

Colorectal Cancer Screening Promotion Intervention for Latinos

**An Interactive Touchscreen
Kiosk Design**

137th American Public Health Association Annual Meeting

Philadelphia, PA November 7-11, 2009

Presenter Disclosures

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**No relationship to
disclose.**

Study Team

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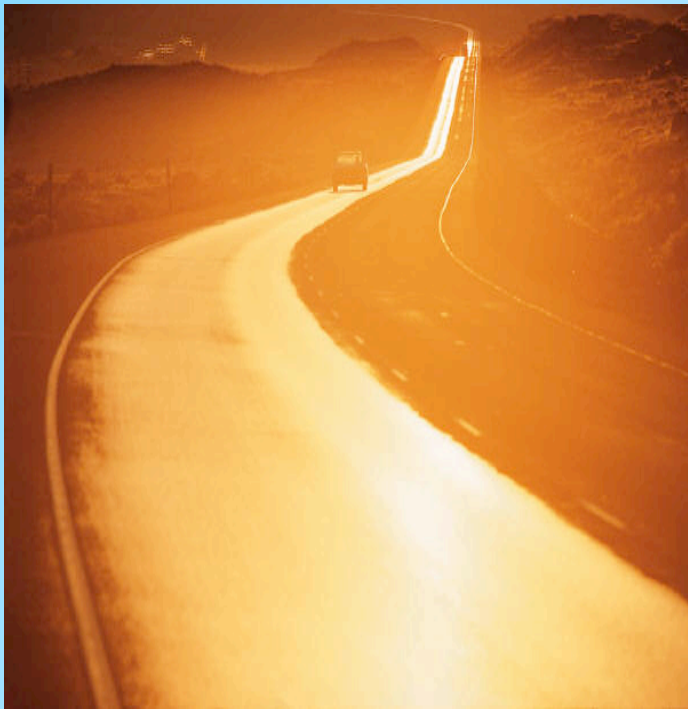
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Study funded by NCI Research Grant No.
5R44CA124277-03

Latino CRC Disparities

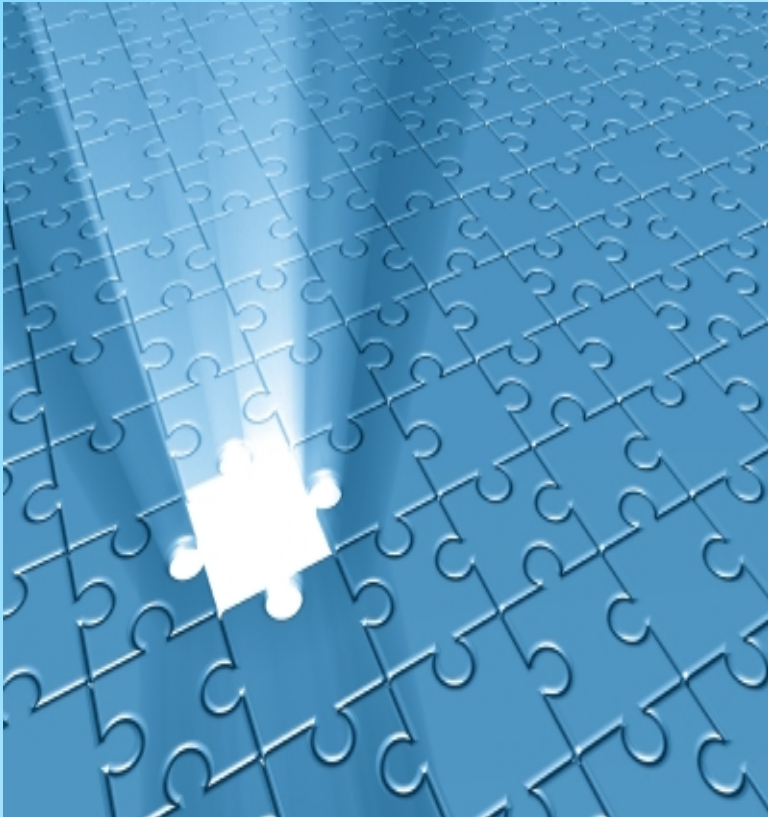


- ◆ Lower incidence rates
- ◆ Lower screening rates
- ◆ Higher late-stage detection
- ◆ Lower survival rates

