

Health Communications and Public Health Program

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The Health Communications and Public Health (HCPH) program, within the Division of Population Science at Fox Chase Cancer Center (FCCC), focuses on cancer communications, interventions and public health approaches to address cancer control issues in the community and in collaboration with other cancer control programs and researchers. HCPH includes a number of distinct, yet synergistic programs and initiatives: the National Cancer Institute's (NCI) Cancer Information Service Atlantic Region office, the FCCC Resource & Education Center (REC), community outreach, and other cancer control research projects.

National Cancer Institute's Cancer Information Service (CIS) is a national program that is administered across 14 regions of the United States. The Atlantic Region, located at FCCC, serves the states of Pennsylvania, New Jersey and Delaware and has been at Fox Chase for almost 30 years. The CIS includes three key program areas: Information Service (provided by telephone and Web-based mechanisms), Research Program, and the Partnership Program. Previously, all three programs were provided through each of the regional offices. However, under the new contract cycle (starting January 2005), the Information Service is being provided through four contact centers nationally, and the Research Program is administered through four coordinating offices as

well. The Partnership Program has remained regional and is provided through the 14 regional offices. Fox Chase continues to work closely with both the contact and research offices and provides the Partnership Program in our three state service area.

The *CIS Partnership Program* was established over 10 years ago for the purpose of supporting and providing technical support to regional partners working on cancer control efforts. The technical support varies, depending on NCI priority areas, needs of the partner and/or the scope of the project. NCI provides regional offices with a mandate to address the needs of the medically underserved and minority populations within the service area for the following priority area: breast and cervical cancer,

tobacco control, and clinical trials. Apart from these priorities, CIS Partnership staff are charged with addressing the cancer burden, according to the regional needs. Therefore, should the burden differ from the NCI priority areas, CIS Partnership staff are poised to support the regional need(s) identified. The technical support provided to organizations encompass program planning, implementation and evaluation support, training in clinical trials, cultural competency, health disparities, use and adaptation of evidence-based programs in cancer control as well as other tailored trainings.

During 2005, the CIS Partnership Program staff have dedicated significant time and effort to the statewide implementation of the cancer plans in all three states. In Pennsylvania, staff participate on three working groups: Prevention/Healthy Lifestyles, Early Detections and Screening, and Treatment and Care Delivery, as well as the overall Evaluation Committee. Each group is charged with prioritizing the goals set forth in the plan and determining how to achieve the objectives. Additionally, the Partnership Program has supported the coordination of three regional forums to introduce the plan locally and garner input and support for the plan. The State of New Jersey is also in implementation phase of the state plan; our staff continue to be members of the Evaluation Task Force and also support several regional coalitions developing education and outreach plans. In Delaware, staff are members of the following working groups: Information, Health Disparities, and Colo-Rectal Cancer. Additionally, Partnership staff are members of the planning committee charged with organizing the 2006 Summit highlighting the statewide plan and its progress.

Other highlights of the Partnership Program include the second Día de la Mujer Latina event that reached over 350 individuals with cancer screenings and information in Philadelphia and 90 individuals in Bethlehem, PA. This year also marked a new iteration of NCI funded programs specifically to reach medically underserved and minority populations. The Asian Tobacco Education Cancer Awareness and Research project out of Temple University has been funded for five-years to reach the Asian communities in PA, NJ and NY. The Appalachia Cancer Network has also been funded for five years and will reach our rural populations in PA.

On a regional basis, the CIS Partnership Program supports researchers addressing health disparities and reaching out to underserved communities. For example, CIS Partnership staff participate in S. Miller's⁸ Abnormal Pap Study's Advisory Committee providing consultation on cultural issues. On a national basis, our regional office has been instrumental in the development of a program focusing on decision making in cancer treatment and survivorship and collaborates closely with S. Miller⁸ at Fox Chase and researchers throughout the country.

Resource and Education Center. The Resource and Education Center (REC) is a fully staffed multi-media information and education center located in the Cancer Prevention Pavilion lobby. Implemented by the Health Communications and Public Health program, the REC has been serving the Fox Chase Cancer Center community since the Fall of 2000. In that time, the program has helped over 8,800 people including patients, their family members/friends, and Fox Chase staff. REC staff are trained professional cancer educators who focus their efforts on executing the program's three main objectives. These are to: 1) provide evidence based cancer information using technology enhanced approaches; 2) provide inter-departmental and community referrals; and 3) support health communication and behavioral research projects through development and participation. The REC accomplishes these objectives in a multitude of ways. Visitors to the center have access to print and electronic information through state-of-the-art audiovisual and computer equipment. Interactive programs and Internet access are offered on three dedicated computers. Staff regularly evaluate websites using a scientific evaluation process and maintains a list of these approved sites. The list is available to all visitors, as well as to the general public through the REC web page. Whether looking for resources on risk, diagnosis, treatment, or supportive care, visitors can readily obtain this information with the assistance of the REC's expert staff.

In the year 2005, REC staff addressed approximately 2000 inquiries related to these issues. In addition, over 600 referrals were made to Fox Chase programs and departments such as the high-risk programs, social work

services and appointment scheduling. Completed user surveys continue to reflect high levels of satisfaction with the REC service and staff. A telephone follow-up user survey is planned for 2006 to measure use of information provided and program effectiveness. In addition to offering information and referrals to those visiting the REC, the staff are able to bring those resources out to the general public through the REC's Live Help service. This instant messaging service, operational during business hours, is accessible through Fox Chase's website. It has been expanded several times, and now provides information on prostate, colorectal, and breast cancer, as well as clinical trials.

