

# Preventing Colon Cancer Through Partnerships

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## Background

A 2008 Kentucky Dialogue for Action resulted in the formation of a Colon Cancer Prevention Committee to implement Dialogue recommendations and state Cancer Action Plan priorities.

## Goals

- Develop public awareness materials containing consistent and simple messages about colon cancer screening.
- Launch a statewide public awareness campaign through the distribution of public awareness materials.

## Key Resources

- Seed funding from a Centers for Disease Control and Prevention (CDC) Colon Cancer Supplemental Grant.
- Existing state and community partnerships.
- Kentucky Cancer Consortium (KCC) state infrastructure and Kentucky Cancer Program (KCP) regional and community infrastructure.

## Developing Public Awareness Materials October 2008 - August 2009

### Reviewed national and state colon cancer public awareness materials

- Reviewed literature to identify evidence-based processes for developing materials.
- Gathered Kentucky data on health literacy and demographic information (education and poverty rates) to inform planning.
- Developed draft message and materials.

### Conducted key informant interviews

- Held 23 key informant interviews with 315 participants.
- Included all 15 area development districts in state.
- Reviewed draft materials and made recommendations.

### Developed and printed public awareness materials

- Selected key messages for Kentuckians ages 50 and older based on key informant recommendations.
- Tailored materials for audiences by creating a poster, bookmark, and church bulletin insert.
- Created ability to put local organizational names and logos on materials.

## Distribution of Public Awareness Materials October - December 2009

Multiple partners were involved in the distribution of colon cancer awareness materials throughout Kentucky between October and December 2009. The comprehensive process included media initiatives, e-mail messages and flyers, as well as tracking and evaluation tools. KCC oversaw distribution of the materials at the state level while KCP assisted the district cancer councils in planning and implementing local distribution activities.

### Developed and coordinated comprehensive distribution plan

- Developed state and regional plans for distribution using existing partnerships and networks.
- Coordinated state and regional activities to maximize reach and avoid duplication of effort.
- Developed tracking tools and process to evaluate distribution activities.

### Engaged Kentucky Cancer Consortium to coordinate distribution at state level

- Initiated the campaign by sending a press release to all Kentucky media outlets.
- State organizations sent e-mails to members in their networks encouraging participation and collaboration in regional distribution activities.
- Sent flyer outlining step-by-step utilization instructions for materials.

### Engaged Kentucky Cancer Program District Cancer Councils to coordinate distribution at regional level

- Made public awareness materials available to the community through KCP regional cancer control specialists, who tracked distribution.
- District cancer councils established colon cancer subcommittees to implement distribution strategies.
- Organizations identified ways to integrate dissemination of materials into existing activities and services.

## Results Over a Three-Month Period

The effort to reduce colon cancer incidence and mortality in Kentucky contains all the pieces of model comprehensive cancer control — a broad base of active partners, the latest cancer data, proven strategies, public education, and integrated feedback and evaluation. Between October and December 2009, as a result of this comprehensive collaboration:

- 202 organizations in 79 counties were involved in distribution activities.
- 24,181 bookmarks, 691 posters, and 11,608 church bulletins were distributed statewide.

Tracking of distribution will continue through June 2010.

