



Community Health Communications Network

Grant Number: HHSN261200644001C

Abbreviated Abstract

The Community Health Communications Network (CHCN) developed and utilize multiple media platforms (*radio, CD, video, and Internet*) in combination with local cancer screening and content partners to create a resource that community Based organizations (CBOs) can use to promote cancer literacy among their membership. This project will help African-Americans better understand their health needs, especially as it relates to cancer; motivate African Americans to take appropriate actions to adopt behaviors that will maximize their health and integrate CHCN materials into organizational activities.

Primary Investigator

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Product Web Site: <http://journeytowellness.com>

Research Team & Affiliations

Patricia Kusimo, Ph.D. – Project Manager, BioTechnical Communications, Inc.

M. Davis & Associates —quantitative research

Total Budget

\$1,030,153

Research Objectives

AIMS: Evaluate the impact of the CHCN on African-American Community Organizations and their membership. Specifically, evaluate the effectiveness of the CHCN

- 1) To help African American adults better understand their health needs, especially as it relates to cancer, through culturally tailored multimedia materials, and
- 2) Motivate African American adults to take appropriate actions to adopt behaviors that will maximize their health, particularly as it concerns cancer screening.

Theory/Hypothesis

Health Belief Model

Experimental Design

Pre/post questionnaire response



Final Sample Size & Study Demographics

African-American adults, ages 40-65 years

Data Collection Methods

Questionnaires; key informant interviews

Outcome Measures

Adaptation of CHCN materials by community organizations

Evaluation Methods

Pre/post questionnaire design

Research Results

Key Findings:

- 1) Raising cancer awareness and improving health education for African Americans via Masonic chapters and lodges using CHCN materials was a highly effective method for delivering culturally tailored health education.
- 2) In recognition of the key goals of “helping African-Americans better understand their health needs, especially as it relates to cancer” and “motivating African-Americans to take appropriate actions to adopt behaviors that will maximize their health”, we were able to create a lasting impression on our target population.
- 3) Many African-American organizations utilize the CHCN Materials. To date, over 150 Community Organizations subscribe to the CHCN newsletter, representing a readership of over 100,000.
- 4) The Journey to Wellness radio program now airs in 25 markets and is heard by approximately 500,000 African-American listeners.

Barriers & Solutions

N/A

Product(s) Developed from This Research

- ❖ To My Sisters, A Gift for Life (DVD)
- ❖ Destination Health Newsletter
- ❖ Journey to Wellness nationally syndicated Radio Program
- ❖ Journeytowellness.com web-site