The REC continues to be involved in Fox Chase research at both the development and implementation level. For instance, the REC supports N. Meropol's[§] CONNECT study by serving as a laboratory where participants use Center computers to complete an online survey and health communication tool. The REC has served in this capacity for five studies. The program has also committed its facilities and staff resources to content development, readability evaluation and revision of materials, and usability testing for four additional studies including a study by D. Weinberg[§] on colorectal cancer screening, and M. Ropka's[§] grant: *TACH-D: Web-based Decision Support Intervention for Individuals and Families Dealing with Hereditary Cancer Risk-Breast*. Finally, REC staff continue to support M. Daly's[§] DOD/BCE-funded study, entitled *Cancer—A Teachable Moment Within the Family: From Concept to Community*, by conducting telephone-counseling sessions with study participants who have a first degree relative diagnosed with breast cancer. With a growing focus on Health Literacy, the REC continues to support various Fox Chase programs and departments by providing readability evaluations and revisions of educational materials, program brochures, and other patient information.

Philadelphia Corporation for Aging (PCA) Breast Health Project. The primary goal of this program was to increase the knowledge of breast cancer prevention and breast health among men and women attending PCA senior centers. A two-part breast health education program developed and implemented by HCPH Program staff included: breast health and breast cancer information and instruction in breast self-examination.

Pre/post tests were also administered. Multiple health education strategies were used including English, Spanish and Chinese literature, videos, breast models, storytelling, a visual inspection exercise, testimonials, and audience participation. This education program was offered at twenty sites from January 2005 through November 2005 with over 540 (N=548) clients, including 103 men, participating in the educational sessions. In addition, Fox Chase Cancer Center's Mobile Mammography Van went to three senior centers and screened 50 women. We were also able to provide men with a referral for free breast screening at Hahnemann Hospital, if needed. This project was very well received among the clients at PCA senior centers. Each of the twenty participating centers promoted the program through word of mouth, fliers, newsletters, and articles in local papers. PCA also advertised and promoted the program. Testimony from several male breast cancer survivors proved effective in increasing the awareness of this type of cancer in men. Pre and post-tests were administered at seventeen of the twenty centers which showed the clients' knowledge about breast cancer and breast health and women self reporting having a mammogram and/or clinical breast exam within the previous year. Many seniors have concerns that are worth noting: 1) the role of the physician in promoting yearly mammograms for senior women; 2) health education from the physician's office; and 3) how to educate and reach other women who have not been screened within the past several years. In general, though, the vast majority of women are knowledgeable about breast health, getting yearly mammograms and continuing to encourage others to be screened.

Navigating Pennsylvania Cancer Patients' (NPCP) Program. Miller,[§] in collaboration with Fleisher

The primary goals of this initiative were to reduce the time between a patient's cancer diagnosis and treatment and to increase compliance with treatment, with the ultimate goal of improving cancer care among patients in the Commonwealth. In collaboration with the Psychosocial and Behavioral Medicine Program, we were awarded a grant from the Philadelphia Department of Health (PADoH) to develop, test and evaluate a comprehensive navigator pro-

gram that will serve as a model to ultimately be disseminated throughout Pennsylvania. Among minority and underserved populations, in particular, the challenges to a cancer diagnosis are exacerbated by many barriers. A patient navigator program is essential to create the linkages between existing resources and services and assist patients as they make their way through the maze of tests, appointments, decisions and treatment, ultimately improving the quality and timeliness of cancer care.

As such, we have identified two outstanding clinical care institutions, Temple University Hospital and Mount Nittany Hospital, each serving diverse medically underserved populations. The navigator program will be implemented and evaluated with patients diagnosed with breast, cervical, colorectal, and prostate cancers. To strengthen the evaluation, Geisinger Medical Center will serve as a control site during the first three years of the project providing comparable data on all new cancer patients. The developmental phase of this project will occur during the first 9 months (July 2005 – March 2006). In months 9 through 27 (March 2006 – September 2007), the program will be implemented and evaluated at Temple Cancer Center, our urban site. In months 18 through 36 (December 2006 – June 2008), the program will be implemented and evaluated at Mount Nittany Hospital, our rural site.

Annotated Bibliography of Tobacco-Related Literature in Latino Populations 2002 – 2004. This bibliography is a product of the collaborative efforts of the Pennsylvania Department of

Health (PADoH); the University of Pittsburgh's Center for Minority Health (CMH), the Institute of Education, Advancement, and Development (I-LEAD); and the Fox Chase Cancer Center (FCCC). The annotated bibliography has been created as a tool for researchers to identify current research-based literature and gaps in available research, as well as to help facilitate researchers and other health care professionals locate information on Latino populations and tobacco control. Literature from 2002–2004 involving key terms pertaining to tobacco and Latino populations were carefully reviewed for inclusion in this document. The results of this search include literature on adult smoking, women and smoking, youth and smoking, smokeless tobacco, interventions, environmental tobacco smoke risk, associated disease, healthcare disparities, and tobacco marketing. Resources provide users with citations of source documents and other resources. Each publication is organized alphabetically, according to author, within each section. These sections are broken into "Results Specific for Latinos" and "General Results," of which Latinos were included in the sample but results related to that population were not specified. Additionally, there is an index to guide more specific searches by key terms. The annotated literature search has produced 105 articles from American journals on tobacco use in the Latino population from 2002–2004. There were 76 articles that had results specific to Latino populations and 29 that included Latinos in their sample but provided general results.

Publications

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* Personnel left Fox Chase