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Development of a Culturally Relevant Intervention to Promote Informed Decision Making About Cancer Screening Among Black Men in Barbershops

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Objectives

- To discuss cancer disparities among men
- To describe the four steps of the NCI Stages of Health Communication process
- To explain how the “Stages” communication process was applied to develop a culturally relevant health intervention
- To identify effective communication strategies for targeting Black customers of barbershops

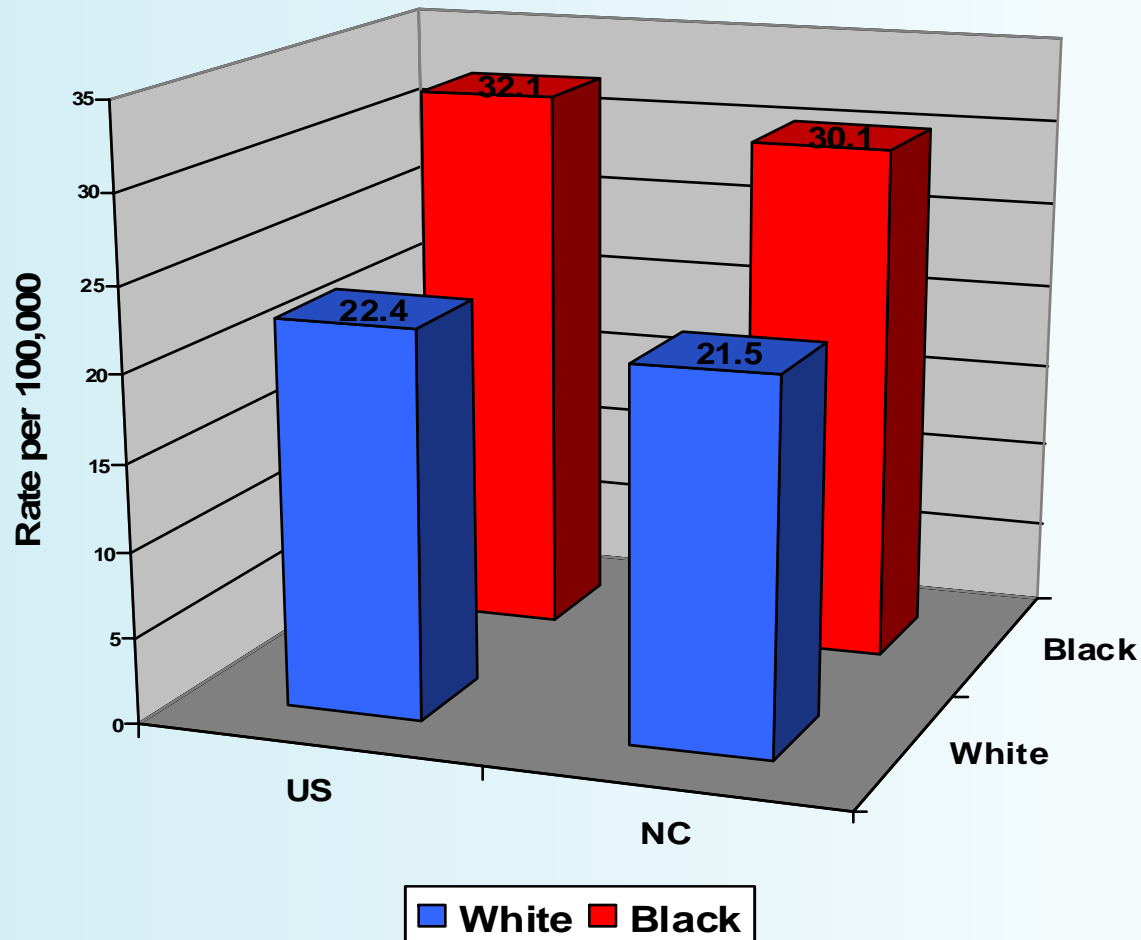


Cancer Disparities in the US

- Cancer remains the second leading cause of death in the US
- Blacks in America have the highest mortality rate of any other racial and ethnic group for all cancers combined and for most major cancers
- Black men have a 20% higher incidence rate and a 40% higher mortality rate for all cancers combined than do White men

