

Research findings and dissemination opportunities from St. Louis CECCR

Health Communication Research Laboratory (HCRL)
Center for Cultural Cancer Communication (4C)
School of Public Health, Saint Louis University

Matthew W. Kreuter, PhD, MPH

April 28, 2008

Research Goal

Help eliminate cancer disparities by increasing the reach and effectiveness of cancer information for African Americans.

- Cancer survivorship
- Community outreach
- Minority media
- Culture & communication
- Career development
- Communication tools

**Cancer
Survivorship**



Cancer Survivorship

The Power of Stories



Hinyard, et al., *Hlth Educ & Beh*, 2007
Kreuter, et al., *Ann Beh Med*, 2007
Kreuter, et al, *J Ca Survivorship*, 2008

Research questions

Three separate studies of survivor stories

- What are the active ingredients of stories?
- Are stories preferred to other communication?
- *Can exposure to stories change behavior?*

Efficacy trial (n = 489)

Effects on use of mammography



(narrative)

vs.



(non-narrative)

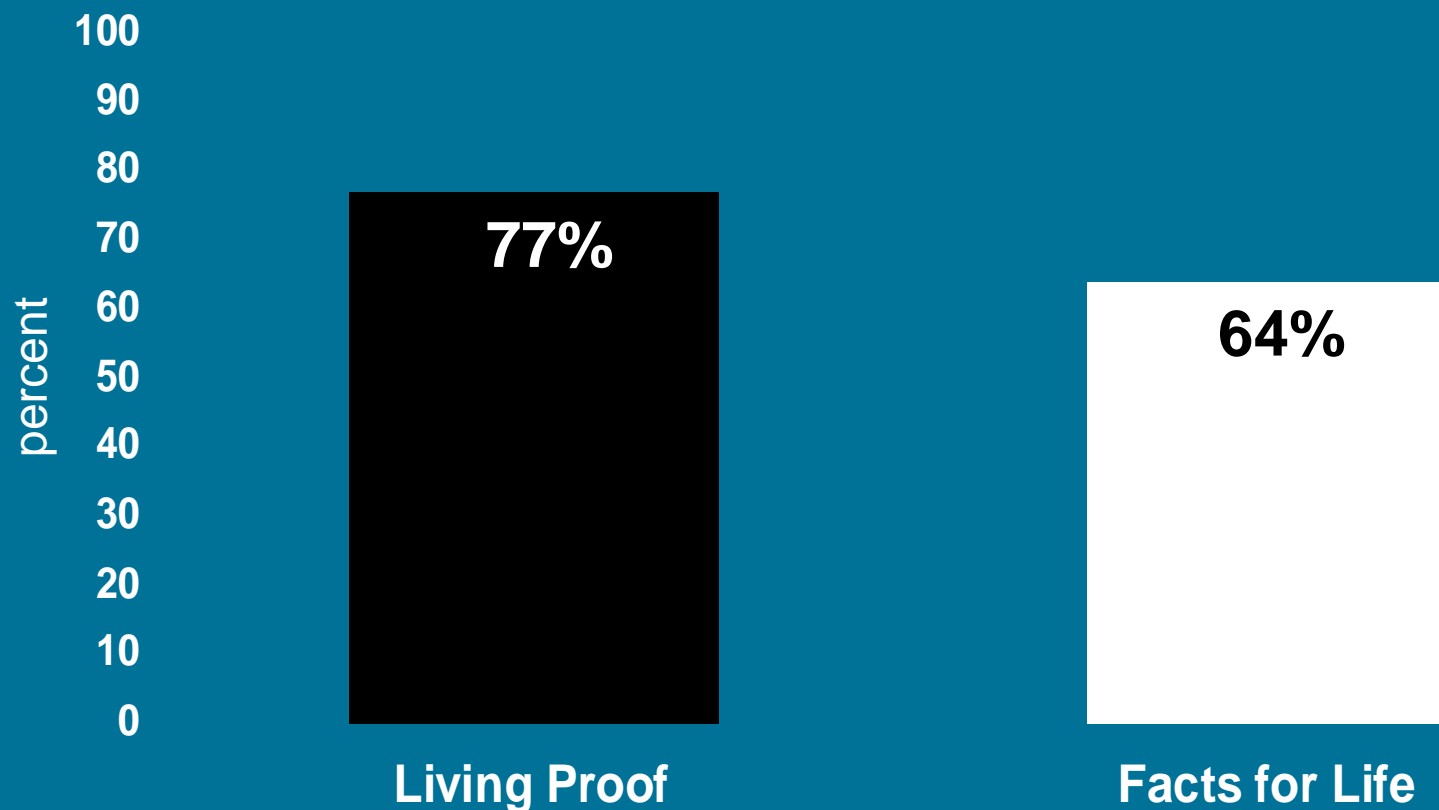
Follow-up

Five points in time

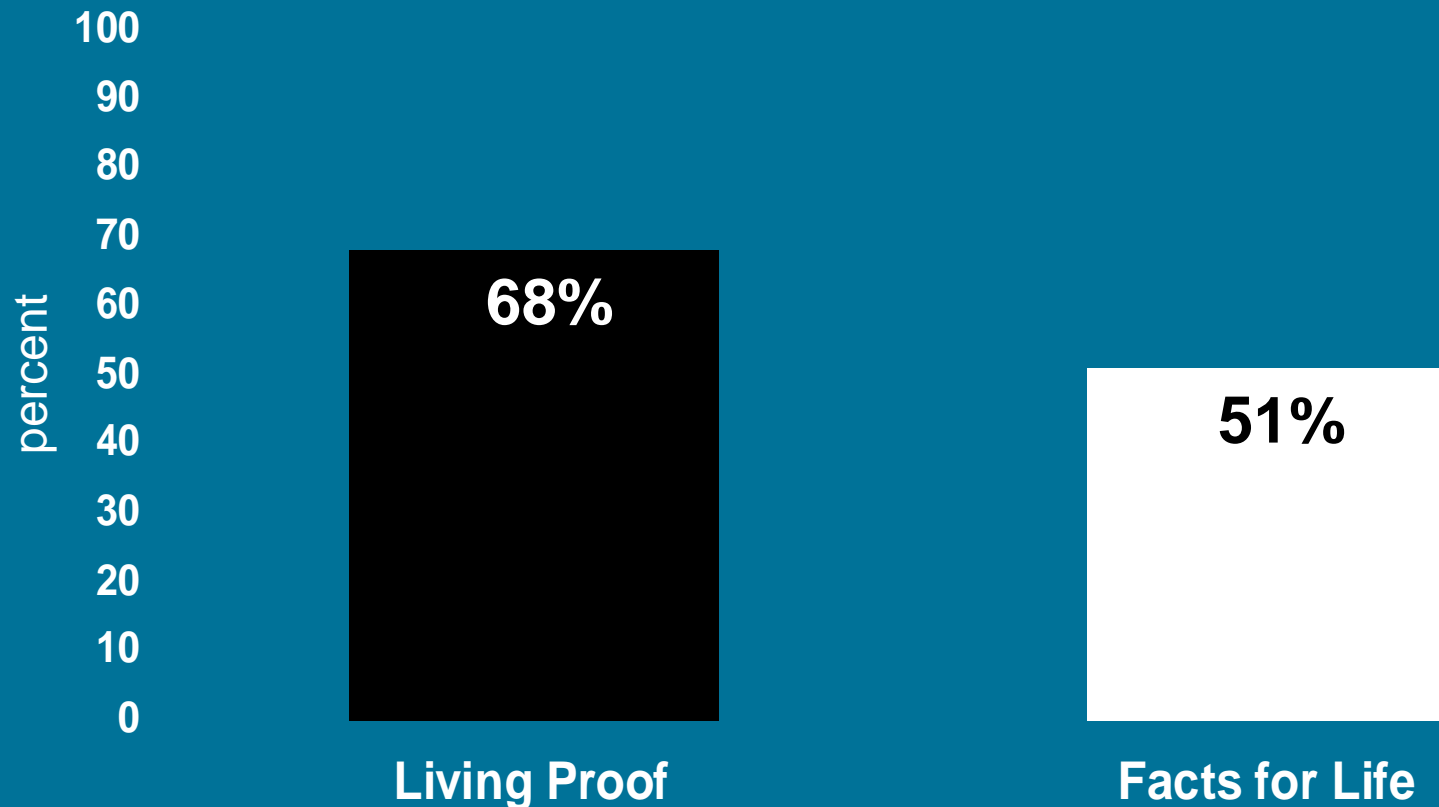
- *Immediate post-exposure*
- 1-week post card
- 4-week post card
- *3-month follow-up*
- 6-month follow-up

“Definitely” intend to get mammogram

All participants (n=488; p<.01)



“Definitely” intend to get mammogram NBS & not up-to-date (n=127; p<.05)

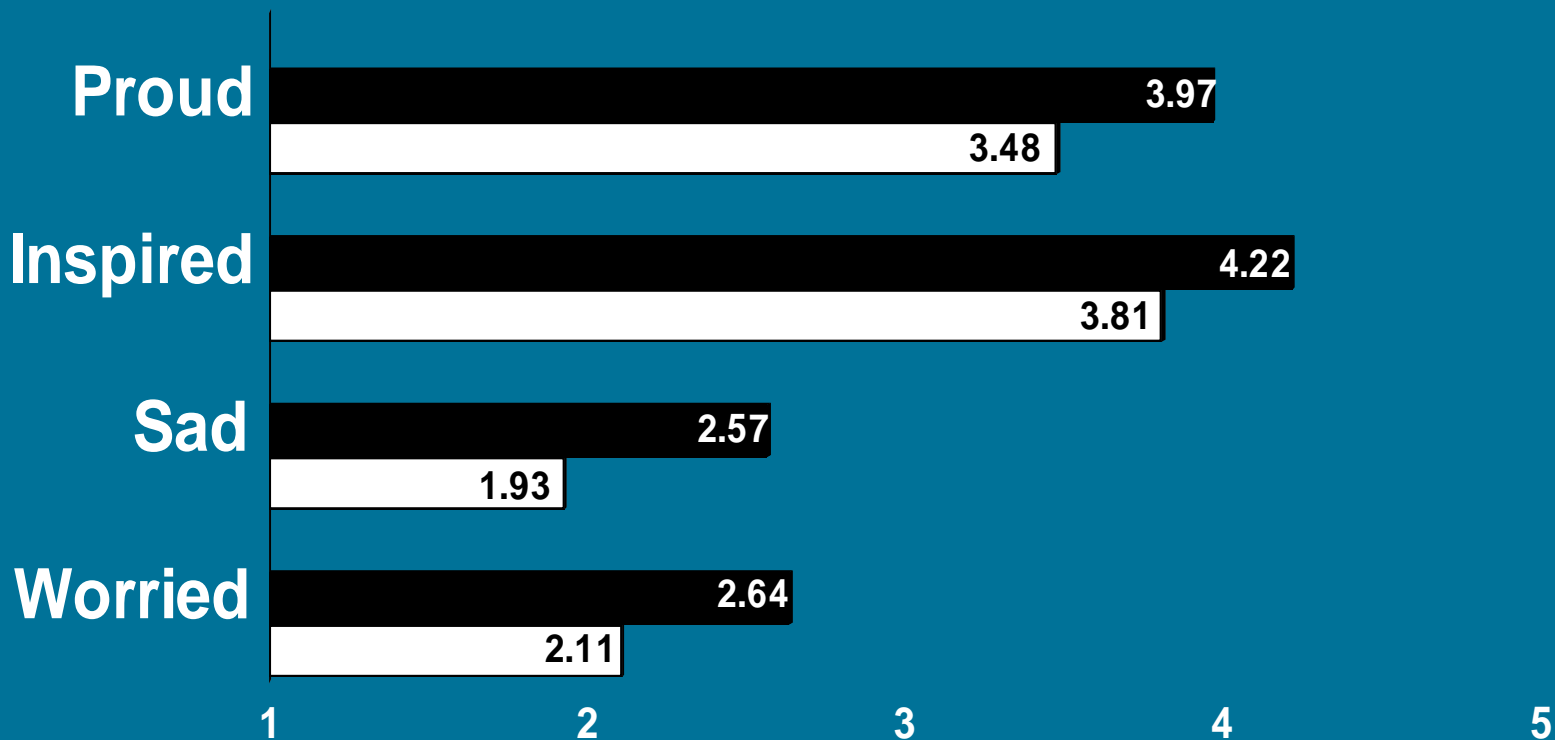


Video “affected me emotionally” (n=482; p<.01)



Watching the video made me feel...