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

Intervention Design Goals

- ◆ Culturally & Linguistically appropriate Messages
- ◆ Cognitively accessible information
- ◆ Intuitive Navigation
- ◆ Transparent technology



Intervention Strategy

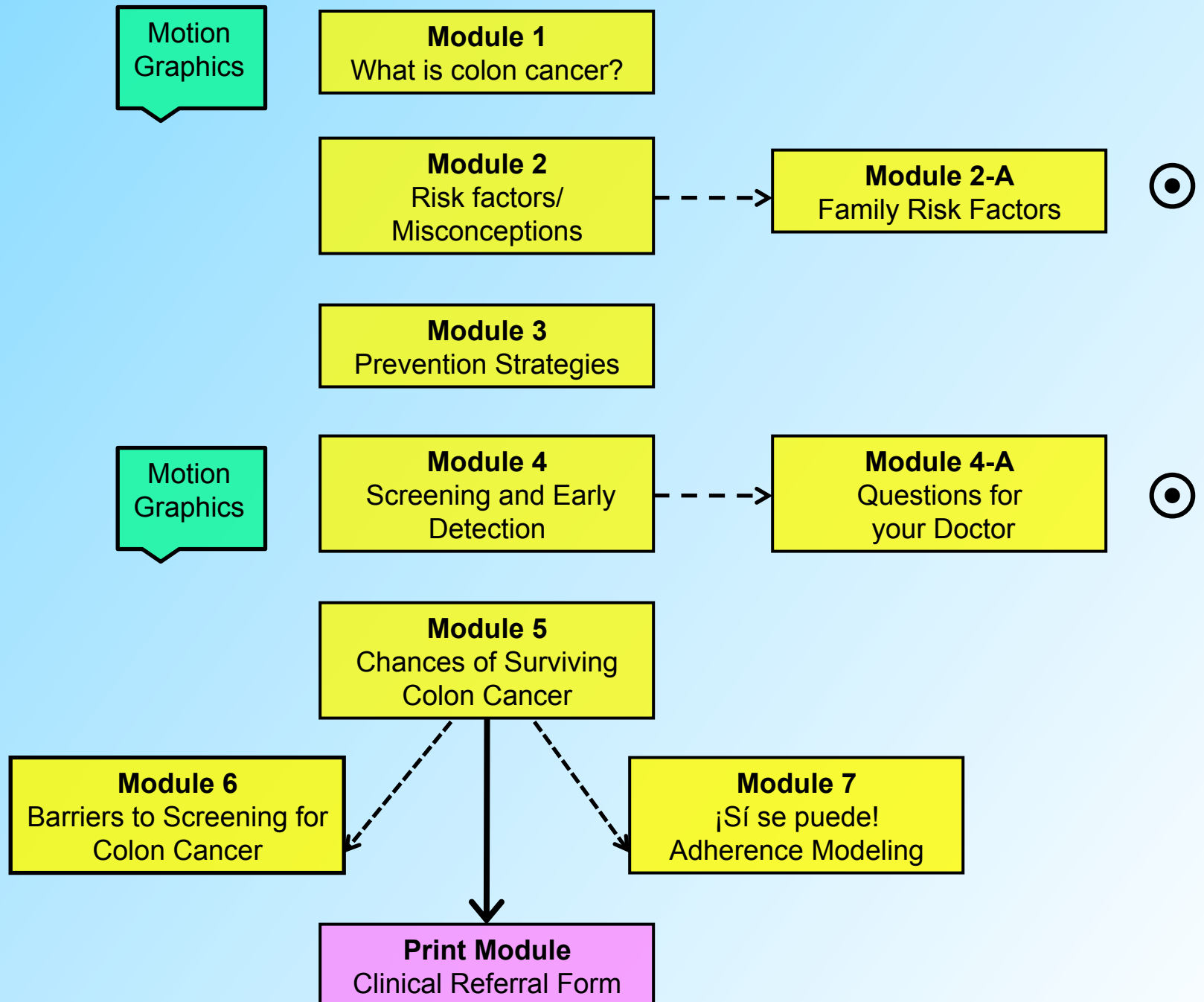
Use touchscreen kiosks to deliver colorectal cancer screening and risk reduction information

Why Interactive Multimedia Kiosks?