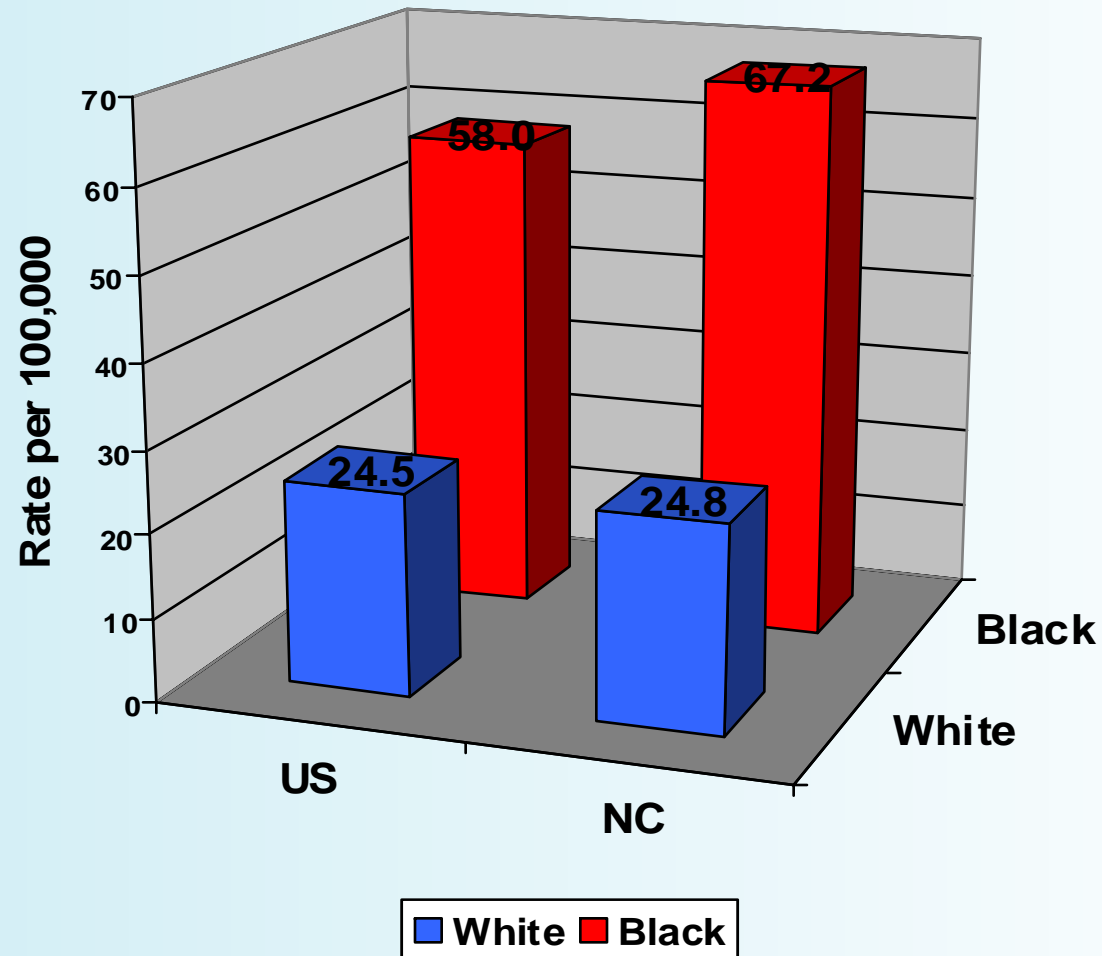


Colorectal Cancer Mortality Rates for Men





Prostate Cancer Mortality Rates for Men





Why Barbershops?



- NC BEAUTY project in Black salons served as a model for the TRIM project in Black barbershops
- Setting where large numbers of men can be reached
 - 2518 licensed barbershops in NC alone
- Black men visit barbershops regularly and spend a significant amount of time waiting for a haircut
- Barbershops represent a safe place for Black men



TRIM Project Overview

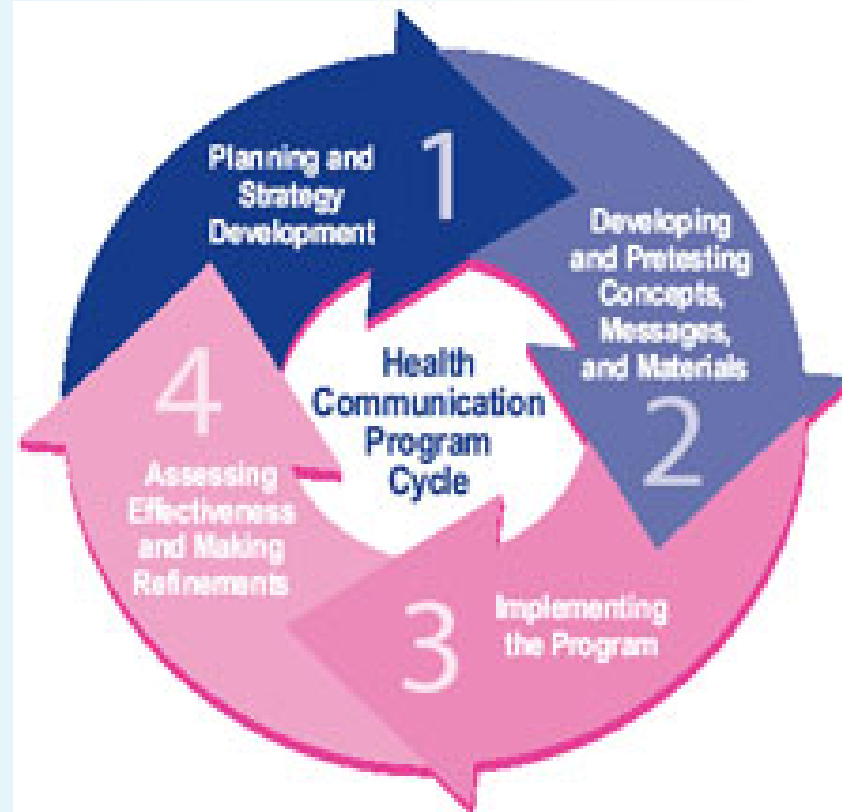
- Testing feasibility of training barbers as peer educators to promote informed decision making about colorectal and prostate cancer screening among Black men
 - Phase 1: Formative Research
 - Phase 2: Pilot Intervention Trial