3-month follow-up (n=480; all p<.05)



“Don’t remember” key BC messages 3-month follow-up (n=118; p<.05)



Interactive tablet PC for BC patients

Users choose from a library of stories, survivor

home

Topic: Treatment: mastectomy

search by topic

important facts

dictionary

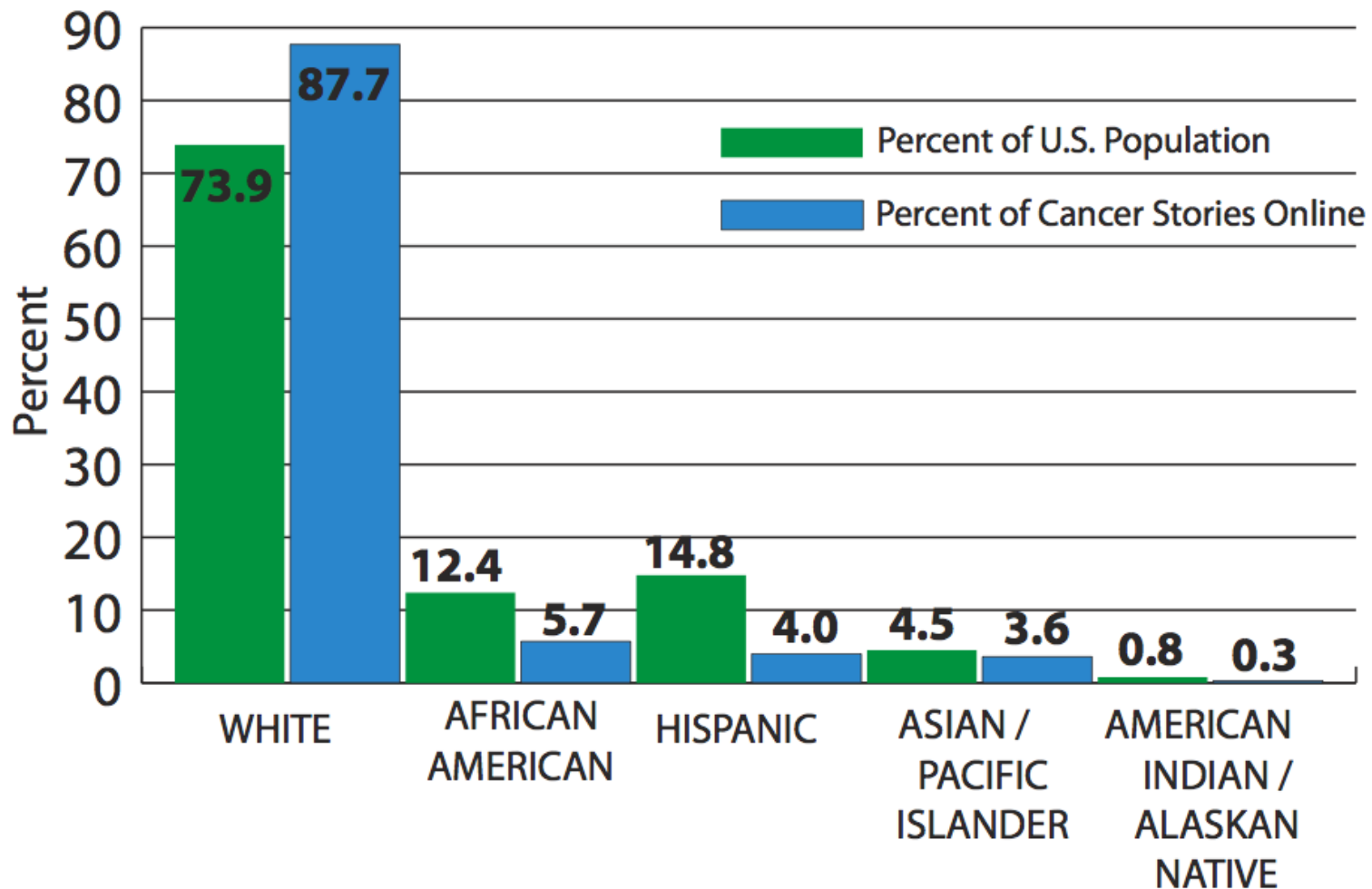
watch how to use the system

Beatrice "I was still in a state of shock."

