

# Centers of Excellence in Cancer Communication Research (CECCR) Grantee Meeting

Why do we need evidence base in cancer  
communication?

Cancer Prevention in the XXI  
Century:  
The Preventorium Concept

Atlanta. April 28, 2008

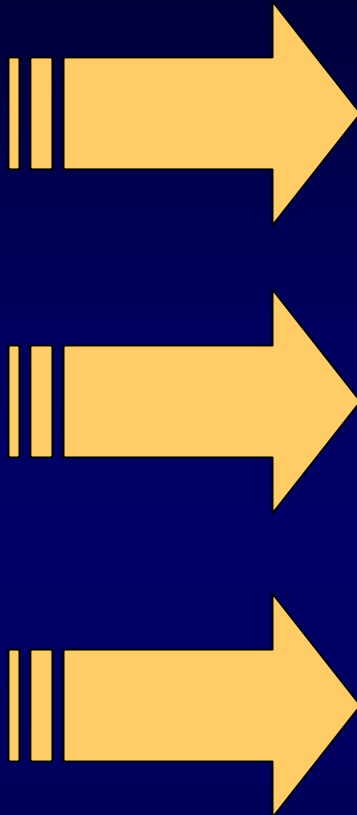
Elmer E. Huerta, MD, MPH



THE  
REALITY



People waiting for symptoms to appear



Extremely busy, illness-loaded, primary care system

They often use the emergency room...

# THE BARRIERS

# Barriers That Underserved People Face When Seeking Medical Care

- ✓ Lack of Information
- ✓ Linguistic Isolation
- ✓ Living in Poverty
- ✓ Lack of Adequate Health Insurance Coverage

# Barriers That Underserved People Face When Seeking Medical Care

- ✓ Lack of ethnically-sensitive, culturally-competent programs
- ✓ Lack of understanding of the medical system

THE  
OBSCURITY



**YES**

**The risk of dying of cancer in the US is increasing** **68%**

**Living in a polluted city is a greater risk for lung cancer than smoking a pack of cigarettes a day** **39%**

**Some injuries can cause cancer later in life** **37%**

**Electronic devices, such as cell phones, can cause cancer in the people that use them** **30%**

**What someone does as a young adult has little effect on their chance of getting cancer later in life** **25%**

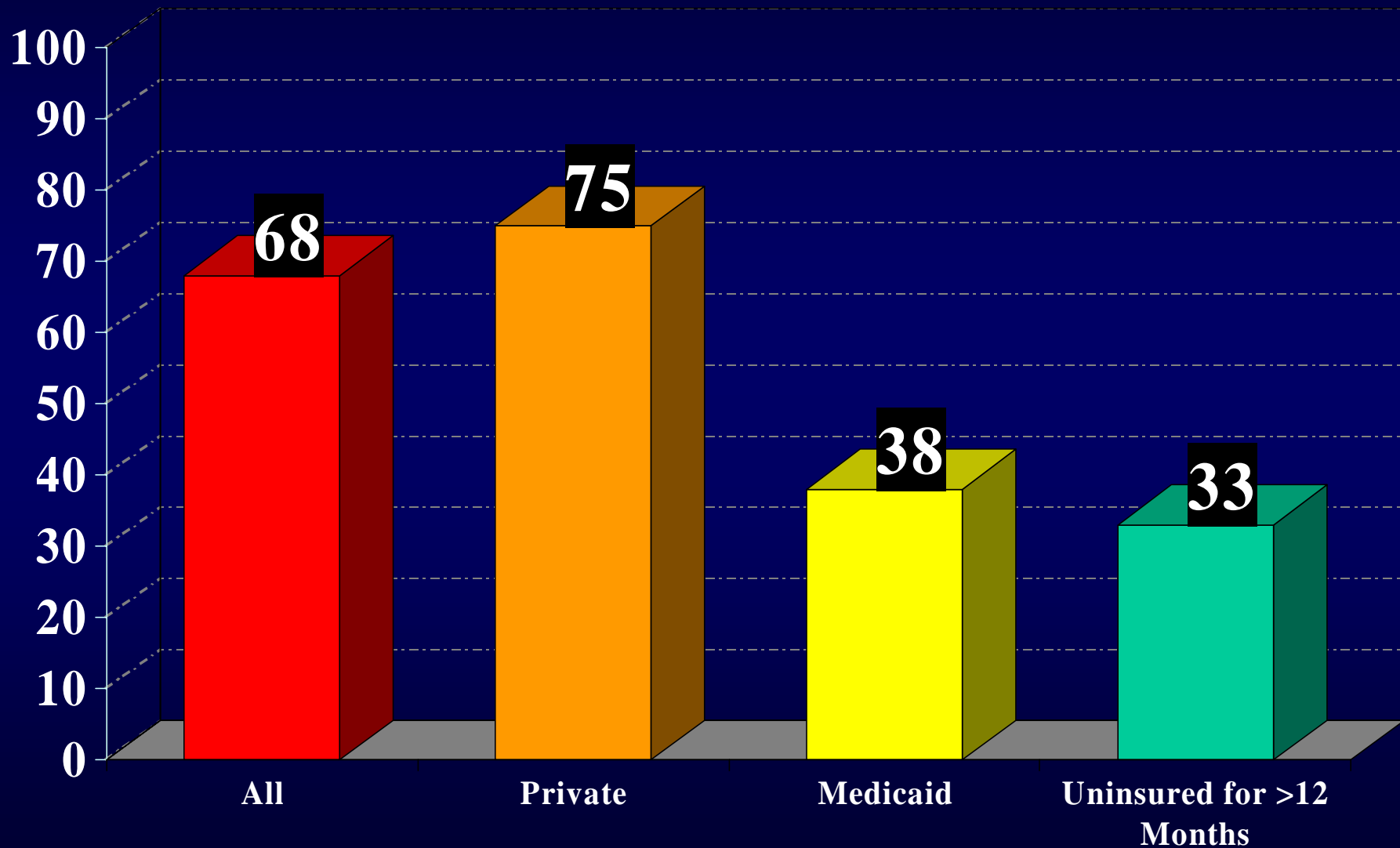
**Long-time smokers cannot reduce their cancer risk by quitting smoking** **16%**