## Conclusions

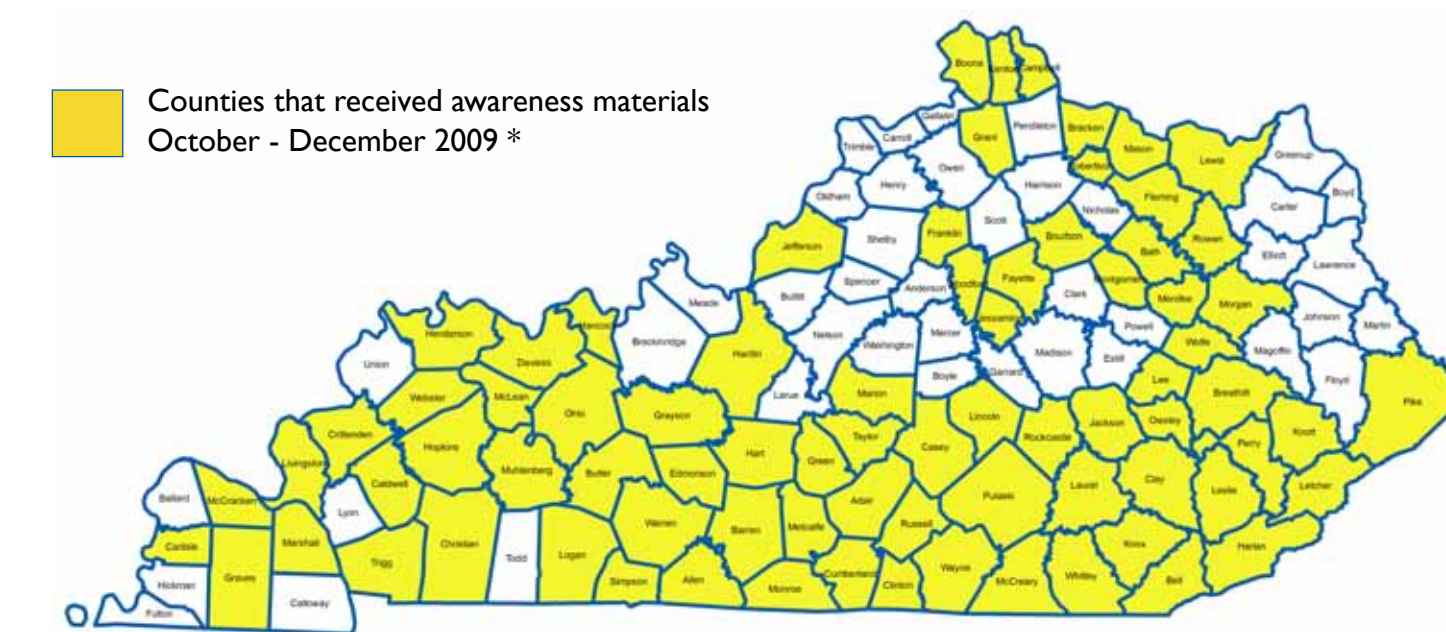
The combination of seed funding, partnerships, and existing cancer control infrastructure were critical elements in mobilizing organizations to work together in developing and disseminating the public awareness materials.

The existing infrastructure provided a framework that enabled organizations across the state representing a broad range of interests to:

- » Develop public awareness materials using an evidence-based process.
- » Plan and implement dissemination activities in a short period of time.
- » Communicate and coordinate activities between the state and its 15 area development districts.
- » Establish linkages between area development districts for sharing ideas about best practices in disseminating materials.

- Seed funding enabled the development of pilot-tested resources for use by communities and organizations.
- Organizations found ways to contribute in-kind support and maximize reach by integrating dissemination into existing activities and services.

## Distribution of Colon Cancer Awareness Materials in Kentucky



\* Goal: Materials distributed to all counties by June 2010.

## Developing Public Awareness Materials

Examples of key informant interview feedback:

- Key messages are short, to the point, and easy to understand.
- Bulleted format is easy to read.
- Ability to put names and logos of local organizations on the materials is appreciated.
- Color scheme, large font size, and positive symbol (star logo) is appealing.
- Showing actual Kentuckians on the poster makes it real.
- Consider replacing pictures with younger-looking Kentuckians.
- Contact information should be on all materials.
- Consider putting the information as a statement rather than a question.

## Distribution of Public Awareness Materials

- Developed Excel matrix showing the reach and member organizations of three state-wide committees and 15 regional cancer councils.
- Used this matrix to coordinate dissemination and avoid duplication of efforts.
- Developed dissemination flyer and e-mail template that partners and networks could use to distribute the materials.
  - » Through the current president of the Kentucky Nurses Association (KNA), who was a Dialogue For Action Planning Committee member, color versions of the screening materials were sent to 69,000 nurses statewide in the KNA newsletter.
- Most efforts involved electronic communications, which minimized printing and mailing costs. The materials were available in formats that could readily be used by organizations with limited resources. These formats included:
  - » Black and white versions
  - » Microsoft Word and PowerPoint
  - » Newsletter-ready

