENDS	21
INTERNET	55	INTERNET	14	INTERNET	5
NEWSPAPER	223	NEWSPAPER	65	NEWSPAPER	23
RADIO	38	RADIO	17	RADIO	33
OTHER	137	OTHER	74	OTHER	7
TOTAL	696	TOTAL	292	TOTAL	97

All Races: Men Age 60-69

N=1432

COMMUNICATION METHOD	
WORK	75
FAMILY FRIENDS	317
INTERNET	87
NEWSPAPER	500
RADIO	109
OTHER	344
TOTAL	1432

Race Specific: Men Age 60-69

COMMUNICATION METHOD	WHITE	COMMUNICATION METHOD	BLACK	COMMUNICATION METHOD	HISPANIC
WORK	45	WORK	27	WORK	0
FAMILY FRIENDS	238	FAMILY FRIENDS	50	FAMILY FRIENDS	14
INTERNET	67	INTERNET	11	INTERNET	6
NEWSPAPER	404	NEWSPAPER	63	NEWSPAPER	23
RADIO	65	RADIO	26	RADIO	16
OTHER	257	OTHER	56	OTHER	10
TOTAL	1076	TOTAL	233	TOTAL	69

All Races: Men Age 70-79

N=776

COMMUNICATION METHOD	
WORK	16
FAMILY FRIENDS	138
INTERNET	42
NEWSPAPER	328
RADIO	42
OTHER	210
TOTAL	776

Race Specific: Men Age 70-79

COMMUNICATION METHOD	WHITE	COMMUNICATION METHOD	BLACK	COMMUNICATION METHOD	HISPANIC
WORK	15	WORK	0	WORK	1
FAMILY FRIENDS	102	FAMILY FRIENDS	19	FAMILY FRIENDS	8
INTERNET	38	INTERNET	2	INTERNET	0
NEWSPAPER	292	NEWSPAPER	14	NEWSPAPER	16
RADIO	24	RADIO	6	RADIO	11
OTHER	168	OTHER	24	OTHER	4
TOTAL	639	TOTAL	65	TOTAL	40

All Races: Men Age 80-89

N=130

COMMUNICATION METHOD	
WORK	5
FAMILY FRIENDS	15
INTERNET	6
NEWSPAPER	58
RADIO	7
OTHER	39
TOTAL	130

Race Specific: Men Age 80-89

COMMUNICATION METHOD	WHITE	COMMUNICATION METHOD	BLACK	COMMUNICATION METHOD	HISPANIC
WORK	3	WORK	0	WORK	2
FAMILY FRIENDS	13	FAMILY FRIENDS	2	FAMILY FRIENDS	0
INTERNET	5	INTERNET	1	INTERNET	0
NEWSPAPER	48	NEWSPAPER	6	NEWSPAPER	3
RADIO	5	RADIO	2	RADIO	0
OTHER	29	OTHER	5	OTHER	1
TOTAL	103	TOTAL	16	TOTAL	6

RESULTS

Age 50 – 89: #1 Newspaper (peaking at 35% of men aged 60–69yoa)
#2 Family and Friends Word of Mouth

Age 30–49: #1 Family and Friends

Both White and Black Men:
– Radio and Internet were the least common ways

Hispanic Men between aged 50–79: Radio is an effective outreach tool.

Conclusions

Newspaper and print remain the top methods of garnering participation in a male screening program across age and racial groups. This is followed by direct referrals and direct mail outreach efforts. Surprisingly, few men participated due to information online and via radio outreach efforts. However, radio outreach was effective on reaching middle-aged Hispanic men.