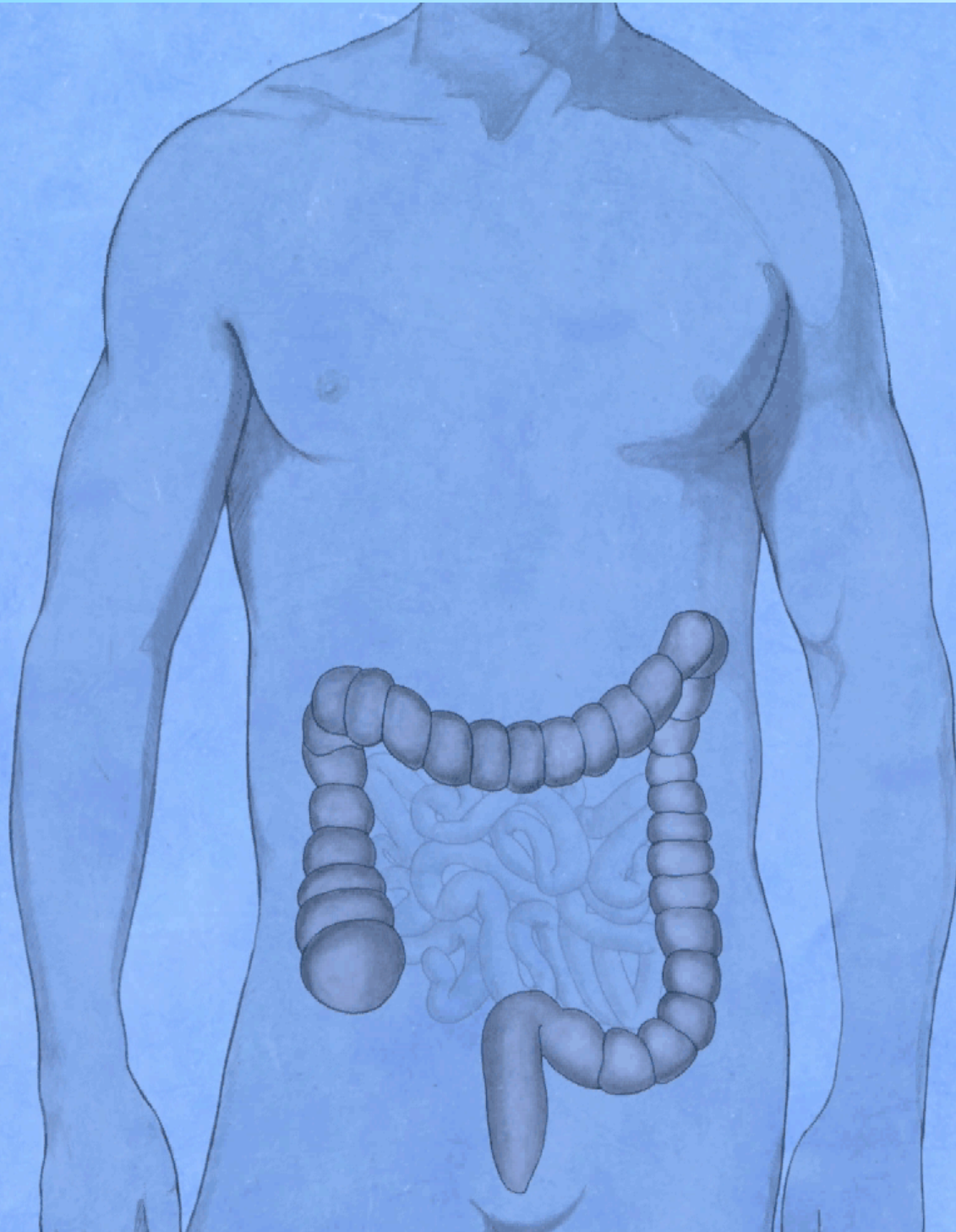


- ◆ self-paced
- ◆ individualized
- ◆ engage learners
- ◆ tailor messages
- ◆ navigation ease

