

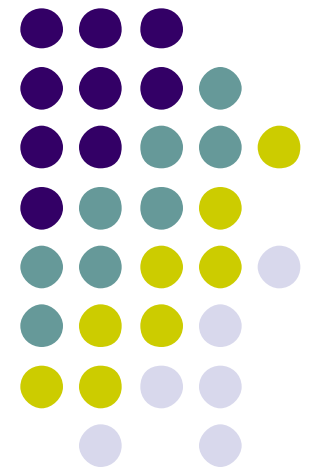
A Web-Based Educational Intervention for Breast and Testicular Cancer Self-Examination

Ernesto A. Randolfi, Ph.D.

Dept. Public Health & Preventive Medicine

St. George's University

Grenada, West Indies



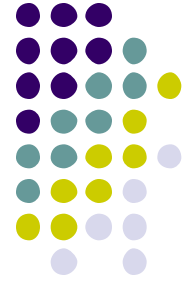
Innovations in Health Promotion
2007 APHA Annual Meeting

Assigned Class Project



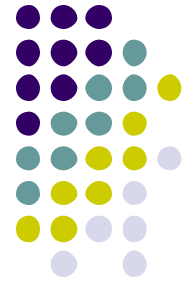
Problem:

Effective delivery of prevention messages
to a non-traditional university student
population



Solution:

- Web-based delivery of a multiple choice quiz on breast and testicular cancer prevention
- Marketed through direct email, campus flyers, and business card sized notices
- Prize drawings for participants who were able to complete the multiple choice quiz with 100% correct answers



Sample Business Card Ad



Free iPods

Expand your knowledge on breast and testicular cancer and have 6 chances to win an iPod and other great prizes from our sponsors!

Created by:

Montana State University-Billings
Health Promotion Students

Please visit the website to win!

www.optimalhealthconcepts.com/cancer



Introductory Web Page



Test Your Knowledge and Win!

Fact: The American Cancer Society estimates that 590 new cases of breast cancer will be diagnosed among women in Montana and 110 will die of breast cancer in Montana alone.

Fact: White males are more likely to be diagnosed with testicular cancer than any other race; at a rate of 6.5 out of every 100,000. So, basically seven new males in Billings are diagnosed with testicular cancer every year according to SEER (Surveillance, Epidemiology, and End Results).

Health Promotion Students at Montana State University have created a quiz to test and increase your knowledge about breast and testicular cancer. If you answer all 10 questions correctly you will be entered into a drawing to win one of five new iPod Nanos, gift certificates to Target, Beezer's, Red Robin, Grains of Montana, Rituals, and MSU-Billings sweatshirts. If you get any answers wrong on the quiz you will get another chance to re-take the quiz.

Check out the Websites below to get information that will help you on the quiz.

American Cancer Society	National Cancer Institute	Susan G. Komen Breast Cancer Foundation	Sean Kimerling Testicular Cancer Foundation	Breast Cancer Handbook from Self.com	Testicular Cancer Resource Center
---	---	---	---	--	---

To begin the quiz click on this link: <http://www.surveymonkey.com/s.asp?u=917702690563>

We are sorry, but prizes for this promotion have already been awarded. If you want to learn more about Breast and Testicular Cancer please visit the links above. Thanks for your interest.

This project is possible due to the generous contributions of the following fine businesses and organizations:



SurveyMonkey Platform



Optimal Health Concepts: A...

Breast and Testicular Cancer Prevention

[Exit this survey >>](#)

Welcome

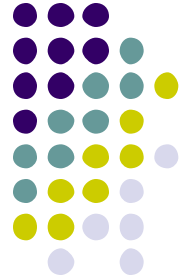
The Montana State University - Billings Health Promotion Students are committed to increasing awareness of breast and testicular cancer. The purpose of this project is to empower young men and women to take part in regular self-examinations.

Thank you for taking the next few minutes to complete our quiz on breast and testicular cancer. After completing the quiz further information will be provided about being entered into a drawing for one of five iPods, and many other cool prizes from our sponsors.

All collected information is confidential. Thank you for participating.

[Next >>](#)

Final Screen



Thank you for completing the quiz!

Watch for an email from Montana State University Billings Health Promotion Students. If you didn't receive a perfect score we will send you an email with a link to re-take the quiz. If you have questions or concerns about the quiz or this promotion you can email us at: cancer@msubillings.edu

Thank you for taking our quiz and information seriously. Breast and Testicular cancer are two of only a few cancers that can be detected by self-examination, which is why performing these consistently and properly is so important. Undetected cancer of any kind can spread throughout the body no matter where it starts. Please help us in increasing awareness and promoting regular self-examinations by sharing this information with friends, family and others in the community. Early detection by self-examination provides peace of mind and is a great way to maintain optimal health.

Please click on the following links below to learn...

[How to perform a Breast Self Examination](#)

[How perform a Testicular Self Examination](#)

[Local Resources](#)

[Online Resources](#)

[Free/Discounted Examination Services](#)

[Breast Cancer Society of Canada Public Service Message](#)

If you would like to review answers to the quiz, click on each question to view the answer.

1. [According to the Susan G. Komen Foundation, at what age should women begin breast self-examinations?](#)
2. [The National Cancer Institute suggests that men should begin testicular self-examinations at what age?](#)
3. [Research indicates that the likelihood of developing breast cancer is higher if you have family members who have had breast cancer. Which of the following family groups are most likely to increase one's risk of breast cancer?](#)
4. [According to the American Cancer Society, what are the symptoms of testicular cancer?](#)
5. [The Komen Foundation and other medical authorities recommend monthly breast self examinations. Why should women do breast self-examinations?](#)
6. [Medical authorities generally recommend breast self-examinations should occur:](#)
7. [When a man or woman finds a lump or other change\(s\) in their breast or testicle research indicates the next step should be to:](#)
8. [Men as well as women are susceptible to breast cancer.](#)
9. [Self examinations are the key to:](#)

Results



- 473 Participants completed the program
- 17.3% of participants were in the Pre-contemplation Stage of performing regular self-examinations and this percentage was reduced to 2.5% post intervention.
- The percentage of those in the Preparation Stage increased from 12.3% to 21%, and those in the Action Stage increased from 6.2% to 22.2% at post intervention.

Appropriate Targeted Intervention



96.2% of respondents agreed that a Web-based question and answer process to introduce concepts of self-examination for cancer awareness was helpful in facilitating learning.