



# **An Innovative Colorectal Cancer Screening Promotion Intervention for Low-income, Older Latinos**

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# Presenter Disclosures

Armando Valdez, PhD

HealthPoint Institute

No relationship to  
disclose.

# Study Team

- ◆ Armando Valdez, PhD

HealthPoint Institute

- ◆ Rene Salazar, M.D.

Division of General Medicine, UC San Francisco

- ◆ Marilyn Winkleby, PhD

Prevention Research Center, Stanford University

- ◆ Maria E. Fernandez, PhD

School of Public Health, University of Texas-Houston

- ◆ Susan Stewart, PhD

Comprehensive Cancer Center, UC San Francisco

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# Latino CRC Disparities



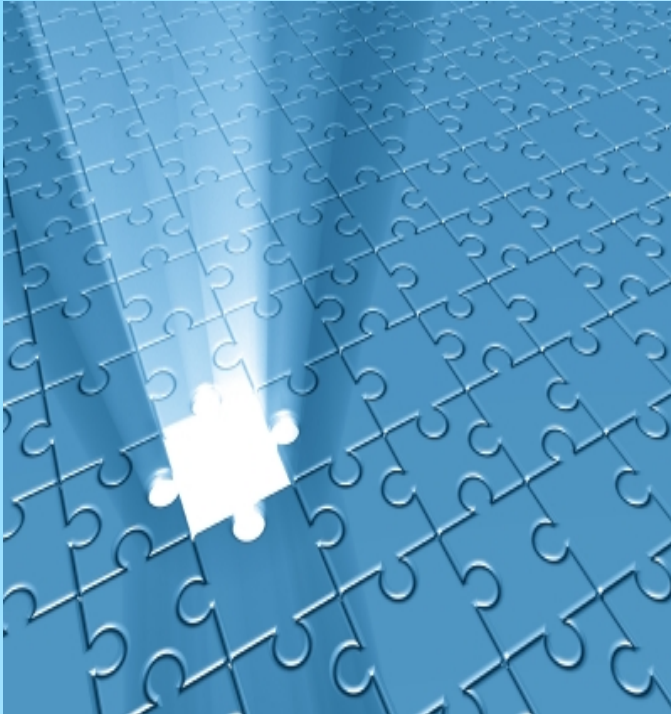
- ◆ Lower incidence rates
- ◆ Lower screening rates
- ◆ Higher late-stage detection
- ◆ Lower survival rates

# Screening Barriers



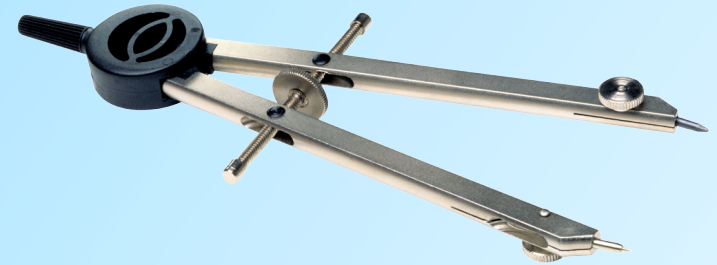
- ◆ Knowledge & misconceptions
- ◆ Attitudes: personal, cultural
- ◆ Language: English proficiency
- ◆ Literacy skills
- ◆ Health literacy

# Intervention Goals



- ◆ Overcome barriers
- ◆ Increase comprehension
- ◆ Promote screening and risk reduction behavior

# Design Goals



- Culturally & linguistically appropriate messages
- Cognitively accessible information
- Intuitive navigation
- Transparent technology



# Intervention Strategy

Use touchscreen kiosks to deliver colorectal cancer screening and risk reduction information

