

***Testing and Evaluating Health Promotion
Materials to Increase Breast Cancer Screening
for Women with Physical Disabilities: An
Evaluation of the Right to Know Campaign***

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National Center on Birth Defects
and Developmental Disabilities



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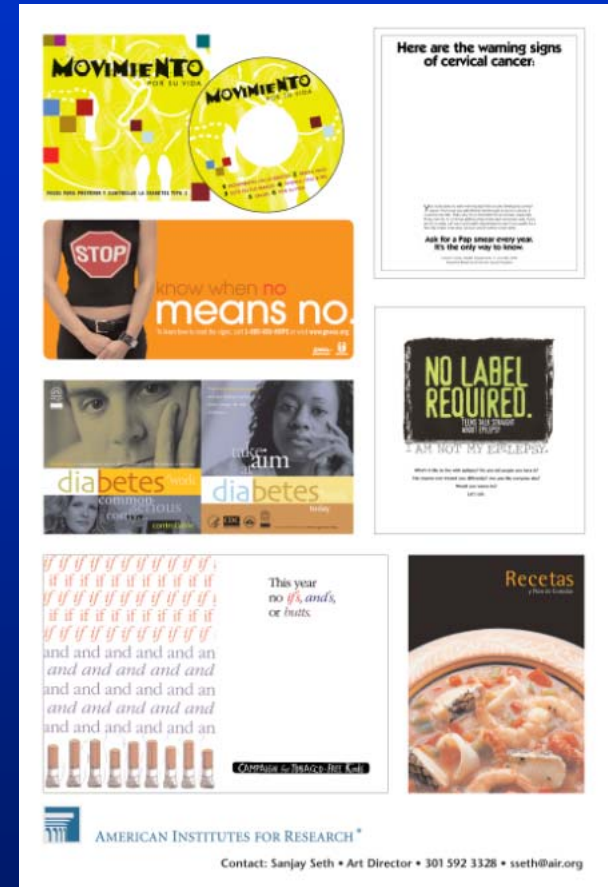
Health Communication Project



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Purpose

The purpose of the project is to develop culturally relevant concepts, messages, and health promotion materials designed to increase breast cancer screening among women aged 40 years and older with physical disabilities



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Major Tasks

- **Develop a marketing and health communication brief**
- **Develop and test draft health communication concepts and messages**
- **Produce at least 3 health communication products**
- **Field test the products**
- **Develop a dissemination plan**



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The Right to Know Materials

Health Promotion
Materials to Increase Breast Cancer Screening Among Women
Aged 40 Years and Older Living With Physical Disabilities
For Government Clearance

take care

Breast cancer was just another obstacle
I had to fight.
—SHANE, SURVIVOR

It's your life.

To hear Jane's story,
click here.

it's worth it.

BREAST CANCER SCREENING
THE RIGHT TO KNOW

CDC



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It may take more energy, but **it's worth it.**

— JUNE, BREAST CANCER SURVIVOR

June, who was born with cerebral palsy, knows first-hand that we're not immune to breast cancer just because we live with a disability. She tells us to ask for an accessible screening and not let the system decide what's best.

Finding her cancer early allowed June to go on with her life. Screening allowed her to take control. If you're over 40, check your breasts regularly, and have a mammogram and a clinical exam every 1-2 years. For more information, contact your local health department or visit www.cdc.gov.

**BREAST CANCER SCREENING
THE RIGHT TO KNOW**



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BREAST CANCER AFFECTS ALL OF US.

Breast cancer is the most common cancer in women. And living with a disability doesn't make you immune. If you're over 40, check your breasts regularly, and have a mammogram and a clinical exam every 1-2 years. For more information, contact your local health department or visit www.cdc.gov.



BREAST CANCER SCREENING
THE RIGHT TO KNOW



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It's your life.

And no one can protect it better than you.

— JUDI, BREAST CANCER SURVIVOR



BREAST CANCER

Breast cancer is the most common cancer in women. And living with a disability does not make you immune. Know the facts about breast cancer and why you need to make screening a regular part of your health care.

- An estimated 200,000 new cases of breast cancer will be diagnosed in American women this year.
- Women with disabilities are just as likely to be at risk for breast cancer as women without disabilities; the biggest risk factors are being a woman and aging.
- The lifetime risk for breast cancer is 1 in 8; the chances of getting breast cancer by age 50 are 1 in 54. By age 60, the chances are 1 in 23.
- Early detection is the key to surviving breast cancer. Nearly 97% of women whose breast cancer is diagnosed early survive for more than five years.
- Getting tested regularly for breast cancer is the best way for women to lower their risk. Mammography can help find cancer early when it's most treatable.

GETTING SCREENED

As a woman living with a disability, you may face a number of challenges that make it difficult to get a quality mammogram and clinical exam. Here are some tips to make it easier.