**People who smoke low-tar cigarettes have less chance of developing lung cancer** **15%**

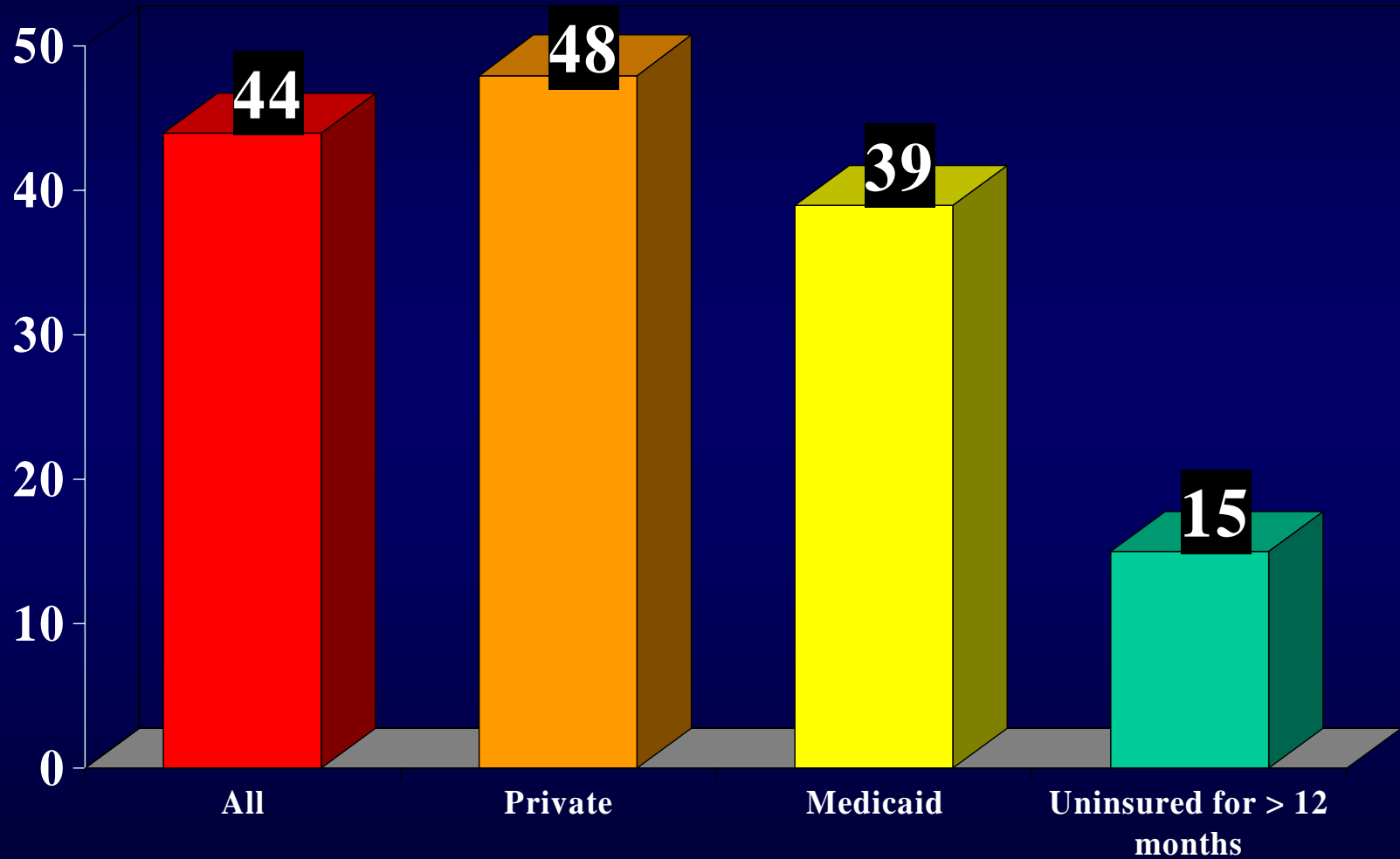
	<b>TRUE</b>	<b>Don't know</b>
<b>Pain medications are not effective in reducing the amount of pain people have from cancer</b>	<b>19%</b>	<b>13%</b>
<b>All you need to beat cancer is a positive attitude, not treatment</b>	<b>7%</b>	<b>5%</b>
<b>Treating cancer with surgery can cause it to spread throughout the body</b>	<b>41%</b>	<b>13%</b>
<b>There is currently a cure for cancer but the medical industry won't tell the public about it because they make too much money treating cancer patients</b>	<b>27%</b>	<b>14%</b>
<b>Cancer is something that cannot be effectively treated</b>	<b>7%</b>	<b>6%</b>

