



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



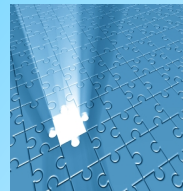
- ◆ Lower incidence rates
- ◆ Lower screening rates
- ◆ Higher late-stage detection
- ◆ Lower survival rates

Screening Barriers



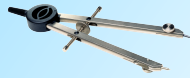
- ◆ Knowledge & misconceptions
- ◆ Attitudes: personal, cultural
- ◆ Language: English proficiency
- ◆ Literacy skills
- ◆ Health literacy

Intervention Goals



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

Design Goals



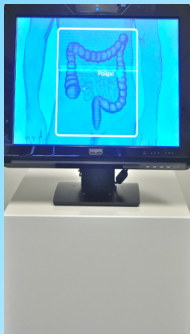
- Culturally & linguistically appropriate messages
- Cognitively accessible information
- Intuitive navigation
- Transparent technology

Intervention Strategy



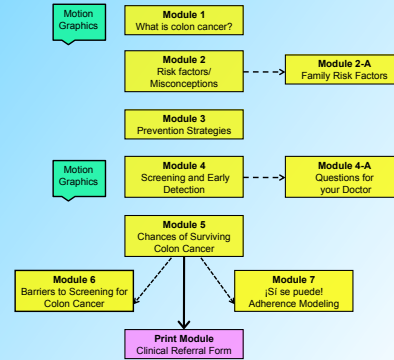
Use touchscreen kiosks to deliver colorectal cancer screening and risk reduction information

Why Interactive Multimedia Kiosks?

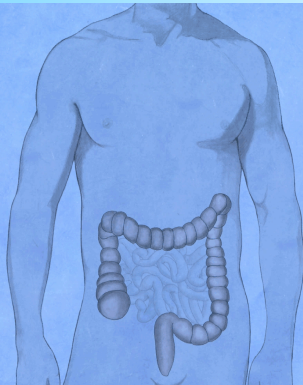


- ◆ self-paced
- ◆ individualized
- ◆ engage learners
- ◆ tailor messages
- ◆ navigation ease

Content Modules



What is Colon Cancer?



Query System

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

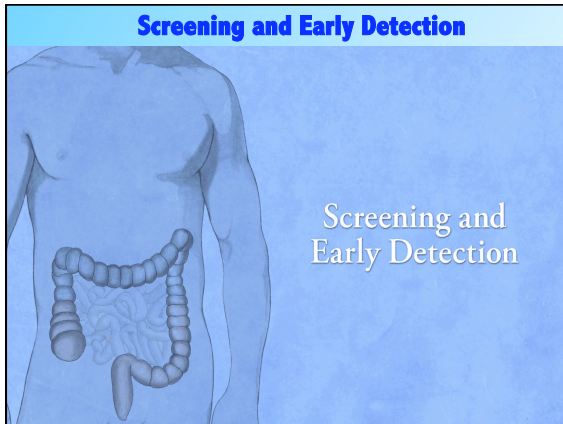
Does any first-degree relative have a history of precancerous colon polyps?

Yes

No

Family Risk Factors

Prevention Strategies



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 ...

- H₁ higher CRC **screening adherence**
- H₂ greater CRC **knowledge gains**
- H₃ greater sense of **self-efficacy**
- H₄ 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
650.917.6600