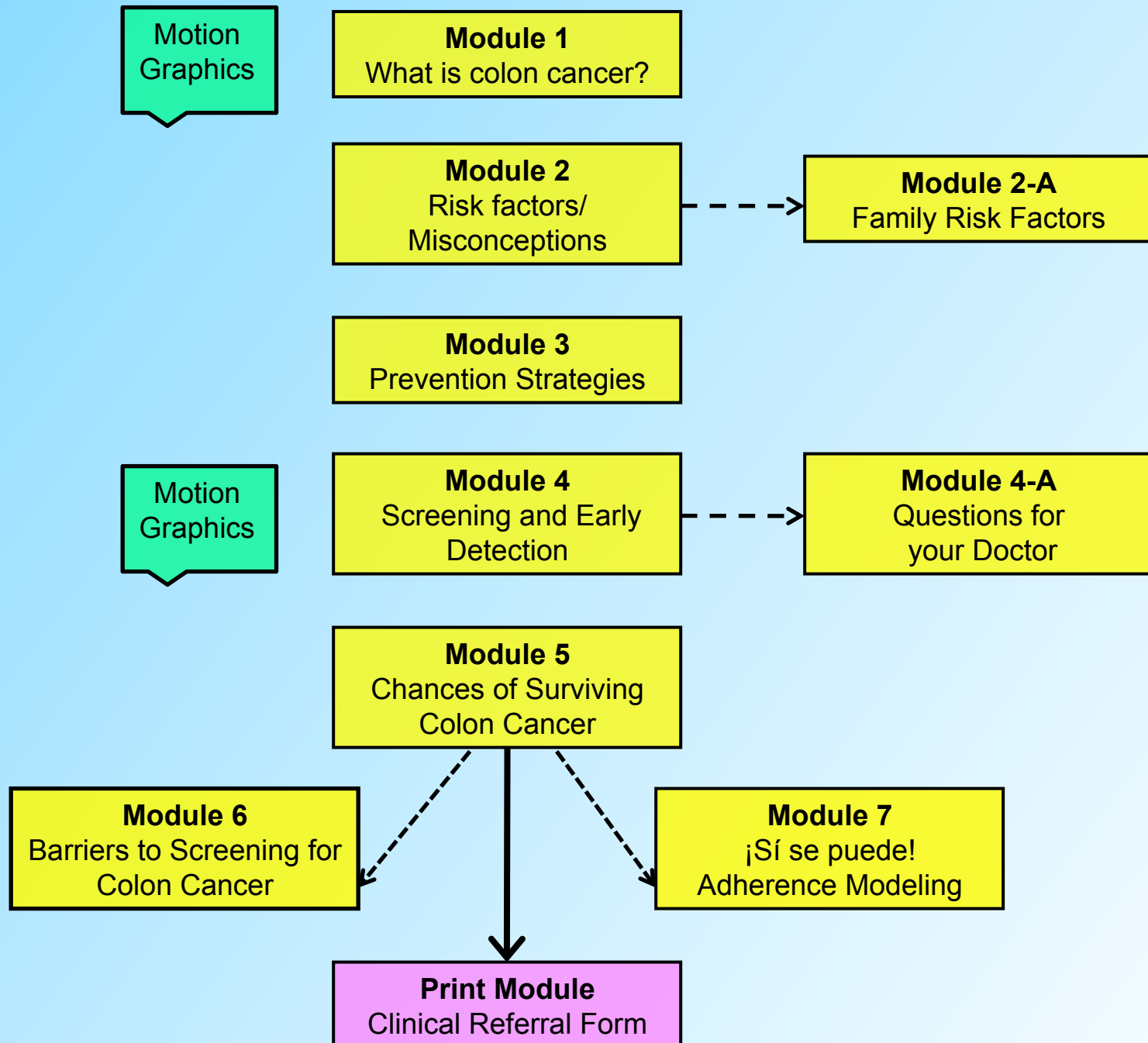




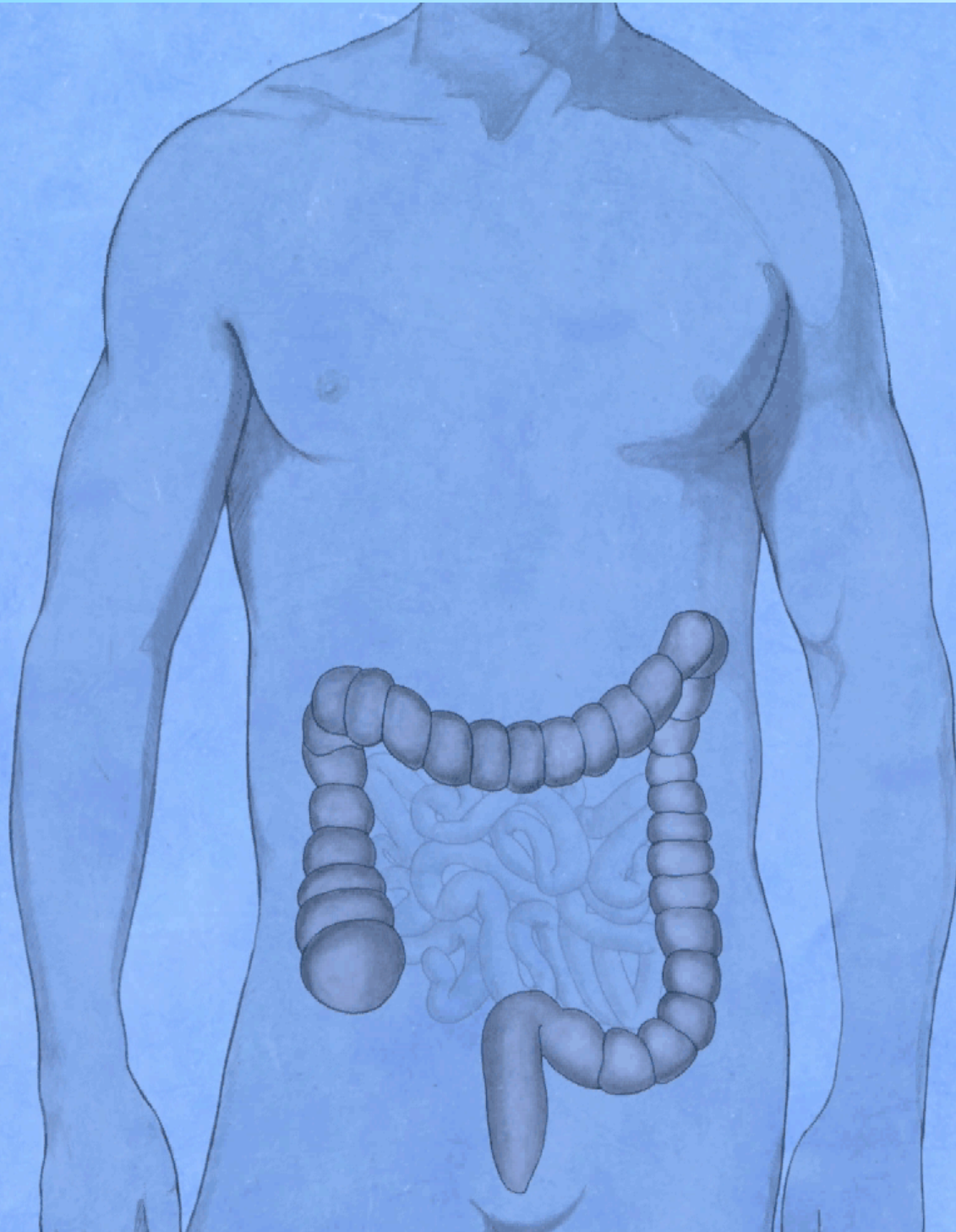
# Why Interactive Multimedia Kiosks?

- ◆ self-paced
- ◆ individualized
- ◆ engage learners
- ◆ tailor messages
- ◆ navigation ease