# THE CONSEQUENCES

# Percent of women 40-60 years who had a mammogram in the past 2 years.

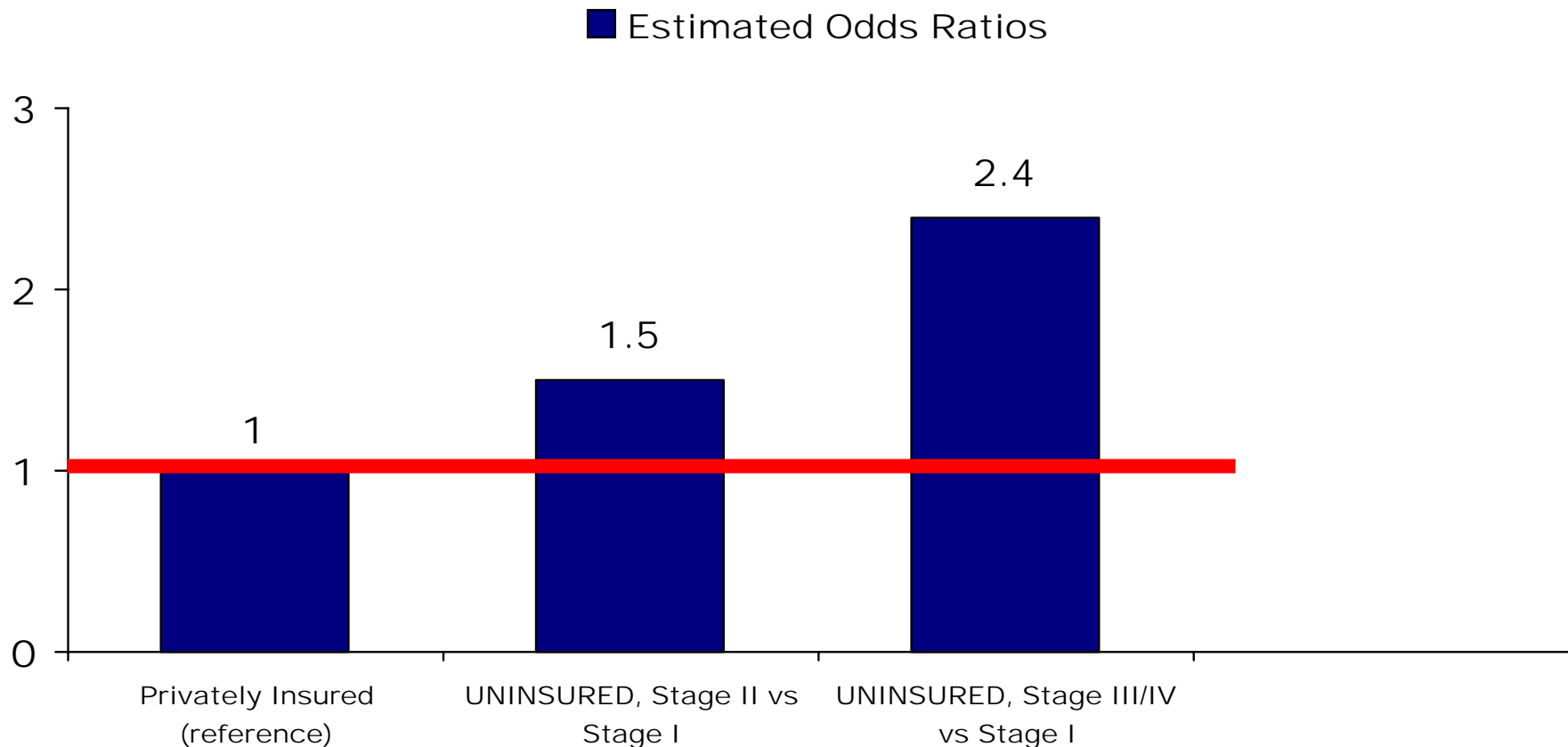


# Adults 50 to 64 years who had a colorectal cancer screening test



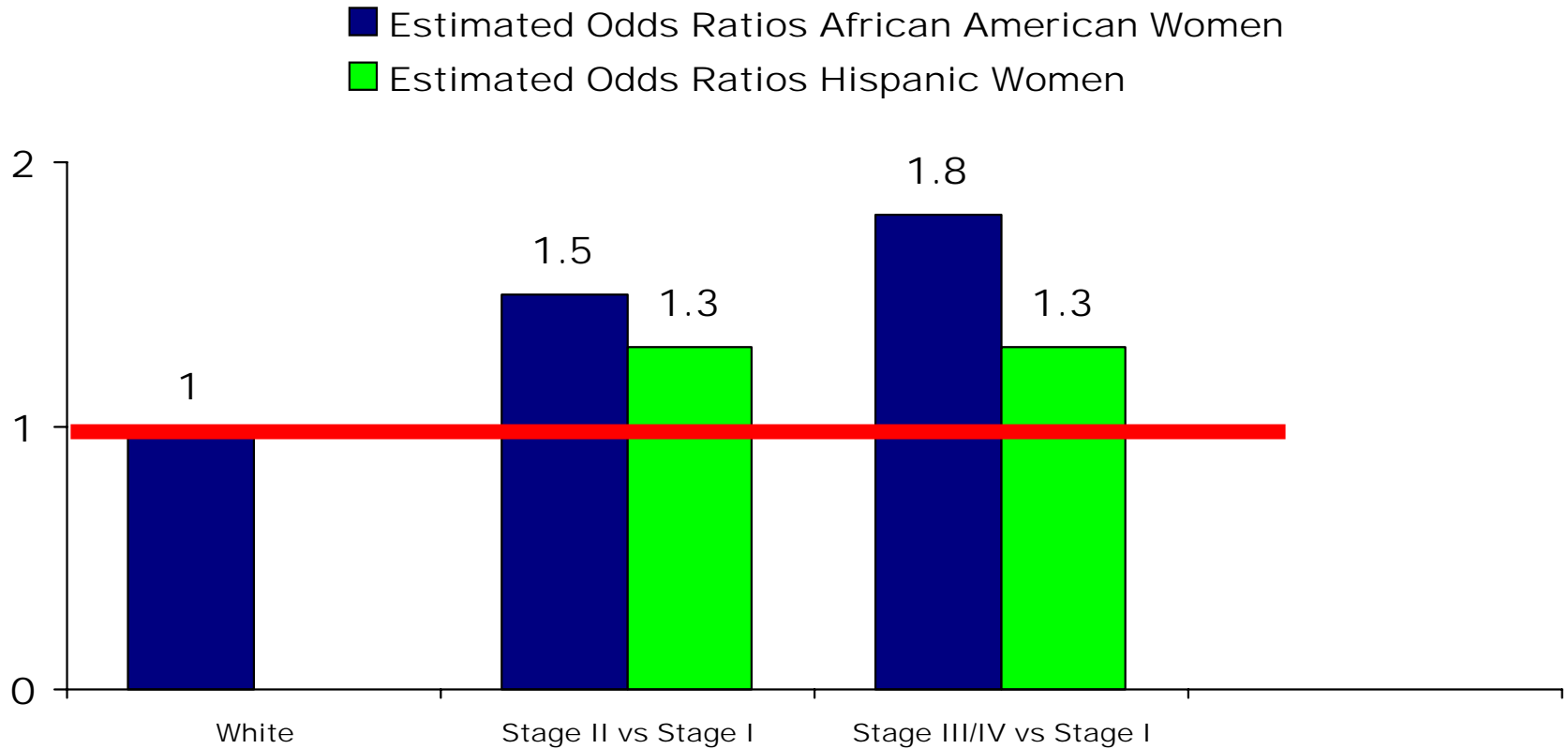
# Insurance and Breast Cancer Stage

Uninsured patients were substantially more likely to be diagnosed at a larger stage of cancer than privately insured patients