Message Development Approach

NCI's Stages of Health Communication Process

- 1) Planning and strategy development
- 2) Developing and pretesting concepts, messages, and materials
- 3) Implementing the program
- 4) Assessing the effectiveness of the program and making refinements





Phase 1

1) Planning and Strategy Development

- Assessment of epidemiological evidence
- Literature review of cancer interventions
- Clarification of key theories
 - CBPR Principles
 - Social Ecological Framework
 - Social Marketing
- Owner/barber interviews (n=21)
- Barbershop observations (n= 8)
- Customer focus groups (n=3)



2) Developing and Pretesting Concepts, Messages, and Materials

- Review of evidence-based strategies targeting Black men
- Developed drafts of key messages and print materials
- Feedback from Advisory Board
- Follow-up customer focus groups (n=4)



Focus Group Participants

Customers recruited from 8 shops participating in Phase 1 formative research

Total number of participants	20
Average age in years	45 (23-82)
At least some college or more	50%
Married	50%
Employed full time	65%
Try to see the same barber each visit	85%
Average years going to current shop	10 (1-40)
Visit shop at least once every 3 weeks	80%
Spend 30 mins or more in the shop per visit	90%

Key Themes



- The barbershop represents a safe place for Black men to express themselves
 - *“The barbershop is the only place where a Black man can really go and express himself... that’s the only thing that we do have. We really don’t have the country club or the club with golf, even at the basketball court at the YMCA’s or your recreational gyms, you still can’t talk openly because they’re other ethnic groups around.”*
- Barbers/barbershops are viewed as a source of information for Black men
 - *“Most of the time [barbers] know something about everything.”*
 - *“If you wanna find out what’s going on, go to the barbershop.”*
- Customers are loyal to their barbers
 - *“When I go to my barber chair, I go into the same chair all the time...I like the way he cut my hair, so I stay in the same chair all the time. I go back to him, ‘cause I like the way he cut.”*

Culturally Relevant Images



Image	Passages mentioned	Relevant Quotes
Sports	10	<ul style="list-style-type: none">• <i>“In the barbershop that I go to now, they always talked about sports.”</i>• <i>“The average Black man if they see baseball or sports figure they’re gonna gravitate to that naturally at least to look at it and then read what the message is.”</i>
Family	8	<ul style="list-style-type: none">• <i>“I thought the family, there together, and then talking about get with your doctor that makes a big difference.”</i>• <i>“...I’m looking at my family values.”</i>
Cars	6	<ul style="list-style-type: none">• <i>“it’s like relating car maintenance to getting yourself checked out .”</i>• <i>“I like the car too, cause we look at cars, we look at bling you know, especially my generation so it’s an attention grabber.”</i>



Communication Strategies



- Signs and posters
- Videos
- Brochures/Pamphlets
- Statistics
- Positive messages and images
 - Sports
 - Family
 - Cars

"...all I hear on the news all day long is negative stuff. I hate to turn it on sometimes, it's nice that if one of those days when they do a around your neighborhood something positive that's happening, it would be your project."

Phase 2



3) Implementing the Program

- Pilot test messages and barber training
- Process evaluation
- Make refinements





Intervention Deliverables

- Key health messages
 - 4 Colorectal cancer messages
 - 3 Prostate cancer messages
- Print materials (posters, brochures)
- Barber training

Posters



FACTS About Colon Cancer



Photography by Jerry Head, Jr.