Back to menu

Copyright/Disclaimer

U.S. Population and Cancer Stories Online



**Minority
Media**



Minority Media

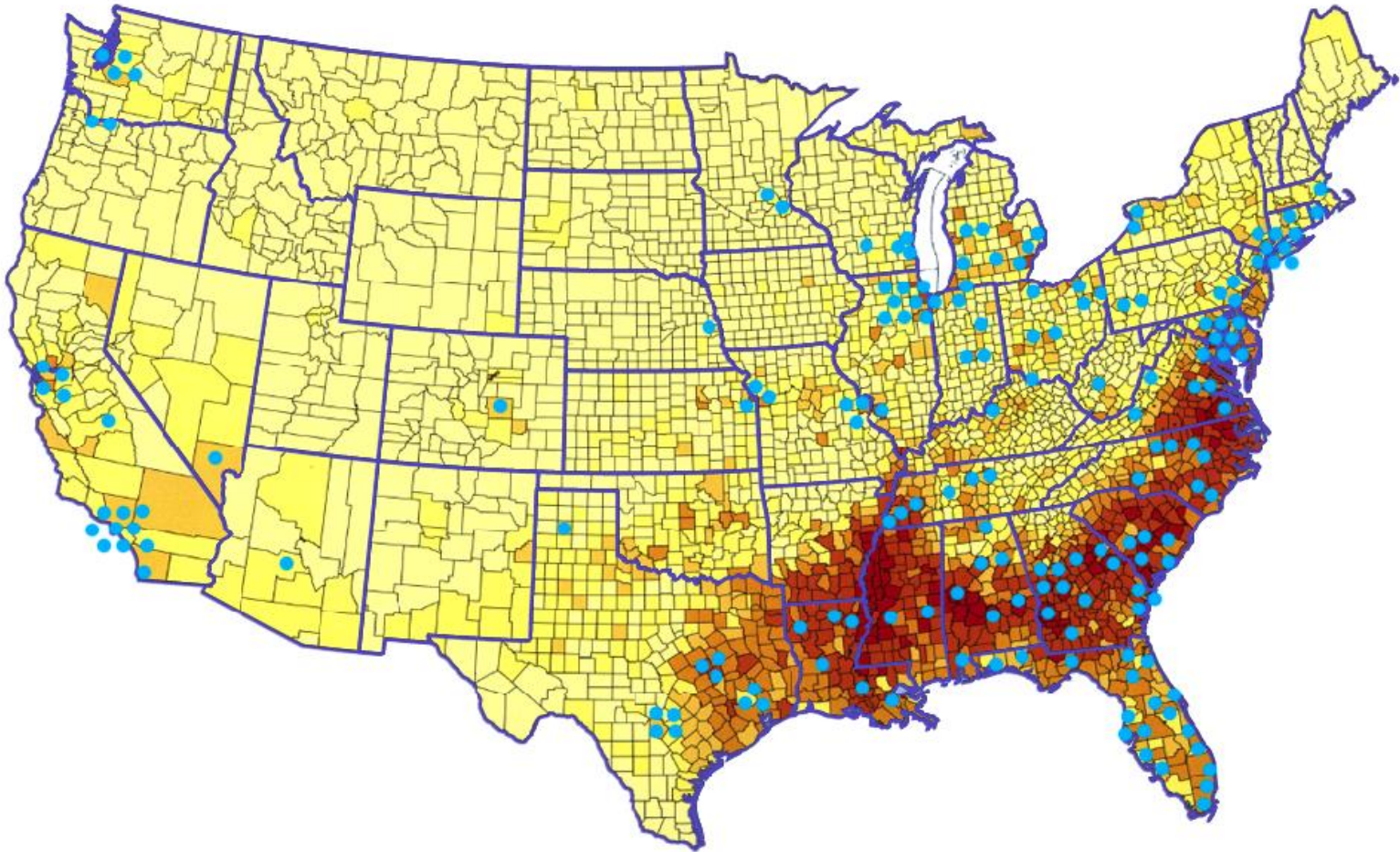


Robert Wood Johnson
Foundation

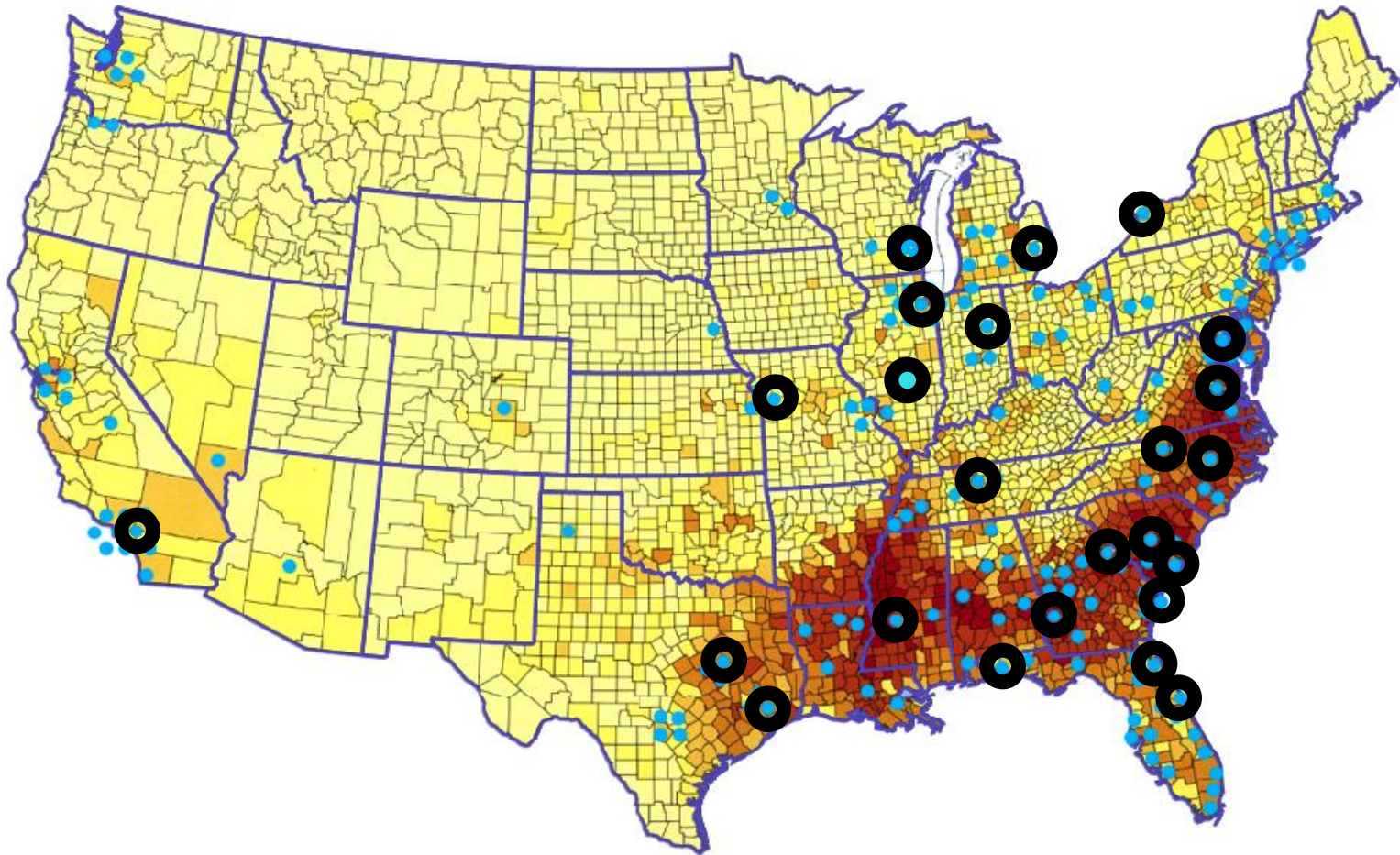




188 Black newspapers; 6M circulation



Study sample: Black papers in 24 cities



Cohen, et al., *Health Communication*, in press
Len Rios, et al., *Newspaper Research Journal*, in press
Caburnay, et al., *Ethnicity & Disease*, under review

Community
Outreach



Community Outreach



Beauty salons

Churches

Health centers

Public libraries

Laundromats

Social service
agencies





Beauty salons

Churches

Health centers

Public libraries

Laundromats

Social service
agencies



Kreuter, et al., *Health Educ & Behav*, 2006
Kreuter, et al., *J Pub Health Mgmt & Prac*, 2008
Alcaraz, et al., *Prev Med*, under review

Screen for life

National Colorectal Cancer
Action Campaign



You're
Invited



You're invited...
and he is too

to participate in a new colorectal
cancer screening program.

If you are over age 50, a colorectal
screening is vital to your good health.

Screening can detect cancer early when
the chance for a full recovery is very high.
Screening can also find polyps, which can
be removed before they turn into cancer.

Colorectal cancer often has no symptoms.
The only way to know is by getting screened.

Do it for yourself.
Do it for your family.



Missouri Screen for Life
Colorectal Cancer Screening
Demonstration Program
Funded by the Centers for
Disease Control and Prevention

The Missouri Screen for Life program provides colorectal
screening tests free of charge to men and women in
St. Louis who meet age and income guidelines.

Call today about a free
colorectal cancer screening

314-879-6392



AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
Services provided on a nondiscriminatory basis.