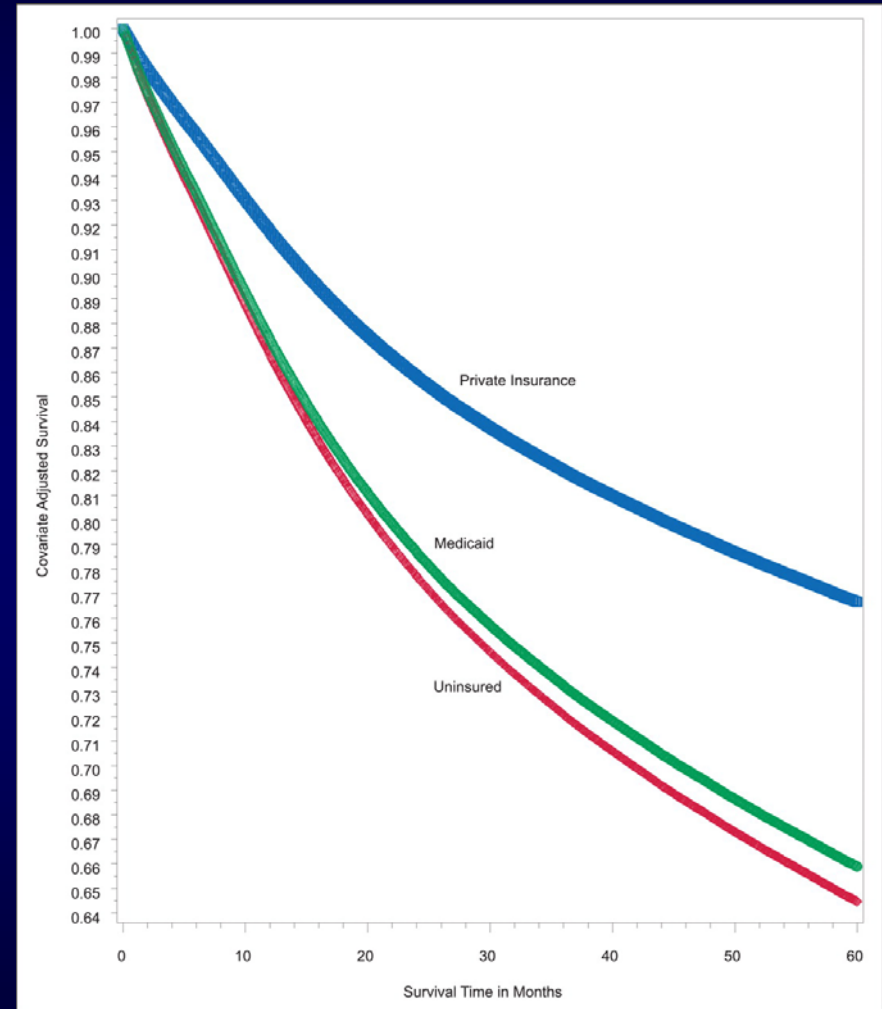
# Insurance and Breast Cancer Stage

African American and Hispanic women were substantially more likely to be diagnosed at a larger stage of cancer than White women



# Cancer Survival by Insurance Status

Patients who were uninsured and those who were Medicaid-insured at the time of diagnosis were 1.6 times as likely to die in 5 years as those with private insurance





# Changing the Paradigm

We should not  
concentrate only on the  
study of the tumor ...

Thyrosine-  
kinase

EGF

p53

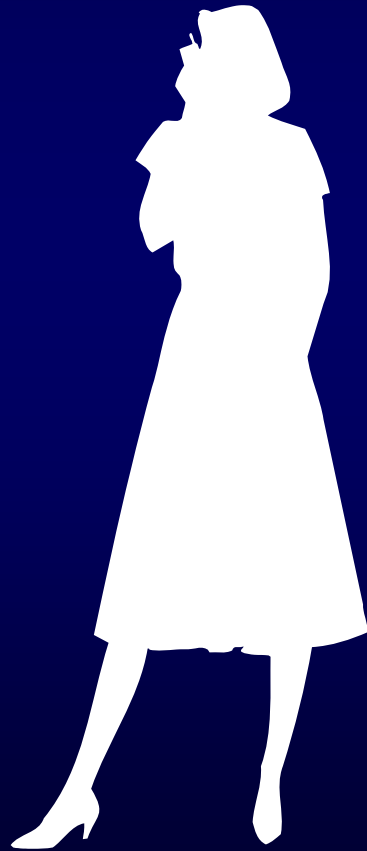


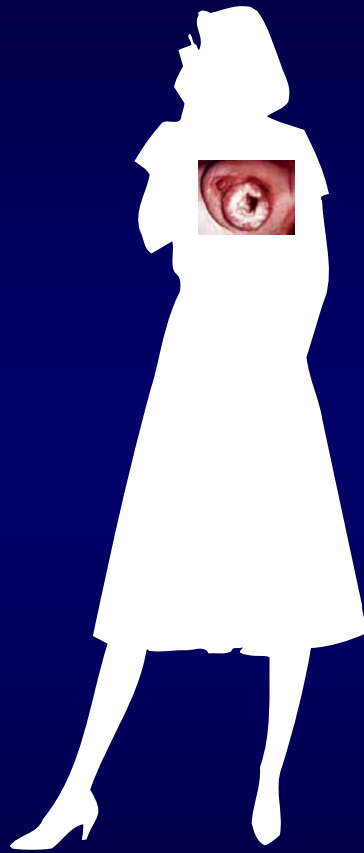
Apoptosis

Angiogenesis

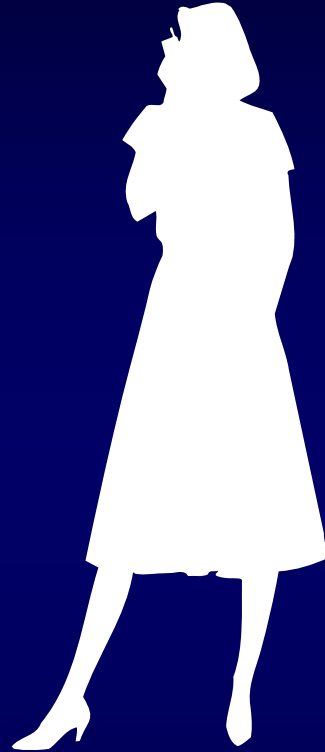
Oncogenes

But also on the person  
with the tumor...





Language



Poverty

Fears

Fatalism

Lack of  
medical  
insurance

False beliefs

Lack of information

Knowledge

Attitude

Behavior

Although variations in health insurance coverage likely contribute to racial and ethnic disparities in cancer outcomes, disparities persist for several outcomes even when differences in insurance status are accounted for

Given that health insurance status is associated with other sociodemographic characteristics, such as race/ethnicity, immigration status/country of birth, and level of education, it is possible that differences in screening rates reflect differences in knowledge about cancer prevention, culture, or other barriers to care.

## CONCLUSION

As our nation's investments in cancer research provide greater understanding of how to prevent cancer, detect it early, and treat it effectively, the design and delivery of *consistent, evidence-based, health promotion programs* become even more important in eliminating cancer as a major public health problem.





How can we convince  
people that an ounce  
of prevention is  
worth a pound of  
cure...?

I am convinced that  
coherent, consistent,  
media-based, public  
education programs  
need to be created

Why  
media?

# CHARACTERISTICS OF MASS MEDIA

- ◆ **SETS THE AGENDA**
- ◆ **LEGITIMIZES THE ISSUE**
- ◆ **CHANGES BEHAVIOR**

An ethnically-sensitive,  
culturally-relevant, media-  
based community outreach  
program was progressively  
developed since 1989  
following four basic  
principles:

# Our Media Principles...

1. Use the media **CONSISTENTLY**
2. Develop **COMPREHENSIVE** health education programs
3. Use all media channels available for the community
4. Develop a **TRUSTED MESSENGER**

# Our Media Principles...

**CONSISTENCY: EVERY DAY...**



**Like weather**



**Like sports**



# Our Media Principles...

## COMPREHENSIVENESS: EVERY THEME...



### DIABETES WARNING SIGNS

You or a family member might be one of the **108,000 GEORGIANS** who has diabetes and doesn't know it.

