



Cervical Cancer Multi-Media Toolbox for Vietnamese Women

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Abbreviated Abstract

Multi-Media Systems will develop and evaluate a mediated toolbox of medical intervention/education materials to inform Vietnamese American women of the importance of regular screening for early detection of cervical cancer. This medically underserved minority suffers from an unequal burden of cervical cancer, with a five to seven times higher incidence than other U.S. subpopulations. Because of the resulting late-stage detection, morbidity/mortality rates are needlessly high. Inhibiting factors include language, lack of knowledge, cultural beliefs, attitudes, fears, and mistrust of scientific/medical organizations. Outreach organizations and health departments lack resources to develop comprehensive, effective, professionally produced and tested intervention materials. Phase I formative research—employing structured interviews, questionnaires, and focus groups—will determine the best intervention strategy(ies) and the most effective way(s) to frame the message. Three Vietnamese language radio spots, three video vignettes, and three newspaper ads, each using different approaches, will be produced and reviewed by separate focus groups of Vietnamese women and outreach professionals. In Phase II, the final toolbox materials will be developed, produced, and formally evaluated for effectiveness through a multiple-site trial. A Subject-Matter Expert Board will assure content accuracy. The materials will be available to outreach organizations on a subscription basis, through an innovative Web site featuring publishing-on-demand, downloadable digital video, and an outreach planning/tracking/reporting system.

Primary Investigator

Richard Thorp, B.A., Multi-Media Systems, Inc., 100 Radcliffe Drive, Chestertown, MD 21620

Phone: 410-810-7506

Fax: 410-810-7508

Email: rlthorp@ilsbio.com

Web Site: www.ilsbio.com

Research Team & Affiliations

Richard L. Thorp, ILSBio;

Donald Cordes, Ph.D.,

Multi-Media Systems, Inc.;

Howard Sussman, M.D., Stanford University;

Lovell Jones, Ph.D., M.D. Anderson Cancer Center

Total Budget

\$855,996

Research Objectives

AIMS



1. To provide outreach organizations with professionally produced, mediated materials to reach Vietnamese American women with messages and educational materials about cervical cancer screening.
2. To determine if exposure to mediated informational materials is as effective in transferring information about cervical cancer screening as a traditional lecture by a healthcare provider.
3. To determine if the Internet is an effective way to deliver healthcare information to specific ethnic groups.

Theory/Hypothesis

Comprehensive, culturally sensitive outreach and educational materials in the Vietnamese language, employed as part of a carefully planned, monitored, and measured intervention program, can increase the cervical cancer screening rate for this medically underserved ethnic group.

Experimental Design

Vietnamese women fitting the study profile were recruited and randomly assigned to the test or the control group. The control group was given a lecture on cervical cancer screening by a Vietnamese physician, while the test group was exposed to the mediated outreach materials (booklet, posters, and a 15-minute videotape). Pre- and post-tests were used to measure the increase in knowledge in the two groups.

Final Sample Size & Study Demographics

Sixty subjects total, divided equally between the test and control groups. An instrument was administered pre- and post-intervention that measured attitudes toward and general knowledge about cervical cancer screening.

Data Collection Methods

Pre- and post-tests and questionnaires

Outcome Measures

Knowledge about cervical cancer and cervical cancer screening; attitude toward the perceived importance of and willingness to undergo Pap test screening for cervical cancer

Evaluation Methods

Change scores for the experimental and control groups were compared using an analysis of variance and chi-square tests.

Research Results

The group exposed only to the mediated materials compared favorably (slightly higher) to the control group, which received a face-to-face lecture by a Vietnamese physician in the Vietnamese language.

Barriers & Solutions

We found that the reading level of Vietnamese American women (in the Vietnamese language) was much lower than expected. Although they speak Vietnamese fluently, they had not learned to read the language. This was primarily because they grew up in a war-torn country where schools did not operate on a regular basis. Reading is a learned skill. We lowered the reading level of our printed materials and used more photos and illustrations. We relied more on the visual media to ensure that the message was received.



Product(s) Developed from This Research

Cervical Cancer Multi-Media Toolbox for Vietnamese Women: This product consists of a mediated set of outreach/intervention materials to empower health outreach organizations to effectively communicate with Vietnamese American women about the importance of cervical cancer screening. Currently, Vietnamese American women have a cervical cancer incidence rate that is five times higher than that of Caucasian women and seven times higher than that of Japanese American women. The toolbox materials consist of (1) Vietnamese language mass media outreach tools such as radio and television spots, newspaper ads, and transit advertising flats and posters, which will be used to create an awareness of the problem; (2) educational materials, including handout pamphlets, a more detailed information booklet, and a 10-minute educational video (VHS and/or DVD); and (3) professional information and intervention planning/management materials. The toolbox will be housed on an innovative print-on-demand Web site that uses image compression and exchange hosting. The hosting software will also be marketed as a byproduct of this grant.