9-1-1

4-1-1

2-1-1



2-1-1 calls received *per day*

Houston, TX	1,000
Atlanta, GA	900
Connecticut	900
Virginia	500
Denver, CO	350
Detroit, MI	300
<i>Missouri</i>	<i>300</i>

United Way 2-1-1 Missouri

Why do people call?

Financial assistance (rent, utilities) 70.5%

Material resources (clothes, furniture) 9.0%

Housing (shelter, home repair) 4.8%

Food (pantries) 3.0%

Health 1.4%

Current cancer control needs of 2-1-1 callers

Breast, cervical, CRC screening; HPV vaccination; smoking cessation; smoke-free home policy

Need at least one 85%

Need two or more 54%

Need three or more 30%

**Culture &
Communication**



Culture and Communication

Five approaches to cultural appropriateness

Peripheral (*pictures, images*)

Evidential (*data*)

Linguistic (*language*)

Constituent-involving (*participatory*)

Socio-cultural (*values, norms, customs*)

Communicating race-specific cancer information to African Americans

Blacks Making Great Strides Against Colon Cancer

Death rates decreasing in the Black community

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer death rates for Blacks have dropped 14% in the past 20 years. Much of this improvement is due to a growing number of Blacks who are protecting their health by being tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

Current colon cancer death rates are at an all-time low in the Black community.

"We can prevent many deaths from colon cancer screening," said former Surgeon General Davidatcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

According to the NCI report,

more Blacks are getting screened than ever before. The American Cancer Society reports that individuals who have a lower income, limited or no health insurance, or who lack access to a trusted doctor may be less likely to get screened for colon cancer. Despite these obstacles, almost 5.3 million Blacks are screened for colon cancer every year.

Rose Jones of St. Louis, Missouri said the findings were very encouraging. "This is great news for us," said Jones. "Despite the problems we face every day, the Black community is doing what it takes to improve our health."

For more info about colon cancer and screening, contact the American Cancer Society at 1-800-ACS-2343 or visit its website at www.cancer.org. Details on the report are available through NCI's Cancer Information Service at 1-800-4-CANCER or at www.cancer.gov.

Screening for colon cancer

There are several different screening tests that can be used to find polyps or colon cancer.

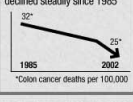
Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Sigmoidoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks improving

The number of Blacks dying from colon cancer has declined steadily since 1985



Colon Cancer Striking Blacks at High Rate

Thousands of Black men and women die each year

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer claims the lives of more Black men and women in the United States than all cancers except lung and breast. It is expected that 7,000 Black men and women will die from colon cancer this year alone. The impact of colon cancer in the U.S. emphasizes the need for testing to find colon cancer early when it can be treated most effectively.

"...clearly this is a major problem for African Americans."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General Davidatcher in response to the report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

Almost one-third of Blacks 50 years and older get a yearly test to

Screening for colon cancer

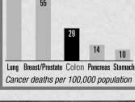
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Sigmoidoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Top 5 Causes of Cancer Death Among Black Americans



Blacks Die from Colon Cancer at Higher Rate than Whites

Death rate higher for Black men and women

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), death rates for colon cancer among Blacks are almost 50% higher than among whites. Much of this disparity is due to Blacks being less likely to get tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

"...it's not surprising that Blacks are more likely to die from colon cancer than whites."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General Davidatcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

However, Blacks often don't have the same opportunities to get screened that whites have.

Screening for colon cancer

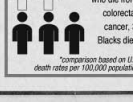
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Sigmoidoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks worse off...



Communicating race-specific cancer information to African Americans

Blacks Making Great Strides Against Colon Cancer

Death rates decreasing in the Black community

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer death rates for Blacks have dropped 14% in the past 20 years. Much of this improvement is due to a growing number of Blacks who are protecting their health by being tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

Current colon cancer death rates are at an all-time low in the Black community.

"We can prevent many deaths from colon cancer screening," said former Surgeon General David Satcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

According to the NCI report,

more Blacks are getting screened than ever before. The American Cancer Society reports that individuals who have a lower income, limited or no health insurance, or who lack access to a trusted doctor may be less likely to get screened for colon cancer. Despite these obstacles, almost 5.3 million Blacks are screened for colon cancer every year.

Rose Jones of St. Louis, Missouri said the findings were very encouraging. "This is great news for us," said Jones. "Despite the problems we face every day, the Black community is doing what it takes to improve our health."

For more info about colon cancer and screening, contact the American Cancer Society at 1-800-ACS-2343 or visit its website at www.cancer.org. Details on the report are available through NCI's Cancer Information Service at 1-800-4-CANCER or at www.cancer.gov.

Screening for colon cancer

There are several different screening tests that can be used to find polyps or colon cancer.

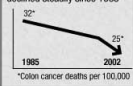
Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks improving

The number of Blacks dying from colon cancer has declined steadily since 1985



Colon Cancer Striking Blacks at High Rate

Thousands of Black men and women die each year

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer claims the lives of more Black men and women in the United States than all cancers except lung and breast. It is expected that 7,000 Black men and women will die from colon cancer this year alone. The impact of colon cancer on Blacks in the U.S. emphasizes the need for testing to find colon cancer early when it can be treated most effectively.

"...clearly this is a major problem for African Americans."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General David Satcher in response to the report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

Almost one-third of Blacks 50 years and older get a yearly test to

screen for colon cancer. The American Cancer Society reports that individuals who have a lower income, limited or no health insurance, or who lack access to a trusted doctor may be less likely to get screened for colon cancer. Overcoming these obstacles to colon cancer screening may be especially important in the Black community.

Rose Jones of St. Louis, Missouri said the findings were disappointing but not surprising. "Our community faces problems every day, and clearly this is a major problem for African Americans," said Jones. "We need to work together to find ways to get more of us screened for colon cancer."

For more info about colon cancer and screening, contact the American Cancer Society at 1-800-ACS-2343 or visit its website at www.cancer.org. Details on the report are available through NCI's Cancer Information Service at 1-800-4-CANCER or at www.cancer.gov.

Screening for colon cancer

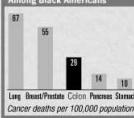
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Top 5 Causes of Cancer Death Among Black Americans



Blacks Die from Colon Cancer at Higher Rate than Whites

Death rate higher for Black men and women

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), death rates for colon cancer among Blacks are almost 50% higher than among whites. Much of this disparity is due to Blacks being less likely to get tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

"...it's not surprising that Blacks are more likely to die from colon cancer than whites."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General David Satcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

However, Blacks often don't have the same opportunities to get screened that whites have.