When scheduling a mammography, ask:

- How should I dress?
- How do I prepare if I use a wheelchair or a scooter?
- Can the machine be adjusted so I can remain seated?
- How long is the appointment and can I have additional time if I need it?

Let the scheduling staff know that you can/cannot:

- Sit upright with or without assistance
- Lift and move your arms
- Transfer from your chair/scooter
- Undress/dress without assistance

When preparing for your mammogram, remember:

- Wear a blouse that opens in the front
- Wear a bra that you can easily remove
- Do not wear deodorant or body powder
- Talk to your healthcare provider about any disability-related concerns

If you're over 40, check your breasts regularly and have a mammogram and clinical exam every one to two years. For more information, visit www.cdc.gov.

To find affordable and accessible mammography services in your area, contact:

BREAST CANCER SCREENING
THE RIGHT TO KNOW



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Tiene que **cuidarse**
primero para poder cuidar a otros.

—HELEN, SOBREVIVIENTE DEL CÁNCER DE SENO

Helen, quien ha superado el cáncer de seno en dos ocasiones, desea ser una inspiración para todos. Pase a su afición manual de tricoma, vive una vida plena y activa. Helen aclara que es gracias a los exámenes y a la detección temprana que todavía está viva, y nos recuerda que, para que podamos estar con nuestros seres queridos, primero debemos cuidarnos a nosotros mismos.

Si usted ya cumplió 40 años, hágase examinar los senos periódicamente y hágase una mamografía cada uno o dos años. Para obtener más información, comuníquese con el Centro Para la Vida Independiente en la Costa Central: (833) 757-2968 (Noi), (833) 757-3948 (TDD).

**EXÁMENES MÉDICOS PARA
DETECTAR EL CÁNCER DE SENO
EL DERECHO DE SABER**



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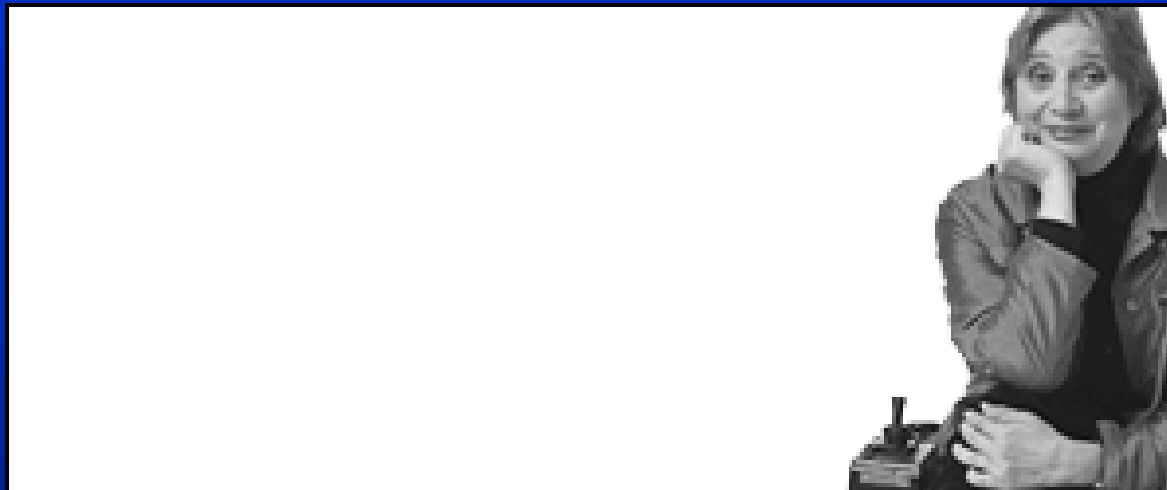
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**EXÁMENES MÉDICOS PARA
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Search:

**BREAST CANCER SCREENING
THE RIGHT TO KNOW**

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And no one can protect it better than you.

— JUDI, BREAST CANCER SURVIVOR



Breast cancer is the most common cancer in women. And living with a disability does not make you immune. Know the facts about breast cancer and why you need to make screening a regular part of your health care.

If you're over 40, check your breasts regularly, and have a mammogram and a clinical exam every 1 - 2 years.

Specific Topics:

- Tip Sheet
- Accessible Screening
- Breast Cancer Information
- Breast Cancer News
- Getting Screened
- Test Your "Right to Know" IQ
- Resources
- Disability and Health

The Right to Know Campaign:

- Overview
- What's New
- Campaign spotlights
- Four women tell their stories
- Materials
- Get Involved
- E-Cards
- Partners

Date: October 31, 2007
Content source: National Center on Birth Defects and Developmental Disabilities

Topic Contents

- Topic Home
- Getting Screened
- About The Right to Know Campaign
- Breast Cancer Information
- Resources

Quick Links

[Tip Sheet](#)

[Test Your "Right to Know" IQ](#)

[Spotlight on...](#)

[Campaign Materials Order Form](#)

Four women tell their stories



Contact Info

[Contact Us](#)

Thank you for visiting the CDC-NCDDCO Web site. Click here to contact the National Center on Birth Defects and Developmental Disabilities



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Materials Testing



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Materials Testing

Findings

- **Very good reaction to campaign materials; no changes to messages or photographs required**
- **Participants identified with women in the campaign**
- **Key message of breast cancer screening and early detection well understood**
- **Strong emotional reaction to the MP3 recordings**
- **Some difficulty with risk statistics in tip sheet**
- **Font size and low resolution of pictures in some flyers of concern**



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Pilot Testing & Evaluation



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Purpose

Pilot was designed to examine.....

