

Skin cancer messages among Black and Hispanic groups ages 18-44 who are at risk

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5 million
Number of people diagnosed with skin cancer yearly. Fortunately, most skin cancers are preventable.

Objectives

Establish collaborative advisory group for the NACDD Skin Cancer Messages for Racial/Ethnic Groups project including CDC, Westat, NACDD Cancer Council and NACDD Health Equity Council to advise on research activities and the dissemination plan.

Conduct an environmental scan of existing skin cancer materials.

NACDD contracted with Westat, Inc., to complete 18 focus groups reaching Hispanic and black populations in at least 4 cities.

Introduction

The National Association of Chronic Disease Directors (NACDD), working under cooperative agreement with the CDC Division of Cancer Prevention and Control, conducted a two-fold needs assessment on skin cancer messaging targeting black and Hispanic persons aged 18-44 years.

Assessments provided data on current messaging available and perceived skin cancer risk, prevention knowledge and behaviors among select racial/ethnic groups. The assessments provided guidance on whether to adapt or develop materials and messages and guided methods of delivery meeting needs of both target populations.



18
Number of focus groups conducted in regions/areas of the United States with high concentrations of black and Hispanic residents aged 18-44 years of age.

Project Synopsis

- The environmental scan identified 101 resources meeting inclusion criteria.
- The focus groups provided information regarding skin cancer risk and prevention among those perceived at low risk for developing skin cancer and at risk for delayed diagnosis and advanced disease due to their ethnic/racial background and determined effective approaches to capture the attention of and motivate skin cancer prevention behaviors by the target audience.

159
Number of adults who participated in the focus groups. Eight groups were conducted with African-American participants (n=72) and 10 groups were conducted with Hispanic participants (n=87).