**CONTACT A DOCTOR** if you have any of these warning signs.

- Extreme thirst
- Blurry vision from time to time
- Frequent urination
- Unusual fatigue or drowsiness
- Unexplained weight loss

Source: Georgia Department of Human Resources  
Courtesy: UGA College of Agricultural & Environmental Sciences Graphic by C. Esco



### ACCIDENTS ARE BAD FOR BUSINESS.

( Recurrent training saves lives and money )

Health Reference Series  
First Edition


### Childhood Diseases and Disorders SOURCEBOOK

Best Consumer Health Information about Medical Problems Often Discovered in Pre-Adolescent Children (Including Respiratory Tract Infections, Ear Infections, Eye Diseases, Disorders of the Skin and Nails, Digestive and Gastrointestinal Disorders, Allergic Diseases, Inflammatory Disorders, Chronic Painful and Developmental Disorders, Migraine, and More)

Along with information about diagnosis, tests, common childhood surgeries, and frequently used medications, with a Glossary of Important Terms and Resource Directory

Edited by  
Chad E. Kimmel

### "Healthy looks" can hide TUBERCULOSIS

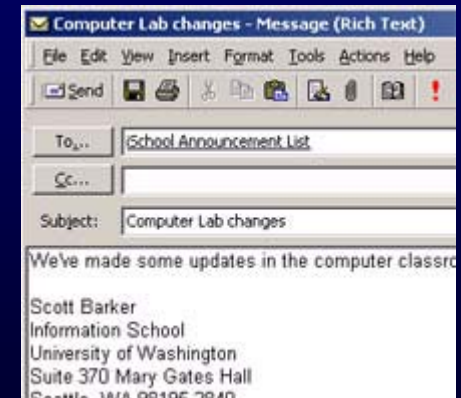
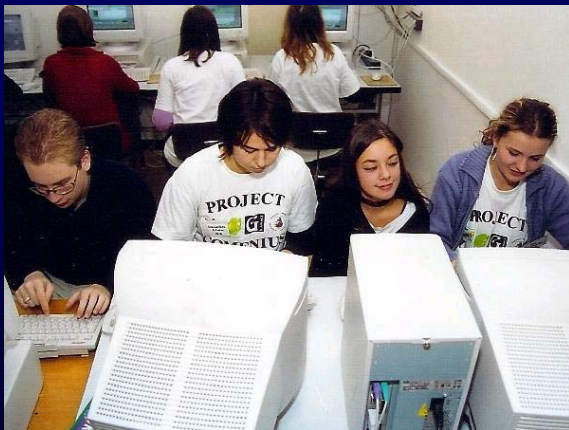
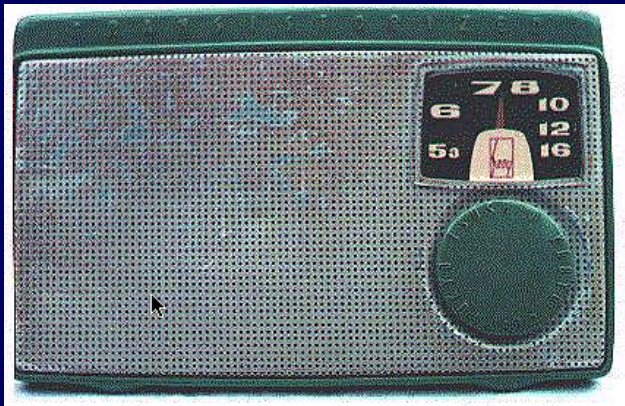


the X-RAY will show it before you know it

Christmas Seals Fight Tuberculosis

# Our Media Principles...

## ALL CHANNELS: MULTIMEDIA...



# Our Media Principles...

TRUSTED MESSENGER...



# Media Tools

## A. RADIO

1. *Taking Care of Your Health*. Only daily, one-minute vignette produced and hosted by a Latino physician in the United States. (National/International)
2. *Cita con el Doctor*. Only daily, nationally syndicated, health program on Spanish-language radio in the United States. Two-hour daily call-in program.
3. *The Community Clinic of The Air International Edition*. Daily, 15-minute program to Peru.
4. *The Community Clinic of The Air International Edition*. Monthly, one-hour talk show (Bolivia)

# Media Tools

## B. TELEVISION

1. *Lets Talk About Health*. One hour, weekly call-in show. Distributed nationwide by WorldView Television.
2. *Taking Care of Your Health*. Two-minute, weekly segment in the newscast. Telemundo WZGS Washington DC
3. *Encounter With the Medicine*.. Weekly segment with CNN en Espanol.

# Media Tools

## C. INTERNET

[www.prevencion.org](http://www.prevencion.org)

## D. PRINT

Bimonthly health column in NEXOS, the in-flight magazine of American Airlines

After the public  
has been  
convinced to take  
preventive  
steps...

They need a  
place to go...



Creation of a  
"Cancer  
Preventorium"

# SANATORIUM

NOUN: 1. An institution for the treatment of chronic diseases or for medically supervised recuperation. 2. A resort for improvement or maintenance of health, especially for convalescents. Also called sanitarium.

ETYMOLOGY: From neuter of Late Latin *sanatorius*, curative, from Latin *sanatus* past participle of *sanare*, to heal, from *sanus*, healthy.



**In 1884 in New York, "Little Red", the first TB Sanatorium in the country was opened.**



**Interior view of "Little Red" New York 1884**

# PREVENTORIUM

A non-existent word in the dictionary

# PREVENTORIUM

NOUN: 1. An institution for the prevention and early detection of chronic diseases or for medically supervised patient education. 2. A resort for maintenance of health, especially for people without evident illness.

Our proposed definition

...people of the future will  
visit “preventories” to  
receive health education,  
undergone cancer screening  
tests, and even engage in  
community activism...

Michael Shimkin, MD  
ASCO Founding Member  
Preventive Medicine, June 1975

# The Preventorium has two main goals:

- ✓ To find and treat early asymptomatic conditions (cancer, diabetes, high blood pressure)
- ✓ To find and manage risk factors for those chronic conditions



# The Washington Cancer Institute at Washington Hospital Center

## Cancer Preventorium

✓ Date Started: July 27, 1994

✓ Patients Seen  
(as of 04/17/08): 21,926

# The Washington Cancer Institute at Washington Hospital Center Cancer Preventorium

## ✓ GENDER:

Male: 6,181 (20%)