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



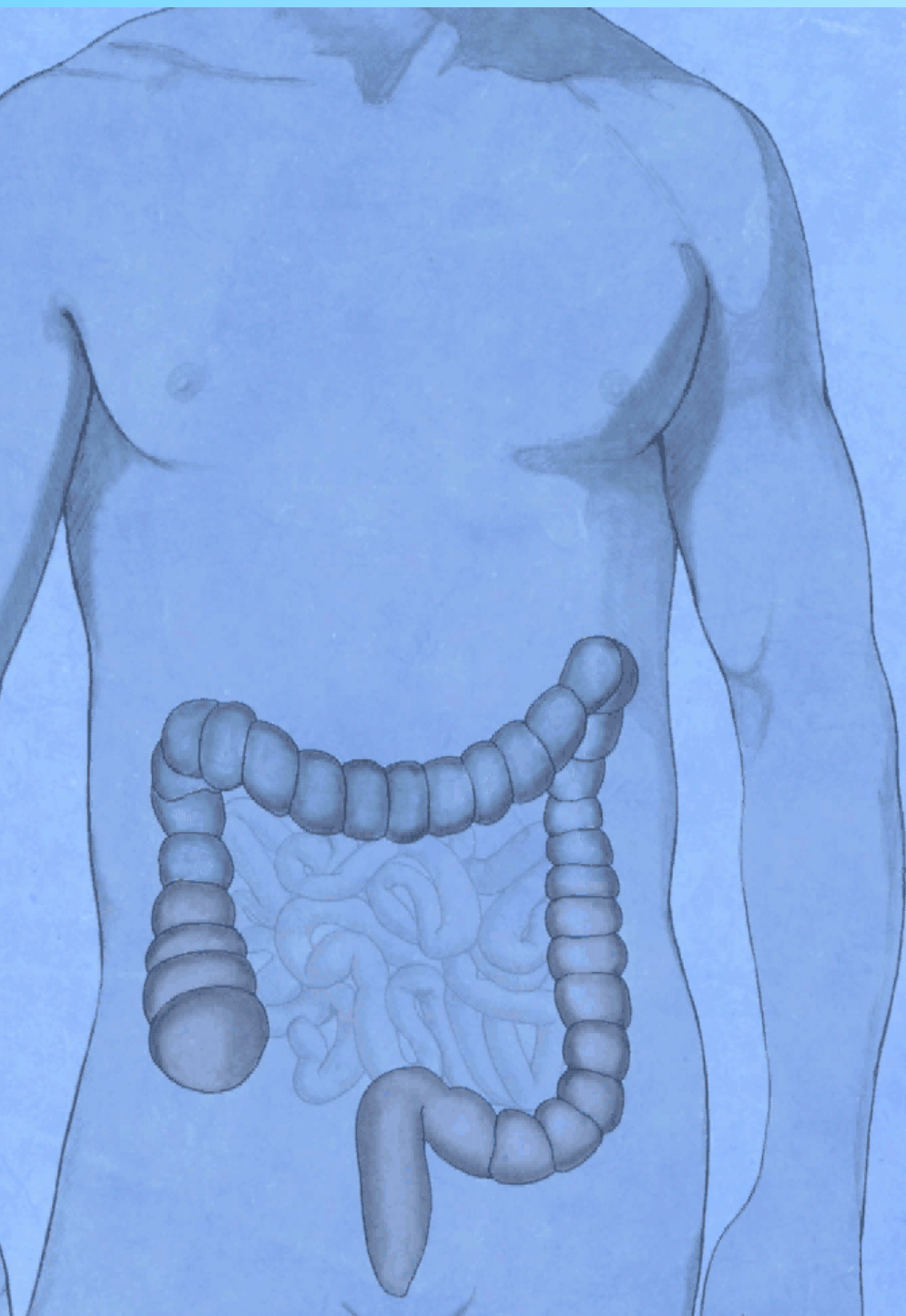
Family Risk Factors

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 ...

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

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The End

higher than average risk for colon cancer.