

## **Lung Cancer Prevention and Early Detection Network**

February 21, 2014

Council on Postsecondary Education, 1024 Capital Center Drive, Frankfort, KY 40601

Meeting notes and next steps

### **NEXT Meetings:**

- **Friday, March 21, 2014, 2-4 pm Frankfort, KY**
- **Friday, April 18<sup>th</sup>, 2014, 2-4 pm Frankfort, KY**
- **No meeting in May**
- **Friday, June 20, 2014, 2-4 pm, Frankfort KY**
- **Friday, July 18, 2014, 2-4 pm, Frankfort, KY**
- **Friday, August 22, 2014, 2-4 pm, Frankfort, KY**

Large group divided into three groups to begin segmenting audiences for message development

- Lung cancer screening – patients/public
- Lung cancer screening – health care providers/professionals
- Tobacco Treatment (tobacco cessation) – patients/public in the age/pack-year eligibility

Each group had a different outcome and next steps.

### **Lung cancer screening – patients/public**

Facilitator: Katie Bathje

Attendees: Jenny Frantz, Susan Reffett, Julia Moore (Frankfort Regional Medical Center), Debra Armstrong, Jamie Studts, Hillary Deskins, Dana Lee, Carol Riker

Decisions made: Group decided not to segment because the entire community is likely in the “unaware” segment. Initial messaging efforts should be broad, and aim to introduce the public to the concept of lung cancer screening.

- Target audience: all Kentuckians
- Goal: raise community awareness about lung cancer screening
- Keep initial messaging efforts broad (i.e. don't get into criteria for eligibility, as lung cancer screening guidelines are somewhat complicated, even for the health literate).
- Center messaging on answering the question(s):
  - What is lung cancer screening?
  - Is lung cancer screening right for you?
    - Messages that pose a question, as opposed to messages that relay guidelines or chunks of information, provide a starting point to prompt the public to talk with a GP/HCP.
- Discussed potential of creating a website as part of messaging – reputable source for basic information about screening, i.e. [whatisLungCancerScreening.org](http://whatisLungCancerScreening.org)

## **Lung cancer screening – providers**

Facilitator: Jennifer Redmond

Attendees: Celeste Worth, Goetz Kloecker, Roberto Cardarelli, Tim Mullett

Decisions made: Group decided that we didn't know enough information about our audiences related to lung cancer screening to answer the questions for segmentation. We didn't know who was unaware, aware/opposed, aware/favorable. Therefore, we are going to develop a short survey to be distributed to health care providers through associations, conferences, etc.

### Action Items:

- Roberto will send an example of a survey from Texas conducted with health care providers
- Jennifer will ask Jamie Studts for examples of surveys that she has conducted with health care providers re: screening
- Jennifer will draft survey questions and ask for feedback from group
- Jennifer/KCC staff will then put survey into RedCap
- Next meeting, will focus on finalizing the survey and developing plan for implementing the survey – what groups, who will send, etc.

### Survey Draft:

#### *Demographics*

- How many years have you been in practice?
- What type of practice do you work in?
  - Hospital affiliated
  - Private practice
  - Other
- How many patients do you see per week (on average)?
- Are you a primary care provider?
  - Yes
  - No
- What is your discipline?
  - MD
  - DO
  - ARNP
  - PA
  - Other
- What is your specialty?
  - Internal medicine
  - Family medicine
  - Radiology
  - Surgery
  - Others....

- What county do you practice in?
  - Provide drop down for selecting county

*Lung cancer screening questions*

- There are guidelines for lung cancer screening
  - True
  - False
- Do you recommend lung cancer screening/screen your patients for lung cancer using low dose CT?
  - Yes
  - No
- If NO, why don't you recommend/screen your patients for lung cancer using low dose CT? (Choose all that apply)
  - Don't believe there is enough evidence
  - There are not facilities available
  - The risks outweigh the benefits
  - It is ineffective
  - Cost
  - Patient resistance
  - Use other type of lung cancer screening
  - Other

*Other potential questions*

- Do you recommend patients get their homes tested/mitigated for radon?
  - Yes
  - No
- How comfortable are you with tobacco treatment/cessation counseling?
  - Very comfortable
  - Moderately comfortable
  - Uncomfortable
  - Very uncomfortable
  - Other??

**Tobacco treatment (cessation) for age and pack year eligible patients/public**

Facilitator: Kristian Wagner

Attendees: Jack Hillard, Bobbye Gray, Audrey Darville, Linda Alexander, Jessica Jones, Scott Murray, Taylor Temple, Jenita Lyons

Decisions made: The group decided to segment those who have a prior quit attempt and those who have no prior quit attempt. Within in each segment – segment further into a grid – low confidence/low motivation, low confidence/high motivation, high confidence/low motivation and high confidence/high motivation (8 total groups).

Other considerations: There was discussion about the need to also segment by gender, race, educational level and rural/urban. The group also wants to capture the importance of

the screen (positive or negative) in segmenting the patient/client in order to provide a specific message. The use of a decision tree may be useful (positive/negative then onto other segments).

Next Steps: Data could be gathered from the Quitline and potentially Norton on quit attempts, etc. if needed for the segmentation. Further discussion is needed, with health communication specialists, to determine right level of segmentation for message development.

**Attendees:**

<b>Last Name</b>	<b>First Name</b>	<b>Organization</b>
Alexander	Linda	University of Kentucky, College of Public Health & Cooperative Extension
Armstrong	Debra	Kentucky Cancer Program
Bathje	Katie	Kentucky Cancer Consortium
Cardarelli	Roberto	University of Kentucky, Family and Community Medicine
Darville	Audrey	University of Kentucky, College of Nursing
Deskins	Hilary	KY One Health, Cancer Prevention
Frantz	Jenny	Norton Cancer Institute
Gray	Bobbye	Department for Public Health, Tobacco Control Program
Hillard	Jack	Kentucky Cancer Foundation
Jones	Jessica	Kentucky Cancer Consortium
Kernshaw	Ellen	American Lung Association
Kloecker	Goetz	University of Louisville, Brown Cancer Center
Lee	Dana	University of Louisville, Brown Cancer Center
Lyons	Jenita	Norton Healthcare Centers, Prevention and Wellness
Mullett	Tim	University of KY, Cardiothoracic surgery
Murray	Scott	Bristol-Myers Squibb
Redmond	Jennifer	Kentucky Cancer Consortium
Reffett	Susan	Frankfort Regional Medical Center
Riker	Carol	University of Kentucky, College of Nursing
Studts	Jamie	University of Kentucky, Markey Cancer Center
Temple	Taylor	Kentucky Cancer Foundation
Wagner	Kristian	Kentucky Cancer Consortium
Worth	Celeste	Kentucky Cancer Program, University of Louisville