Community Outreach and Dissemination for Prostate Cancer Research

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Collaborators

Community Advisory Participatory Panel

- Thomas Anderson, Jr.
- Abigail Cohen, PhD
- E. Steven Collins
- Margeri Patacsil-Coomes
- Vincent Hackney
- Bishop Janice Hollis, PhD
- Charnita Ziegler-Johnson, PhD
- Chantal Montagnet
- Laura Moore
- Larry Robinson, MD
- Sharon Starr, MSN
- Walter Tsou, MD
- Darryl Williams, PhD
- Rev. James Williams
- Rev. Wayne Weathers, MDiv.
- Anne Robin Waldman, MSN
- John T. Zell

Core Faculty
Chanita Hughes Halbert, Ph.D., Director
Jerry C. Johnson, MD, Co-Director
Benita Weathers, MPH, Outreach Director
Janet Weiner, MPH, Policy Director
Penn Center for Population Health and Health Disparities

Mission

• Study the complex interaction of biological, clinical, behavioral, and environmental factors predictive of outcomes following a prostate cancer diagnosis

• Evaluate how these factors explain disparities in prostate cancer outcomes by ethnicity

• Disseminate this information to at-risk populations and the public health community
Rationale for Outreach and Dissemination Core

• Lack of knowledge about prostate cancer in at-risk populations

• Individuals may not trust academic researchers and the research process

• Mechanisms are needed to disseminate information about prostate cancer to at-risk communities as research is being conducted
Community Outreach and Dissemination Core

Objectives

• Develop education programs about prostate cancer research

• Develop and implement mechanisms for disseminating information from each Center project to academic and community stakeholders

• Provide a forum through which findings generated through the Center are translated into policy recommendations
## Overview of Core Activities

<table>
<thead>
<tr>
<th>Year</th>
<th>Center Activities</th>
<th>Core Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project start-up</td>
<td>Organization of Community Advisory Participatory Panel (CAPP), completion of needs assessment</td>
</tr>
<tr>
<td>2</td>
<td>Initiate subject recruitment</td>
<td>Community symposia, CAPP meetings</td>
</tr>
<tr>
<td>3</td>
<td>Subject recruitment and accrual, interim analyses</td>
<td>Community symposia, development of issue briefs</td>
</tr>
<tr>
<td>4</td>
<td>Subject recruitment and accrual</td>
<td>Community symposia, policy conference, dissemination of issue briefs</td>
</tr>
<tr>
<td>5</td>
<td>Project completion</td>
<td>Community symposia, policy conference, dissemination of issue briefs</td>
</tr>
</tbody>
</table>
Organization of Community Advisory Participatory Panel

• Identified potential members based on the area of focus for each Center project

• Invited community members to participate

• 15 individuals attended the first meeting in May 2004

• All community members agreed to participate on the committee

• Committee now meets quarterly
Community Advisory Participatory Panel

- **Program Development**
  - Develop content for community education programs

- **Dissemination**
  - Identify, develop, and implement mechanisms for delivering community education programs

- **Policy Development**
  - Consider policy implications of Center research
Interest in Participating in Prostate Cancer Education

% Likely

<table>
<thead>
<tr>
<th>Type of Education</th>
<th>Prevention</th>
<th>Early Detection</th>
<th>Treatment</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>A little</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Very</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Legend:
- Not at all
- A little
- Somewhat
- Very
Regression Model of Interest in Screening Education (n=149)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Odds Ratio</th>
<th>95% Confidence Interval</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>2.11</td>
<td>0.96, 4.62</td>
<td>0.06</td>
</tr>
<tr>
<td>Thoughts about prostate cancer</td>
<td>3.41</td>
<td>1.43, 8.12</td>
<td>0.006</td>
</tr>
<tr>
<td>Sponsor of session</td>
<td>1.64</td>
<td>1.07, 2.51</td>
<td>0.005</td>
</tr>
<tr>
<td>Location of session</td>
<td>3.35</td>
<td>1.51, 7.42</td>
<td>0.003</td>
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</tbody>
</table>

Adjusted for age, income, marital status, education, insurance, and recruitment site.
# Regression Model of Interest in Prevention Education (n=149)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Odds Ratio</th>
<th>95% Confidence Interval</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>2.46</td>
<td>1.12, 5.41</td>
<td>0.02</td>
</tr>
<tr>
<td>Income</td>
<td>2.41</td>
<td>1.07, 5.43</td>
<td>0.03</td>
</tr>
<tr>
<td>Thoughts about prostate cancer</td>
<td>3.39</td>
<td>1.44, 8.00</td>
<td>0.005</td>
</tr>
<tr>
<td>Date and time of session</td>
<td>3.69</td>
<td>1.75, 7.78</td>
<td>0.001</td>
</tr>
</tbody>
</table>

Adjusted for age, marital status, education, insurance, and recruitment site.
### Community Education Symposia*

<table>
<thead>
<tr>
<th>Year</th>
<th>Activity</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>Leadership Summit</td>
<td>Introduce Center to community leaders, obtain input on priorities related to prostate cancer</td>
</tr>
<tr>
<td></td>
<td>Community Forum on Prostate Cancer Screening</td>
<td>Disseminate information about prostate cancer screening</td>
</tr>
<tr>
<td>2005-06</td>
<td>Community Forum on Prostate Cancer Treatment</td>
<td>Provide education on issues related to making decisions about prostate cancer treatment</td>
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</tbody>
</table>

*Completed since Center was funded in 2003.*
Format for Community Symposia

• Focus of the session is determined by the Community Advisory Participatory Panel, research being conducted in the Center, and needs assessment data

• Education about prostate cancer using a skit
  – “The Big Game”
  – “What Do I Do Now”

• Panel discussion about prostate cancer

• Question and answer session

• Resource tables with health information
Responses to Community Education Symposia on Prostate Cancer Screening

Program Evaluations
- Enlightened by the entire presentation
- I would not change a thing
- Question and answer session should be more extensive
- More discussion on prevention

How helpful was the symposia?

- Not at all
- Somewhat
- Little
- Very

Percent

0 20 40 60 80 100

0 2 22 77
Prostate Cancer: Myths and Reality

Background: About 1 of every 6 men in the U.S. will be diagnosed with prostate cancer in his lifetime. The African American community is particularly hard-hit: African American men are 60% more likely to be diagnosed with prostate cancer than non-Hispanic white men, and are more than twice as likely to die from it. African American men are also more likely to have prostate cancer diagnosed at later stages of the disease, when cancer has spread. Despite these facts, African American men are much less likely to talk to their doctors about prostate cancer, or to participate in prostate screening programs or research studies. This Issue Brief summarizes the myths and misinformation that men have about prostate cancer (in their own words), and provides information to help men make choices about prostate cancer screening, diagnosis, and treatment.
Genetics, Disparities, and Prostate Cancer

Editor's note: In 2005, more than 200,000 new cases of prostate cancer will be detected in the United States, and about 30,000 men will die from the disease. African American men are particularly hard-hit, dying from this disease at more than twice the rate of European Americans. The reasons for this racial/ethnic disparity are largely unknown, but probably involve an interaction among genetic, environmental, and social factors. This Issue Brief reviews current knowledge about the genetic basis of prostate cancer and summarizes ongoing research at Penn that investigates the role of genetics in prostate cancer treatment and outcomes.
Dissemination Materials

• Guide to Community Resources for Prostate Cancer

• Prostate Cancer Frequently Asked Questions
Summary and Implications

• Community education symposia may be one strategy for increasing awareness about prostate cancer

• Working with community stakeholders to develop these programs is important

• Future research is needed to evaluate the effects of community education symposia on health behaviors