- **Resources needed and successful partnering strategies and activities**
- **Effective dissemination of campaign materials**
- **Community-level capacity building**
- **Potential effects of materials on awareness, perceived susceptibility and/or self-efficacy**
- **Key components of a national dissemination plan**



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Study Design

- **Comparative case study in 3 locations**
- **Sites: Women's Center at the Rehabilitation Institute of Chicago (RIC); Central Coast Center for Independent Living (CCCIL); Office on Disability, Massachusetts Department of Health**
- **Study included planning and materials preparation, campaign implementation, and evaluation**



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Sample Activities

- **Pretty in Pink Seminar**
- **Targeted Newsletter**
- **Provider Training and Education**
- **Statewide list of Accessible Mammography Sites**



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Data Collection Methods

- Track dissemination activities and information requests
- Interviews with primary partners
- Focus groups with community partners
- Interviews with the target audience
- Interviews with mammography technicians and schedulers



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Electronic Tracking Form

CDC Breast Cancer Screening Project for Women Living with Physical Disabilities

**OUTREACH EVENT/MATERIALS
DISTRIBUTION/MEDIA ACTIVITY TRACKING FORM** CDC

I. General Aspects

A) Name of Organization:
 CCCIL (Salinas)
 RIC (Chicago)
 MOHD (Boston)

Name of Person Filling Out This Form:
60 characters maximum

B) Name of Event or Activity (Please describe briefly):
90 characters maximum

C) Start Date of Event or Activity: / / (mm/dd/yyyy)
End Date of Event or Activity: / / (mm/dd/yyyy)

D) Did you work with any partners when planning or conducting the event or activity?
 NO
 Yes. List up to 7 Partners that worked with you:

1.	<input type="text"/>	80 characters maximum
2.	<input type="text"/>	80 characters maximum
3.	<input type="text"/>	80 characters maximum
4.	<input type="text"/>	80 characters maximum
5.	<input type="text"/>	80 characters maximum
6.	<input type="text"/>	80 characters maximum
7.	<input type="text"/>	80 characters maximum

Submit New Record
Reset Form
Return
Print



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Preliminary Findings

Resources

- **Dedicated staff (.50 to 1 FTE)**
- **Financial resources to support multiple dissemination activities**
- **Time to plan, implement, and track campaign progress**
 - **Recruit and sustain partnerships**
 - **Follow-up on dissemination activities**



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Preliminary Findings

Partnerships

- **Access to target population is essential**
- **Relationship with breast cancer screening programs is critical**
- **Partnerships with media increase reach and improve campaign visibility**
- **Roles and responsibilities must be clearly articulated**



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Preliminary Findings

Effective Dissemination

- A dissemination plan is essential
- Make it fun
- Include women with disabilities in all phases of the campaign
- Be realistic about what can and cannot be accomplished with existing resources



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Preliminary Findings

Capacity Building

- **Developed or increased capacity to implement health promotion campaigns**
- **New, non-traditional relationships were established in each site**
- **Despite limited experience with dissemination, all sites were able to implement aspects of the campaign**
- **2 of the 3 sites were able to secure additional grant funds to expand their efforts beyond the pilot campaign**



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Preliminary Findings

Effects of Materials

- Target audience reported increased awareness of importance of screening
- Tip sheet facts appear to increase perceived susceptibility to breast cancer
- Advice from tip sheet appears to increase self-efficacy
- Participation in special events/activities may lead to increases in screening for women with disabilities



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National Dissemination



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Dissemination

Key Aspects

- Roll out national campaign (2007)
- Distribute campaign materials to key partners
- Conduct national awareness campaign
 - Advertising
 - Public relations
 - Community outreach



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Dissemination

Campaign Web site

- **Launch the new “Right to Know” Web site (2007)**
 - **Campaign products**
 - **Spotlight on partners**
 - **E-cards**
 - **Quiz**
 - **Success stories**



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Further Evaluation

- Increase number of sites implementing campaigns (e.g., CIL's, rehabilitation hospitals, state health departments, breast and cervical cancer screening programs)
- Monitor and track implementation
- Conduct a large scale evaluation
- Evaluate effectiveness



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Questions?



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