- Colon cancer is the 3rd leading cause of cancer death among men.
- Black men have 1.3 times higher death for colon cancer compared with White men.
- Colon cancer is common, but preventable.
- Get checked even if you don't have any symptoms or family history of the disease.
- Colon cancer usually begins with growths in the colon that can turn into cancer. When found early, they can be removed before they turn into cancer.

Regular maintenance checks on your car can help prevent breakdowns on the road! Regular screening tests can help prevent or treat major health problems, like colon cancer, before they cause serious consequences. Don't wait for signs or symptoms — it is often too late by then — get your recommended screening tests to stay healthy for the long haul.

Healthy Black Man Rule #2

Get the facts about colon cancer prevention and share your knowledge!

FACTS About Colon Cancer



Photography by Jerry Head, Jr.

Colon cancer is one of the leading causes of death for Black men. Talk to a doctor about colon cancer so that you can stay healthy and strong for your family.

Healthy Black Man Rule #2

All Black Men should talk to a doctor about colon cancer.

Brochures



For more information

Cancer Information Service:
1-800-4-CANCER

TRIM's Toll Free Number: 1-866-218-0851

Centers for Disease Control –
Decision Guide for Black Men:
<http://www.cdc.gov/cancer/prostate/publications/aadecisionguide/>

Pitt County Health Department
201 Government Circle
Greenville, NC 27834
252-902-2305

Ask your barber for more information
and then be sure to talk to a doctor
about whether to get screened!



HEALTHY BLACK MAN RULES

Trimming Risk In Men Project
UNC Chapel Hill, CB # 7294
Chapel Hill, NC 27599-7294

Phone: 1-866-218-0851 or (919) 966-2997

Healthy Black Man RULES

Prostate Cancer



Rules for taking *control*
of your *health!*

Brochures



Healthy Black Man Rule #1



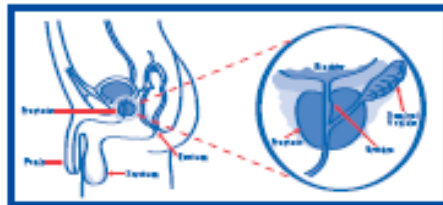
All Black men should talk to a doctor about prostate cancer.

Who Gets Prostate Cancer?

Prostate cancer is the second leading cause of cancer death among men. Black men are 2.3 times more likely to die from prostate cancer than White men.

Are you at Risk?

Prostate cancer is a common cancer that affects men. Your risk increases as you get older. You may also be at increased risk if you have a family history of prostate cancer. Prostate cancer is more common among Black men than among White men. Black men with a family history of this disease should start talking to a doctor about prostate cancer by age 40.



Screening May Save Your Life!

Early detection of prostate cancer may save your life or prevent future cancer-related illness. It is important that you talk to a doctor to help decide if getting checked for prostate cancer is the right decision for your health.

Healthy Black Man Rule #2



Get the facts about prostate cancer prevention and share your knowledge.

Every man should find out more about prostate cancer by talking to a doctor or calling 1-800-4-CANCER.

Even if you and your doctor decide that you are not ready for screening yet, share the knowledge you gain to help someone close to you.

"Calling 1-800-4-CANCER taught me that prostate cancer is a serious issue, especially for Black men."

Your Prostate Cancer Screening Options

There are two tests that can be used to screen for possible prostate cancer:

• Digital Rectal Examination (DRE)

The DRE is used to determine if there are any abnormal lumps or growths around the area of the prostate. The doctor inserts a lubricated, gloved finger into the rectum to feel for abnormal areas.

• Prostate-Specific Antigen (PSA) Blood Test

The PSA test is a blood test that measures the level of prostate-specific antigen (an enzyme made by prostate tissue that dissolves the proteins that cause semen to clump). Elevated amounts of PSA may indicate the presence of prostate cancer. PSA levels can also increase due to age, sexual activity and a variety of factors other than cancer. Discuss your results with a doctor.

If an abnormal growth and/or high PSA level is discovered, you will be referred for a **Prostate Biopsy**. In this test, a doctor called an urologist obtains small samples of the prostate for testing to find out if cancer is present.

4) Assessing the Effectiveness of the Program and Making Refinements

- Shop owner interviews
- Barber surveys
- Customer surveys
- Barbershop observations





Conclusions

- Customers spend a significant amount of time in barbershops.
- Customers also visit their barbers regularly, making them a captive audience for receiving health information.
- The barbershop represents a safe place for Black men to express themselves
- Barbers and shops are seen as credible sources of information



Conclusions

- Health campaigns targeting Black men should use positive messages and images including family, cars, and sports
- Application of the “Stages of Health Communication” process is an effective way to involve the target audience in intervention development and to insure that health information is communicated appropriately
- Barbershops represent a promising setting for sharing health information with Black men



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TRIM Project Team

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