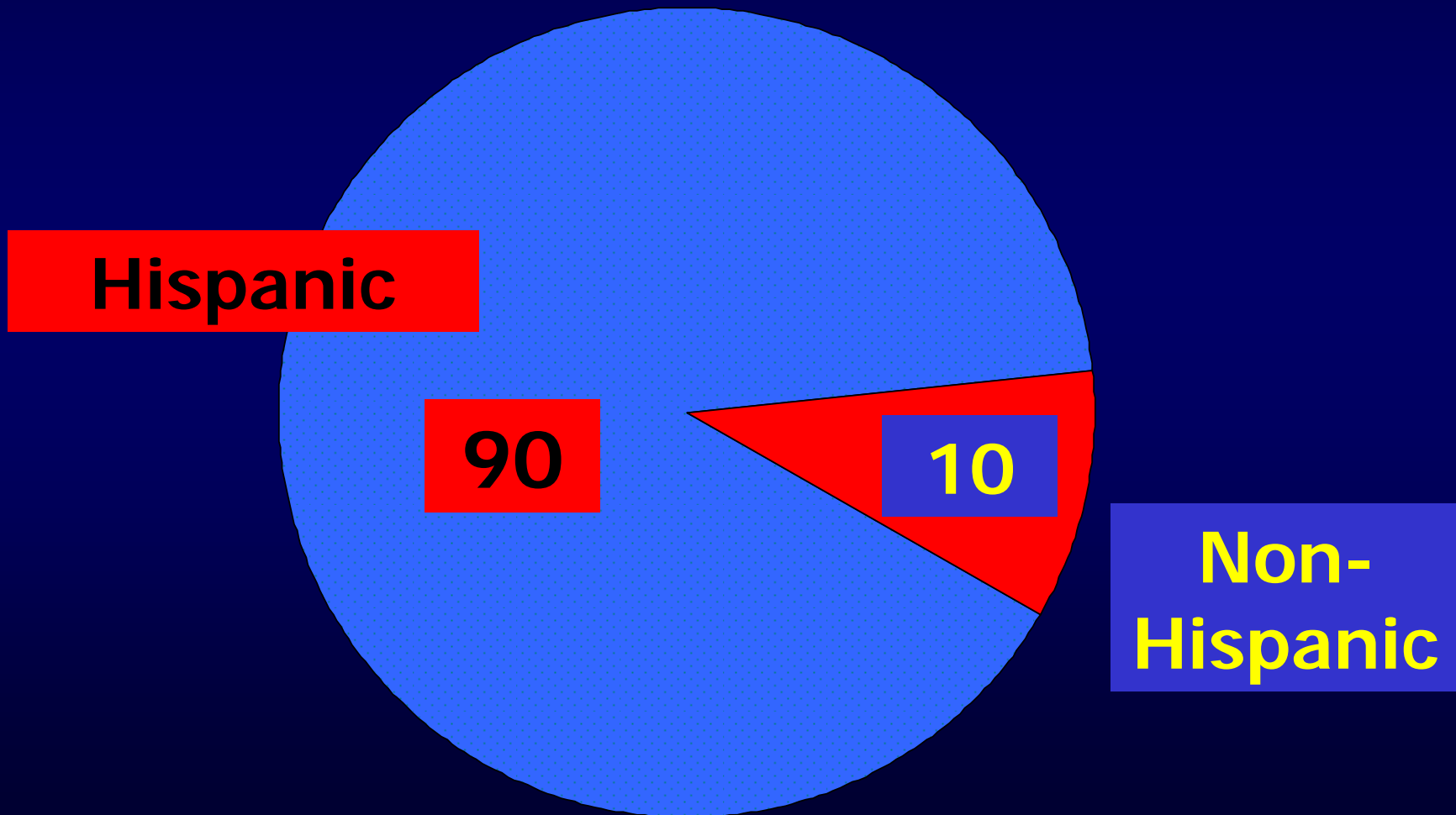
Female: 15,745 (80%)

✓ Asymptomatic  
Patients:

80%

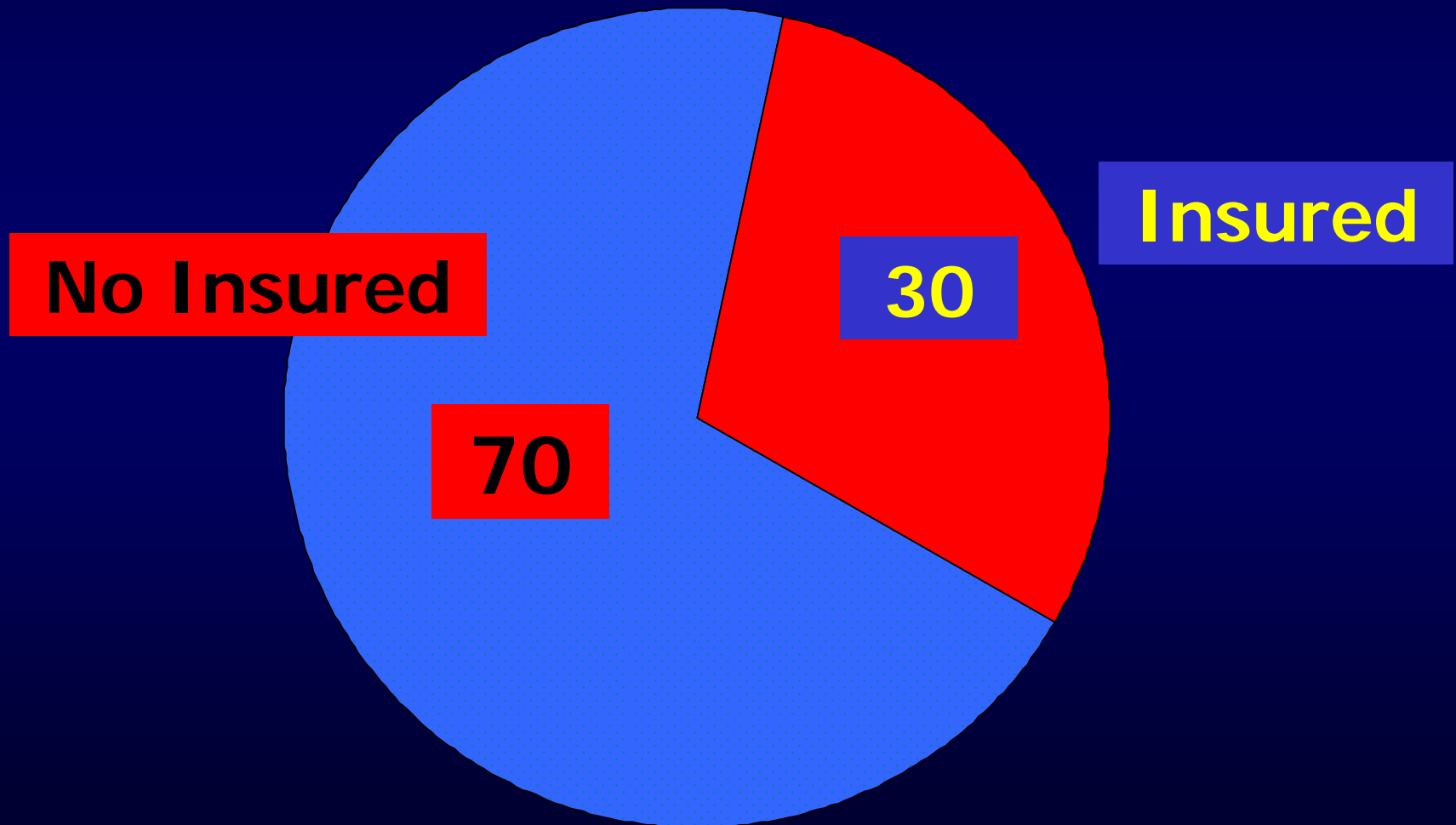
**The Washington Cancer Institute at  
Washington Hospital Center  
Cancer Preventorium**