The American Cancer Society reports that individuals who have a lower income, limited or no health insurance, or who lack access to a trusted doctor may be less likely to get screened for colon cancer. All these factors affect Blacks more than whites.

Rose Jones of St. Louis, Missouri was disappointed, but not surprised, by the finding. "With all the problems colon cancer we have to deal with, it's not surprising that Blacks are more likely to die from colon cancer than whites," she said. "It's just one more problem our community faces."

For more info about colon cancer and screening, contact the American Cancer Society at 1-800-ACS-2343 or visit its website at www.cancer.org. Details on the report are available through NCI's Cancer Information Service at 1-800-4-CANCER or at www.cancer.gov.

Screening for colon cancer

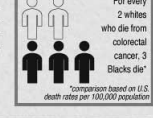
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks worse off...



"Disparity"

Communicating race-specific cancer information to African Americans

Blacks Making Great Strides Against Colon Cancer

Death rates decreasing in the Black community

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer death rates for Blacks have dropped 14% in the past 20 years. Much of this improvement is due to a growing number of Blacks who are protecting their health by being tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

Current colon cancer death rates are at an all-time low in the Black community.

"We can prevent many deaths from colon cancer screening," said former Surgeon General Davidatcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

According to the NCI report, more Blacks are getting screened than ever before. The American Cancer Society reports that individuals who have a lower income, limited or no health insurance, or who lack access to a trusted doctor may be less likely to get screened for colon cancer. Despite these obstacles, almost 5.3 million Blacks are screened for colon cancer every year.

Rose Jones of St. Louis, Missouri said the findings were very encouraging. "This is great news for us," said Jones. "Despite the problems we face every day, the Black community is doing what it takes to improve our health."

For more info about colon cancer and screening, contact the American Cancer Society at 1-800-ACS-2343 or visit its website at www.cancer.org. Details on the report are available through NCI's Cancer Information Service at 1-800-4-CANCER or at www.cancer.gov.

Screening for colon cancer

There are several different screening tests that can be used to find polyps or colon cancer.

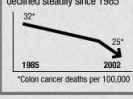
Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks improving

The number of Blacks dying from colon cancer has declined steadily since 1985



Colon Cancer Striking Blacks at High Rate

Thousands of Black men and women die each year

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer claims the lives of more Black men and women in the United States than all cancers except lung and breast. It is expected that 7,000 Black men and women will die from colon cancer this year alone. The impact of colon cancer in the U.S. emphasizes the need for testing to find colon cancer early when it can be treated most effectively.

"...clearly this is a major problem for African Americans."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General Davidatcher in response to the report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

Almost one-third of Blacks 50 years and older get a yearly test to

Screening for colon cancer

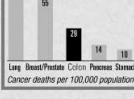
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Top 5 Causes of Cancer Death Among Black Americans



Blacks Die from Colon Cancer at Higher Rate than Whites

Death rate higher for black men and women

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), death rates for colon cancer among Blacks are almost 50% higher than among whites. Much of this disparity is due to Blacks being less likely to get tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

"...it's not surprising that Blacks are more likely to die from colon cancer than whites."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General Davidatcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

However, Blacks often don't have the same opportunities to get screened that whites have.

Screening for colon cancer

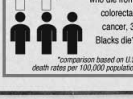
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks worse off...



“Impact”

“Disparity”

Communicating race-specific cancer information to African Americans

Blacks Making Great Strides Against Colon Cancer

Death rates decreasing in the Black community

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer death rates for Blacks have dropped 14% in the past 20 years. Much of this improvement is due to a growing number of Blacks who are protecting their health by being tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

Current colon cancer death rates are at an all-time low in the Black community.

"We can prevent many deaths from colon cancer through screening," said former Surgeon General David Satcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

According to the NCI report,

Screening for colon cancer

There are several different screening tests that can be used to find polyps or colon cancer.

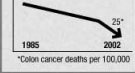
Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks improving

The number of Blacks dying from colon cancer has declined steadily since 1985



Colon Cancer Striking Blacks at High Rate

Thousands of Black men and women die each year

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), colon cancer claims the lives of more Black men and women in the United States than all cancers except lung and breast. It is expected that 7,000 Black men and women will die from colon cancer this year alone. The impact of colon cancer on Blacks in the U.S. emphasizes the need for testing to find colon cancer early when it can be treated most effectively.

"...clearly this is a major problem for African Americans."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General David Satcher in response to the report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

Almost one-third of Blacks 50 years and older get a yearly test to

Screening for colon cancer

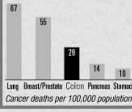
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Top 5 Causes of Cancer Death Among Black Americans



Blacks Die from Colon Cancer at Higher Rate than Whites

Death rate higher for black men and women

By HEATHER JACOBSEN

ST. LOUIS — According to a report released today by the National Cancer Institute (NCI), death rates for colon cancer among Blacks are almost 50% higher than among whites. Much of this disparity is due to Blacks being less likely to get tested for colon cancer. When colon cancer is found early through screening, treatment for the disease is more effective.

"...it's not surprising that Blacks are more likely to die from colon cancer than whites."

"We can prevent many deaths from colon cancer through screening," said former Surgeon General David Satcher in response to the National Cancer Institute's report. "If you've celebrated your 50th birthday and have never been screened for colon cancer, start now and screen for life."

However, Blacks often don't have the same opportunities to get screened that whites have.

Screening for colon cancer

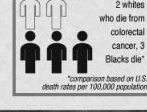
There are several different screening tests that can be used to find polyps or colon cancer.

Fecal Occult Blood Test (FOBT) or Stool Test—A test your doctor gives you to take home. A small piece of stool is placed on a test card and returned to the doctor or a lab. The card is checked to see if there is blood in the stool.

Signoscopy/Colonoscopy—For this test, a doctor puts a thin, flexible tube into the rectum and colon to check for polyps or cancer.

Double contrast barium enema—After drinking a special liquid (barium) the doctor takes an x-ray that checks for polyps or other problems in the colon.

Blacks worse off...