# Content Modules



# What is Colon Cancer?



# Query System



**Has any first-degree relative ever been diagnosed with colon cancer before the age of 60?**

**Does any first-degree relative have a history of precancerous colon polyps?**

**Yes**



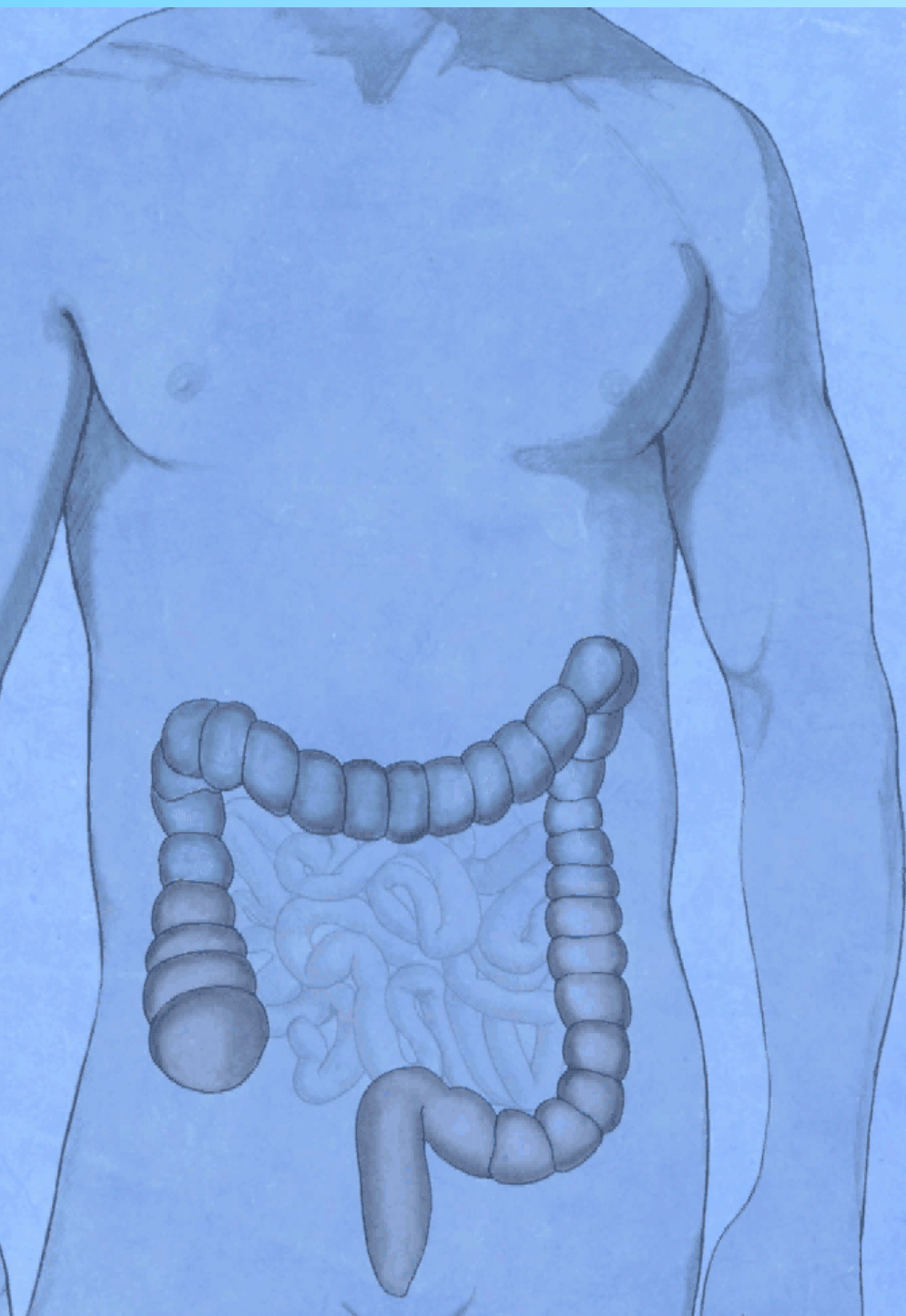
**Family Risk Factors**

**No**



**Prevention Strategies**

# Screening and Early Detection



Screening and  
Early Detection

# Screening and Early Detection



Touch the button with the name of the test you would like to learn more about.

**Stool Tests**

**Scope Tests**

**Imaging Tests**

**Screening Frequency**

# Chances of Survival

VIDEO CLIP

# Study Hypotheses

**Exposure to education intervention ...**

**H<sub>1</sub> higher CRC screening adherence**

**H<sub>2</sub> greater CRC knowledge gains**

**H<sub>3</sub> greater sense of self-efficacy**

**H<sub>4</sub> greater attitude change toward colorectal cancer screening and risk reduction behavior**

**... compared to the control group at six months from baseline.**



# Efficacy Evaluation

- ◆ N=750 participants at two FQHC
- ◆ Randomized experimental design
- ◆ Intervention and control study arms
- ◆ Validated instruments: UT-Houston
- ◆ Pretest and six month posttest

# Presenter Contact Info:

Armando Valdez, PhD

HealthPoint Institute

[avaldez@healthpntinst.com](mailto:avaldez@healthpntinst.com)

650.917.6600



# The End

higher than average risk for colon cancer.