Understanding Cancer:
Developing and Evaluating an Easy to Read Cancer Education Curriculum

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Disclosure of Interest

The project described in this presentation was supported by Grant # U54 CA 153604 from the National Cancer Institute, Center to Reduce Cancer Health Disparities

Financial Disclosure:
No relevant personal financial relationships exist with any entities related to this presentation
Learning Objectives

- The participant shall be able to describe the importance of engaging grassroots community groups in the development, dissemination, and evaluation of materials

- The participant shall be able to list the component parts of a comprehensive cancer curriculum that was developed for public education

Background

- ACCN
- 32 Coalition Partners
- Assess needs/develop tools
- Requested an easy to read cancer resource to use with people living in Appalachia
Demographics

- Elevated mortality and incidence of cervical, colorectal, and lung cancers in Appalachian areas
- 42% of the population is rural
- Numerous economically distressed counties
- 15.2% poverty rate
- 15% of population is 65 or older, living in mostly rural areas
- 25% hold a Bachelor’s Degree or higher; 14% did not complete high school
- Average reading level for those not completing high school is 5th – 6th grade

Content

- What is cancer?
- How to prevent cancer
- How to detect cancer early
- How is cancer diagnosed and treated?
- How to fight cancer in your community
Dissemination and Evaluation

- Train-the-TrainerEvaluation

<table>
<thead>
<tr>
<th>Measure</th>
<th>Instruments</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>Module pre-tests</td>
<td>Completed at beginning of training</td>
</tr>
<tr>
<td></td>
<td>Module post-tests</td>
<td>Completed at end of session</td>
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<tr>
<td>Attitude</td>
<td>Train-the-trainer participant information form</td>
<td>Completed at beginning of training</td>
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<tr>
<td></td>
<td>Train-the-trainer workshop evaluation form</td>
<td>Completed at the end of session</td>
</tr>
<tr>
<td>Behavior</td>
<td>Trainer activity reports</td>
<td>Completed and submitted to ACCN regional office following the completion of each activity</td>
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<tr>
<td></td>
<td>Healthy behavior checklist</td>
<td>Completed at beginning of training</td>
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<tr>
<td></td>
<td>Healthy behavior checklist II</td>
<td>Completed at 3-6 months after training</td>
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</tbody>
</table>

Results

- Trained 163 trainers across four states at 13 sessions
  - Female: 86.5%
  - Male: 6.1%
  - Average age: 42.9
  - Race: 83.4% white, 3.7% black, 2.5% Hispanic
  - Mostly educated
    - Some college: 4.5%
    - College degree: 32.6%
    - Some graduate school: 28.1%
    - Graduate degree: 28%
  - Experience: 70% > 3 years
Results (cont.)

• Knowledge: Gain of 3% in pre/post-test scores

• Behavior: No significant change in willingness to communicate with others, healthcare actions, or preventive actions for trainees between baseline and > 3 months post training

• Further dissemination to 415 people at 54 different training sessions

Lessons Learned

• Community engagement and feedback are key to developing a successful, culturally sensitive product

• Build in time for multiple reviews

• Do not assume that people working in healthcare have a proficient understanding of cancer or health literacy
Lessons Learned - continued

- Include a diverse team when developing a dissemination and evaluation plan
- Review evaluation plan and expectations with staff multiple times

Continued Adaptation

- Development of Understanding Colon Cancer
- Incorporation into curricula for nursing programs
- Use by Oncology Nurses to adapt their institutional patient education materials
- Requests for additional cancer specific flipcharts
“Hearing the word ‘cancer’ is a frightening experience. Knowledge presented in a way that relates to non-clinicians steals some of cancer’s strength by making it more understandable. Tools such as Understanding Cancer are invaluable in the education process that weakens cancer’s power over us.”

- ACCN Community Advisory Member, Virginia

Thank You!

Team Members
- Stephenie Kennedy, EdD
- Jenny Ostien, MS
- Marcy Bencivenga, BA
- Betsy Aumiller, DEd
- Megan Stuart, MPH
- Melissa Slone, MSW
- Darla Fickle, MA
- Samuel Lesko, MD
- Mark Dignan, PhD

Advisory Groups
- ACCN Community Advisory Committee
- Regional Community Advisory Boards

Inspiration for this publication is credited to Cancer 101: A Cancer Education Training Program for American Indians and Alaskan Natives.

This resource and presentation was made possible by Grant # U54 CA 153604 from the National Cancer Institute, Center to Reduce Cancer Health Disparities.
Questions