

INTRODUCTION

The Innovative Communication in Cancer Prevention and Control project sought to explore new and innovative ways of communicating complex health information to people diagnosed with breast or colorectal cancer and ensure messages reach target audiences.

Project will focus on two health communication scenarios. The first scenario is cancer treatment messaging with aim of enhancing patient engagement in cancer treatment and patient-provider communication among African-American women diagnosed with triple negative breast cancer. The second scenario is colorectal cancer screening messaging reaching men and women, aged 50 years of age and older, with intent to re-energize the public to seek screening and actively participate in the treatment process. NACDD will use new and existing messages, resources, and campaign materials communicated through traditional (closed-circuit television networks) and non-traditional methods (Internet-based tablet applications).

Project will focus on the geographic Southeastern United States: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

The National Association of Chronic Disease Directors (NACDD) will achieve project aims through collaborative partnerships with expert advisors, subcontractors, and community representatives.

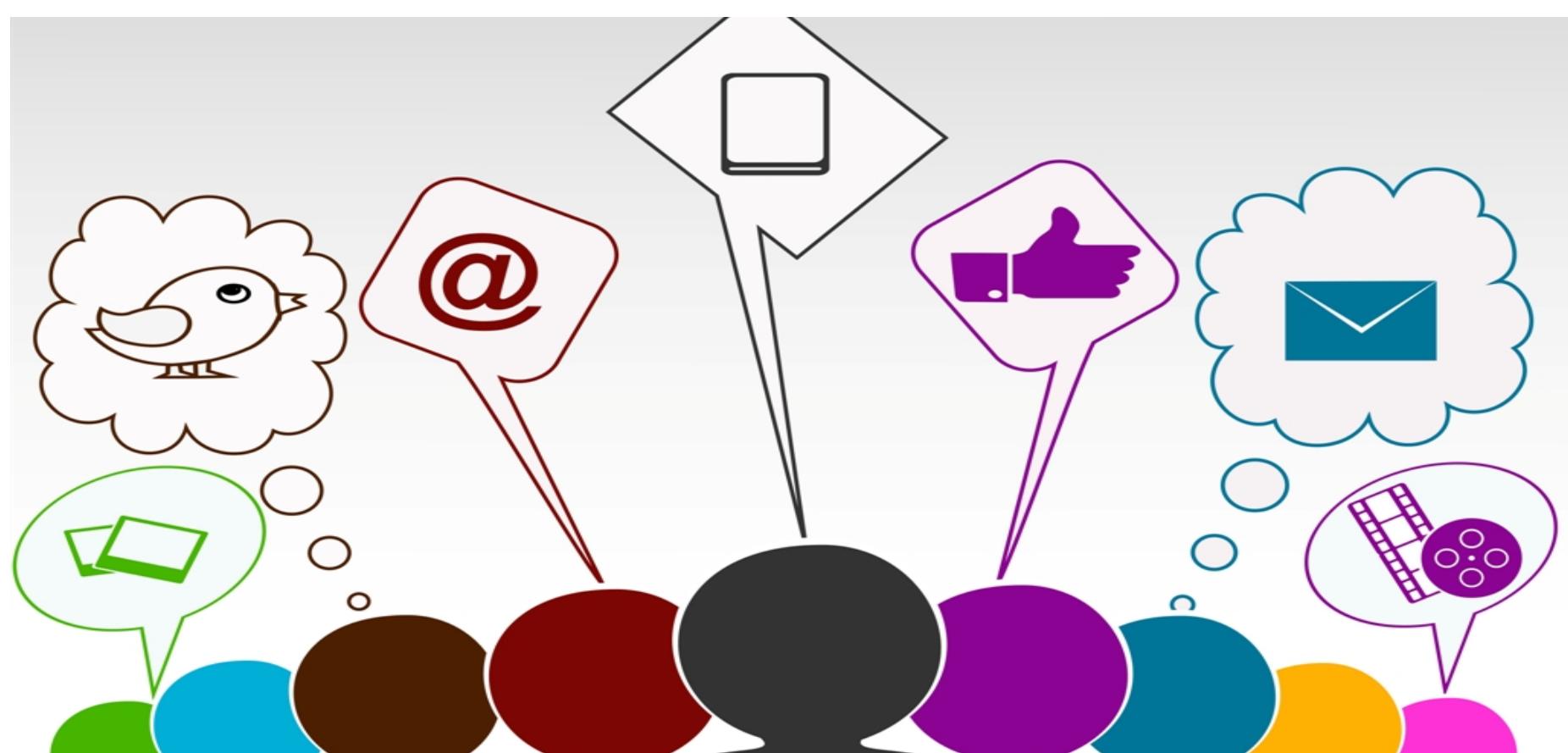
PROJECT TEAM

CDC: Lisa C. Richardson, MD, MPH, DCPC Director and Shelton Bartley, MPH, Public Health Analyst

NACDD Consultants: Natasha M. McCoy, MPH; Frank S. Bright M.S., Paulette M. Valliere, Ph.D.