**Patient Distribution by Ethnic Group (Percent)**



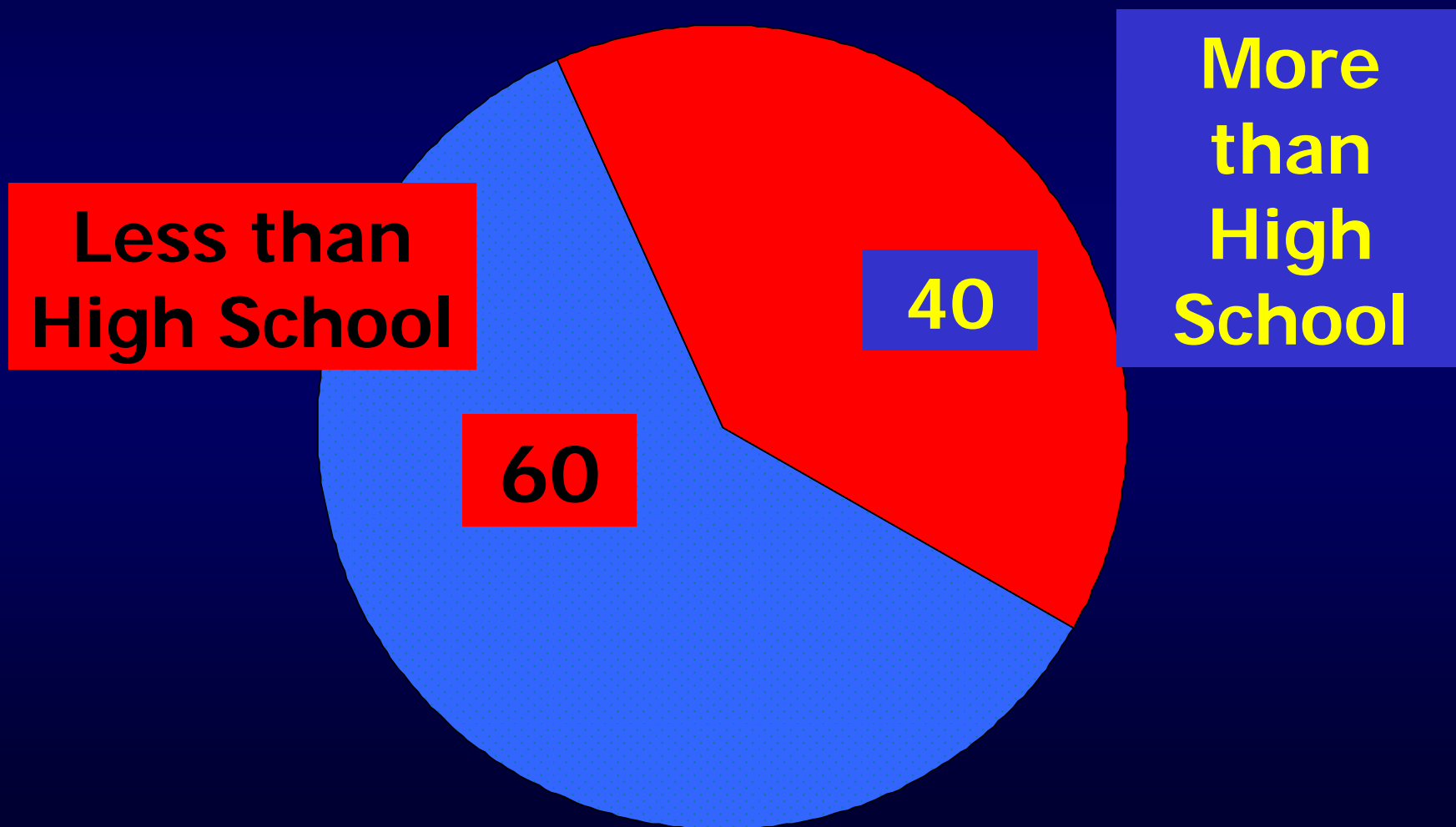
# The Washington Cancer Institute at Washington Hospital Center Cancer Preventorium

