



# Targeted Healthcare Programming for Targeted Cable TV

Grant Number: R44CA60360

## Abbreviated Abstract

BTC is proposing to develop healthcare programming targeted to African Americans for broadcast to a predominantly African American audience using targeted cable television, Black Entertainment Television Network, (BET). The productions will address breast cancer among African American women. In Phase II research, BTC will utilize state of the art survey methodologies designed to evaluate media broadcasts, determine the effectiveness of the programs, and determine the effectiveness of targeted cable television as a vehicle for the delivery of cancer information to the desired audience. The proposed Phase II research offers an unprecedented opportunity to document the knowledge base of the target population with regard to breast cancer literacy and the impact that targeted healthcare programming, delivered through a targeted medium, can have on that knowledge base. If positive, data from these studies will help to establish a strong case for the use of targeted cable broadcasting as an effective means of disseminating information about cancer and other chronic diseases to specific populations specifically tailored to their needs and interests. The proposed project has the potential to generate substantial revenue for BTC through the sponsorship, production, and licensing of its programs for broadcast on several cable networks.

## Primary Investigator

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Dr. Mary S. Harris, founder, President and CEO of BTC has over 20 years of experience in biology and health care. She received her Ph.D. in molecular genetics from Cornell University and has spent most of her professional career involved in the application and transfer of basic research to the health care field. Her professional experiences include teaching in graduate and medical schools; writing for scientific and medical journals; directing a statewide genetics screening program; participating in NIH grant reviews; consulting to private research laboratories and health care organizations; developing national guidelines in minority health care and serving on numerous health Boards.

Dr. Harris is the Executive Producer and Host of the syndicated radio program AFocus on Your Health@, and the CNN feature, AJourney to Wellness@. Dr. Harris is also the Executive Producer and Host of the only nationally syndicated radio program, APowerPoint=s Journey To Wellness@, that focuses on health care issues of importance to African-Americans. The show, which is carried by 40 public radio stations, is heard in over 50 media markets throughout the country and reaches approximately 1.5 million listeners.

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In January, 1998, Dr. Harris was honored by the Women's Auxiliary of the National Baptist Convention for her work in educating African-American women about breast cancer. She is profiled in the book, Distinguished African-American Scientists of the 20th Century and on the Web Site, Faces of Science: African-Americans in the Sciences. Dr. Harris was awarded the Profiles in Progress Award as Executive Producer for the video, A To My Sisters, A Gift For Life@Ca documentary about breast cancer and African-American women.

Dr. Harris is also a member of the Board of Directors Network, the Georgia Women's Forum and the Leadership Atlanta Class of 2000. Her business, BioTechnical Communications, Inc. was selected by Georgia Trend Magazine as one of Georgia's outstanding businesses in 1999. She was a featured speaker on the topic of how to market healthcare services to minority women for Working Woman Magazine's October 2000 conference, A Marketing Healthcare To Minority Women@. On May 9, 2000 she was elected into the YWCA Academy of Women Achievers.

On May 23, 2000 Dr. Harris's program, PowerPoint's Journey To Wellness, was awarded 1st place in the Georgia Medical Association's medical broadcast competition for her radio program on AIDS & the African-American Woman. Dr. Harris has created and launched a first-of-its-kinds public/private partnership between ABC Radio Networks and the DHHS to impact health disparities. The project uses the national and local commercial radio to create awareness, educate, and change health behaviors of African-Americans.

## Research Team & Affiliations

Diane Smith & Associates (phase I focus group); Audits & Surveys Worldwide (Phase II survey); Jonsson Comprehensive Cancer Center (Roshan Bastani, Ph.D.)

## Total Budget

NCI: \$950,000; American Cancer Society: \$50,000 - Phase III

## Research Objectives

Aim 1: To determine if television programming targeted specifically to African-American women would increase their:

- awareness, knowledge of breast cancer, and
- prompt them to undertake preventive cancer-related health behaviors

## Theory/Hypothesis

Health Belief Model

## Experimental Design

Focus groups-Phase I; pre-post test control study using surveys-Phase II

## Final Sample Size & Study Demographics

500 African-American women ages, 40-60 were recruited by telephone to participate in the study.



## Data Collection Methods

Focus groups were used in phase I formative research; Phase II used pre/post test surveys of control and test populations

## Outcome Measures

Increase in knowledge, attitude, and behavior

## Evaluation Methods

Compared pre/post test change in knowledge, attitude, and awareness scores on questionnaires within each group (test & control) as well as compared to one another (test vs control); Examined the % of women in test vs control that either spoke with their health care provider about breast cancer, scheduled a mammogram or had a mammogram

## Research Results

Test and control groups scored similarly at baseline (pre-test) on attitude, knowledge and behavior about breast cancer; Test group participants had a 75% increase in cancer-related preventive behaviors at post-test compared to control and a 80% increase in knowledge when compared to control.

## Barriers & Solutions

Nothing significant

## Product(s) Developed from This Research

To My Sisters, A Gift For Life