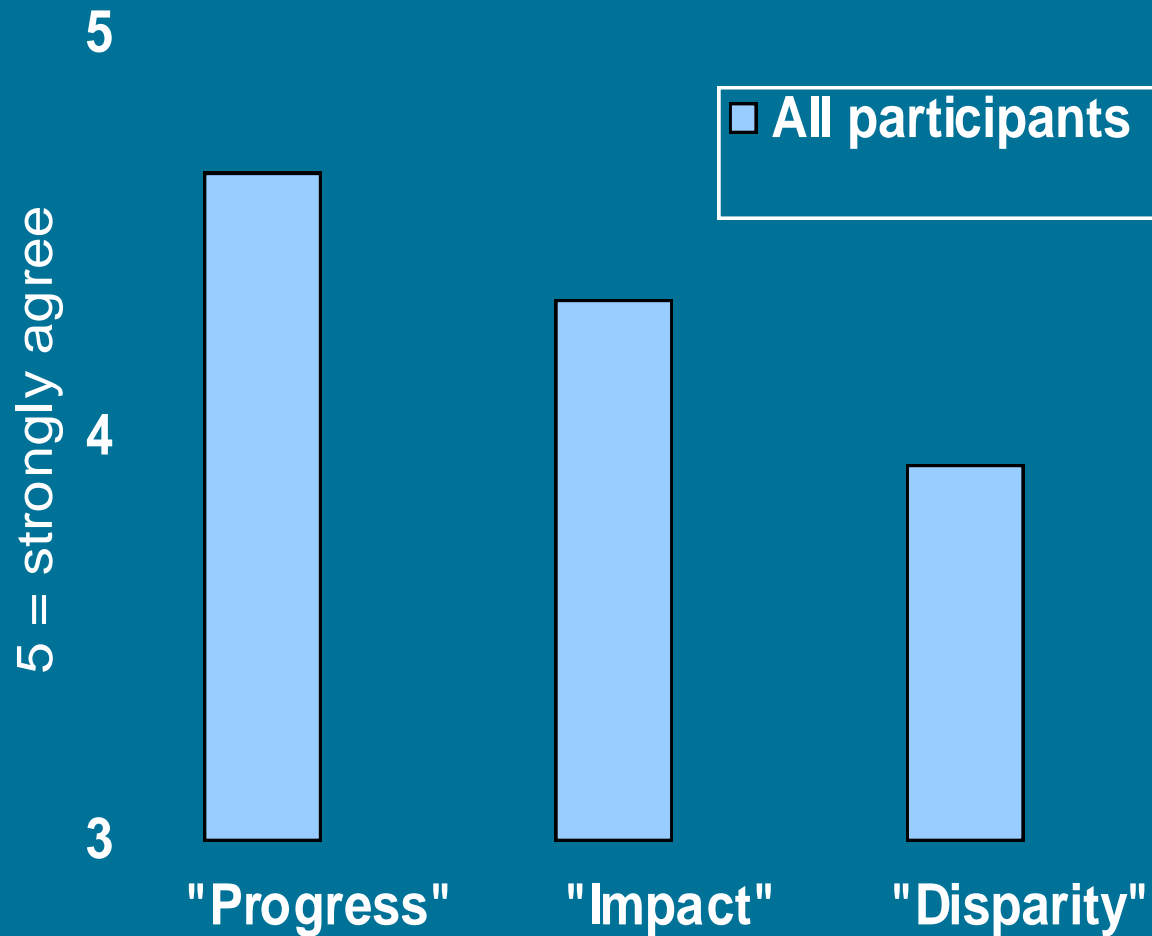
“Progress”

“Impact”

“Disparity”

I want to be screened for colon cancer

By study group (n = 282; $p < .05$)



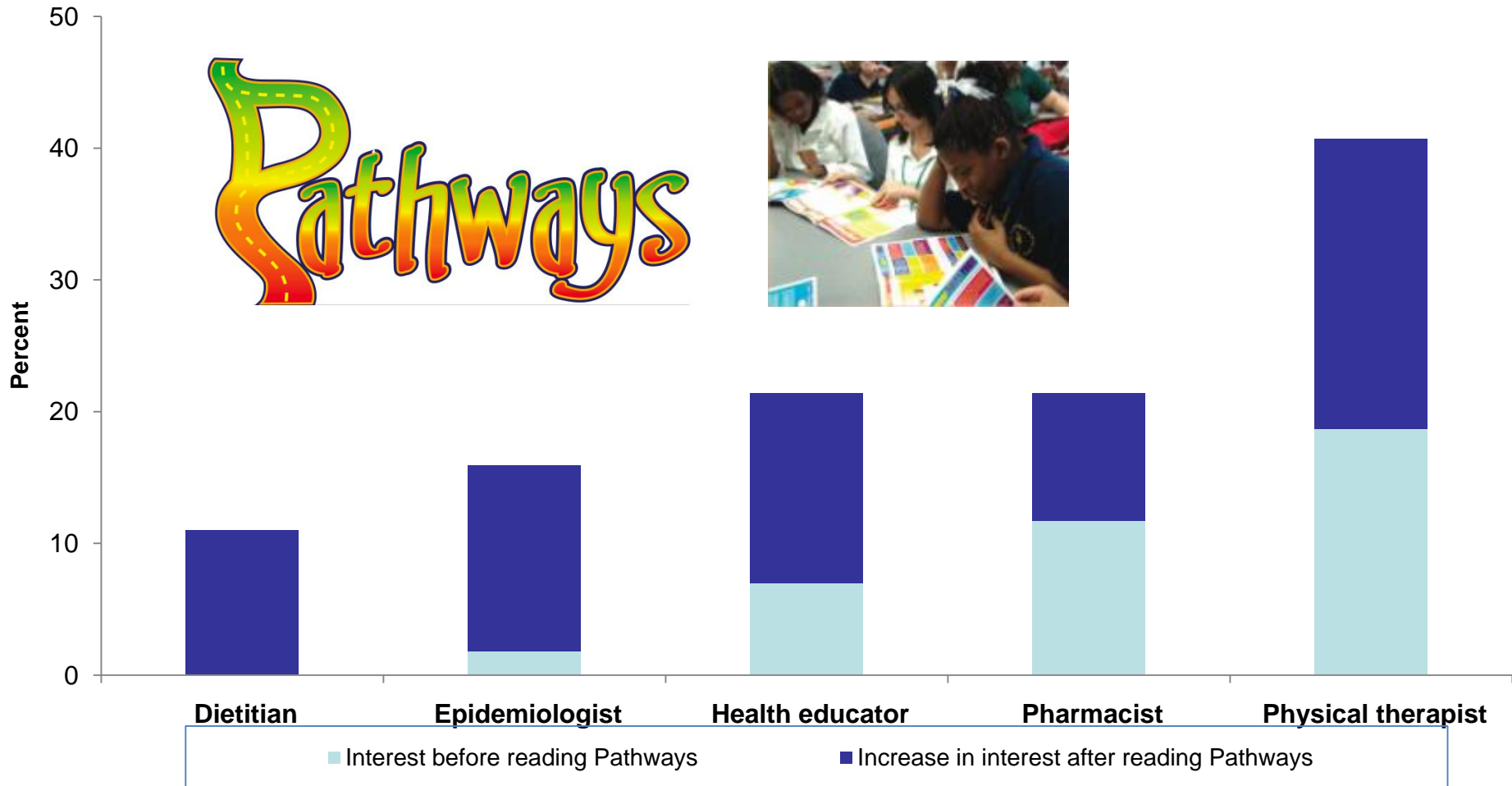
**Career
Development**



Career Development

Increase in interest in featured health careers
among African American students (n=171; all p<0.05)

Pathways





Communication Tools



FOR THE FIRST TIME EVER,
MAKE THEM YOUR OWN.