NACDD Staff: John W. Patton

External Subcontractors: CBS Health Solutions, Kognito and Westat



IMPACT

Data collection in progress. Project team successfully created four public service announcements featuring Joan Lunden; two ads addressing Triple Negative Breast Cancer and two ads encouraging adults to receive proper screening for colorectal cancer. Colorectal cancer PSAs broadcast in outpatient waiting rooms by CBS and Health Media Network. Team designed and created a new virtual reality simulation named, "Talk to Someone: Triple Negative Breast Cancer (TNBC)". Instructional and graphic design led by Kognito. Westat served to complete TNBC literature review and evaluation services.

Innovative Communication in Cancer Prevention and Control

Funded by CDC Division of Cancer Prevention and Control, OSTLTS Project



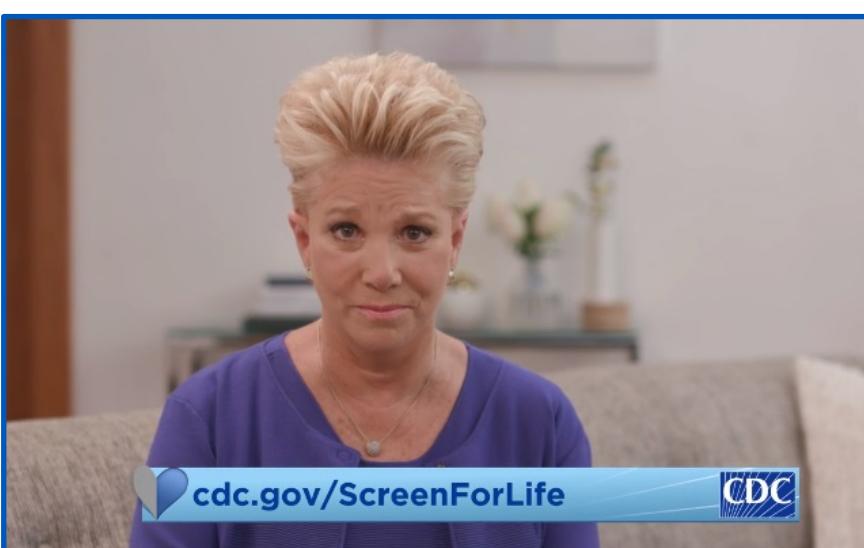
Digital Ad Unit



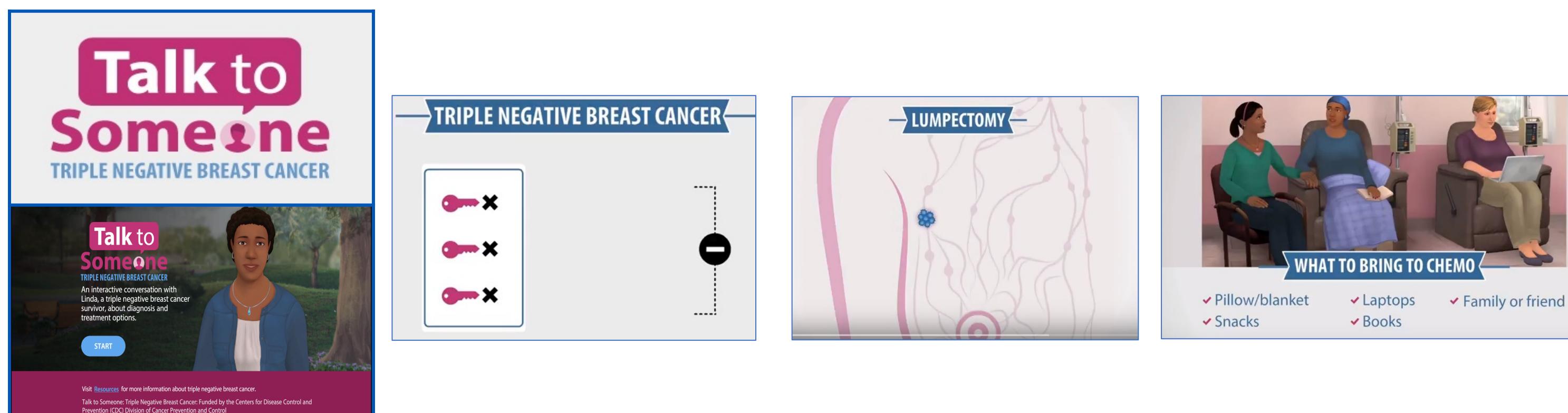
Colorectal and Breast Cancer PSAs



Social Media Posts (ex. Twitter)



Talk To Someone: Triple Negative Breast Cancer Virtual Reality Simulation



OBJECTIVES

- Objective 1: Formalize working agreements with external organizations and collaborative groups.
- Objective 2: Solicit bids for external evaluation services, research and market strategy company and tablet-platform development specialists.
- Objective 3: Work with external research and marketing subcontractor to complete environmental scans to determine key messages and preferred communication methods.
- Objective 4: NACDD will develop innovative, engaging, and re-energizing messages promoting understanding of treatment options.
- Objective 5: NACDD will work with contractors to ensure completion of project deliverables and timely submission of quarterly progress reports and invoices.

OUTLOOK

Communication materials developed through the Innovative Communication in Cancer Prevention and Control project will serve as tools for health care professionals and public health practitioners in need of innovative ways to help individuals seeking information to make a decision about their health care.