## Patient Distribution by Medical Insurance (Percent)



# The Washington Cancer Institute at Washington Hospital Center

## Patient Distribution by Educational Attainment (Percent)



# The Cancer Preventorium Model has its Theoretical Frame on the Diffusion of Innovations Theory

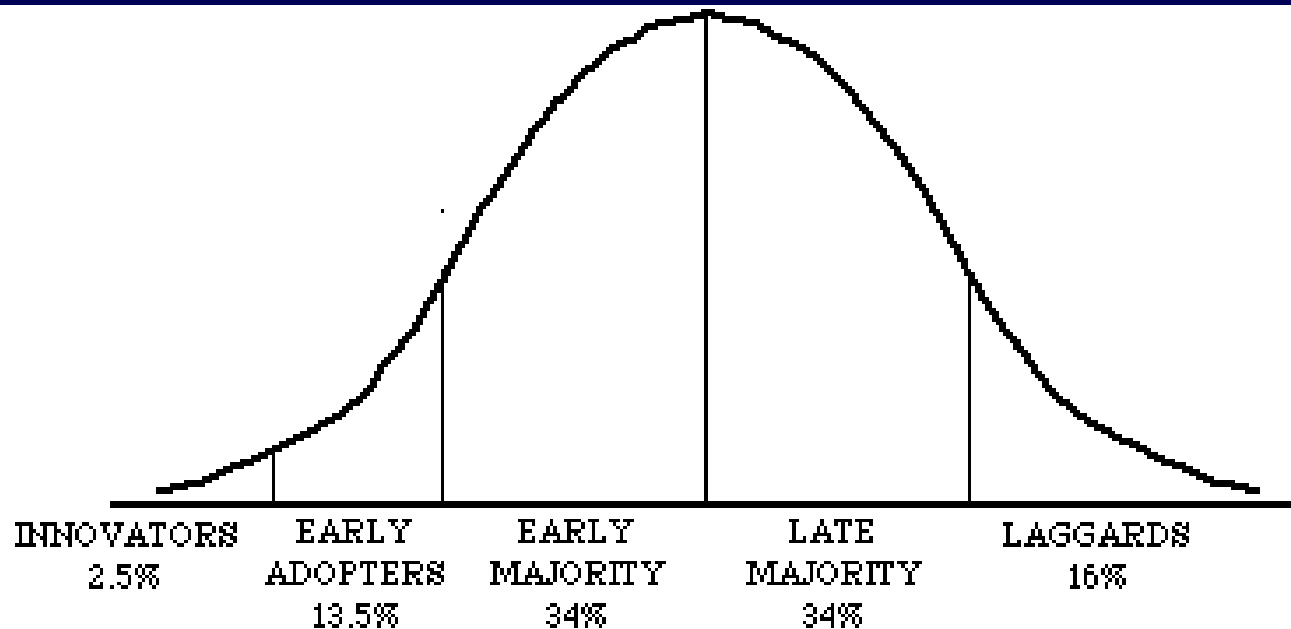
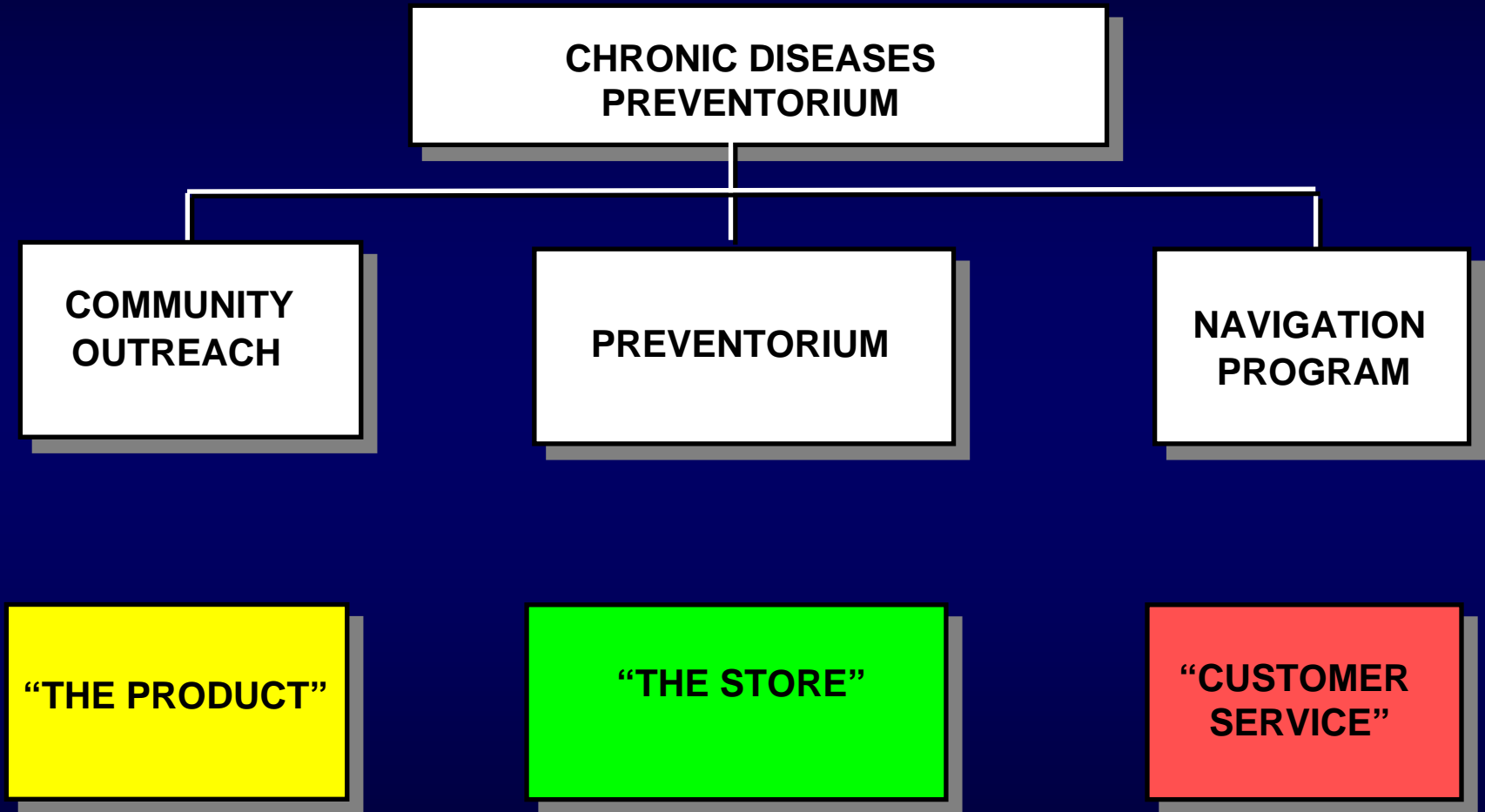


Figure 1. Bell shaped curve showing categories of individual innovativeness and percentages within each category

# Preventorium Model



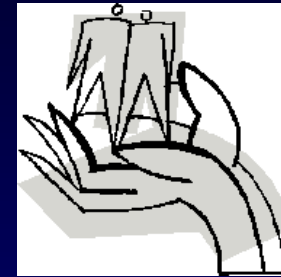
# Preventorium Model



Media outreach by trusted health professional



Preventorium



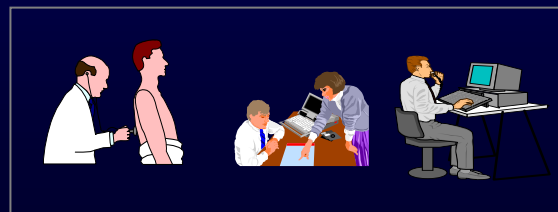
Navigation process



Registration and data collection



Health Management Tools



Personalized follow-up for Diagnosis and Treatment

Examples of Interventions

Referral to primary care settings

Genetic Testing

Clinical trials recruitment

Lifestyle & Behavioral Change Interventions

Culturally-appropriated, ethnically-sensitive health education messages



Revisit for continuous care





# The Washington Cancer Institute at Washington Hospital Center

## Cancer Preventorium

Number of cases of cancer found, 1994-2006

Organ	Number	
Breast	25	
Cervix	12	N=60
Prostate	3	
Colon	5	
Other	15	

Knowledge exists in two forms - lifeless, stored in books - and alive in the consciousness of men. The second form... is the essential one.

Albert Einstein

“On one side of the curtain [*the glass curtain of the tight little world of medicine*] is the gleaming, antiseptic world of medical excellence”

William H. Stewart  
U.S. Surgeon General 1965-1969

"Its wonders are plainly  
visible to those outside.  
But admission is by ticket  
only, and the line to the  
box office stretches out  
of sight"

William H. Stewart  
U.S. Surgeon General 1965-1969