NIKEiD.



Base Color



Ankle Strap Material



Ankle Strap Color



Swoosh Color



Lace Color





CHOOSE the photo, border, and question to make a **poster** that best addresses parents' concerns about HPV, cervical cancer, and the HPV vaccine.

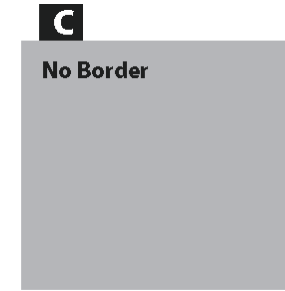
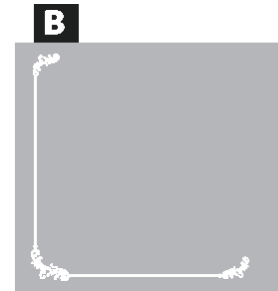
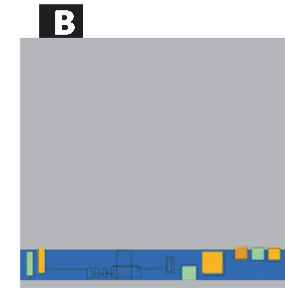
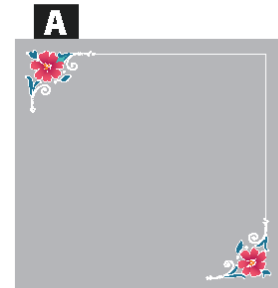


Sample poster

Step 1: Choose a photo



Step 2: Choose a border



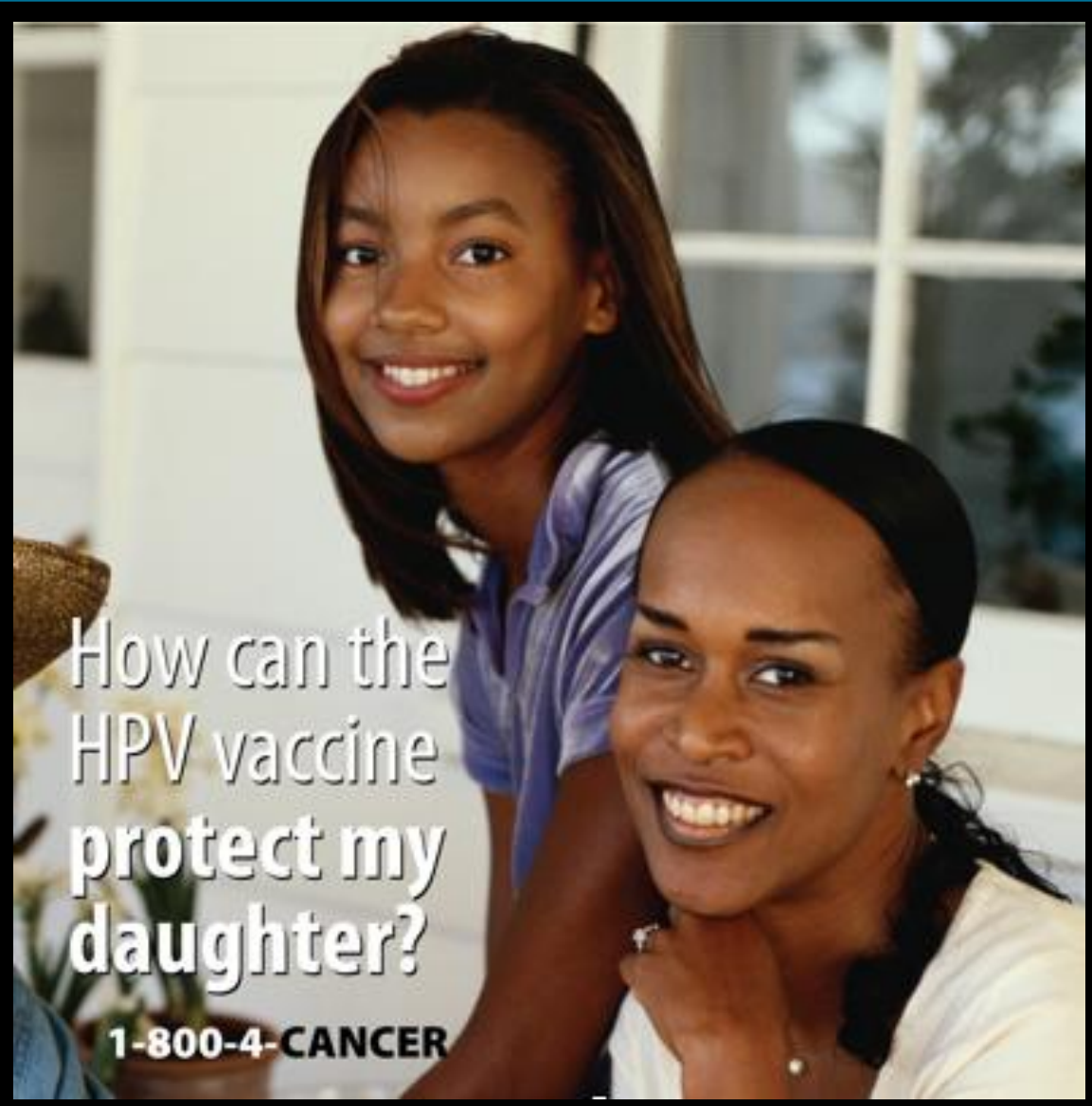
Step 3: Choose a message

A
Is the HPV vaccine safe for my daughter?

B
How can the HPV vaccine protect my daughter?

C
Should my daughter get the HPV vaccine?

D
Are there side effects of the HPV vaccine?



How can the
HPV vaccine
**protect my
daughter?**

1-800-4-CANCER

4 out of 5 women
will get HPV.
Will you?



1-800-4-CANCER



True Colors

An African American Photography Collection

Neighborhood Voice

Reaching out for cancer prevention and control



Weaver, et al., *J Urban Hlth*, under review



Center for Cultural Cancer Communication

Centers of Excellence in Cancer Communication Research
Grantees Meeting April 2008