

Concurrent Session D

Innovative Approaches to Reaching Your Community for Colorectal Cancer Screening, Inside and Outside of Primary Care



3:30 PM to 4:45 PM

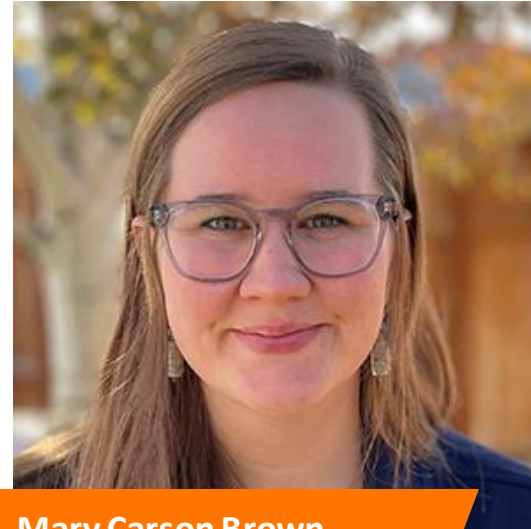
Innovative Approaches to Reaching Your Community for Colorectal Cancer Screening, Inside and Outside of Primary Care



Moderator
Nikki Hayes
MPH



Jamie Thompson



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CHES



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Colorectal Cancer Screening Messaging and Materials for Black and African American Faith Communities

Jamie Thompson

Community Engagement Project Director
Kaiser Permanente Center for Health Research

Colorectal Cancer Screening Messaging and Materials for Black and African American Faith Communities

Jamie Thompson, MPH

Senior Research Associate

Community Engagement Director

NCCRT Annual Meeting

Thursday November 16, 2023



Agenda



1. Working with the AME Church
2. Key Learnings
3. Materials + Messaging
4. Next Steps

Our Partners

- Funded by the CDC and awarded to the American Cancer Society
- Kaiser Permanente Center for Health Research led the community engagement process



Working with the AME Church

A Community Engagement Approach*

PURPOSE Engage participants in translating health information into ideas, messages, and materials that are understandable and meaningful to the local community

Listen

Listen to the community.

What questions do you want to answer?

What deliverables do you want at the end of this process?

Empower

Empower participants.

Who are the expert presenters?

Where should this community engagement work take place?

Co-Create

Create messages & materials.

What messages would motivate members of your community to get screened?

How should those messages be delivered to the community?

Key Questions

What **faith-based colorectal cancer screening messages** resonate with the AME community?

What kind of **role can the church play** in bringing colorectal cancer information to the AME community?



Recruitment

- **Meetings** with AME Church leaders
- **Surveys** with AME Church leaders and congregants
- Two-phase recruitment approach
 - Church clergy recruited parishioners using **recruitment flyer** (right)
 - Study team member attended an AME Church Atlanta East District-wide meeting to continue recruitment **in-person**



The AME Church is working with the American Cancer Society, the Centers for Disease Control and Prevention, and local physicians in your community to increase colorectal cancer screening awareness. We are looking for volunteers to help with this important work!

WHAT DO YOU HAVE TO DO?	WHAT WILL YOU GET IN RETURN?	WHO CAN BE PART OF THE TEAM?
<ul style="list-style-type: none">• Join your church leaders and other members of your fellowship for a 5-hour in-person session (\$100)• Participate in up to two additional 60-minute virtual sessions (\$25 for each of the additional sessions)• Give your opinions and ideas about how the AME church can help make colorectal cancer information easier to understand, accessible, and culturally tailored for your community	<ul style="list-style-type: none">• Up to \$150 for participating in all three sessions• Lunch will be provided at the in-person session• Education from national and local experts on colorectal cancer screening and how to improve the health of your community• Opportunity to have a say in health education decisions being made in your community	<ul style="list-style-type: none">• African American men and women ages 45 to 75• Those able to participate in the in-person and virtual sessions over a 2-month period

VOLUNTEER YOUR TIME AND EARN UP TO \$150!

SATURDAY OCTOBER 22, 2022
9:30am-2:30pm
Antioch A.M.E. Church • 765 South Hairston Road • Stone Mountain, GA 30088

To sign up or ask questions, contact:
Megan Burns • (312) 883-5315 • megan.burns@cancer.org

<p>Who will attend this session? We plan to invite up to 30 church members to participate in these sessions. Partners from the American Cancer Society, CDC, and Kaiser Permanente will attend these sessions, as well as medical experts from local healthcare systems.</p>	<p>I can only come for 2 hours. Can I still participate? Unfortunately, no. Your participation is needed for the full 5-hour session.</p> <p>How long will I be asked to participate? From the first in-person session to the end of the two follow-up virtual sessions will be about 2 months.</p>	<p>How will this information be used? We hope that the information we get from you will help us find ways to motivate more people in the AME church community to get screened for colorectal cancer.</p>
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In-Person Session

- **Saturday** October 22, 2022
- 9am – 2pm (**5 hours**)
- **27 congregants**
- **Expert presentations** included CRC health information, discussion on barriers to CRC screening, role of the church in promoting screening
- Followed by two virtual sessions (1 hour each) to **review and provide feedback on draft materials and messaging**



Key Learnings

Themes

1. Incorporate faith-based concepts into health messaging

- **Faith over fear!** Get screened for colorectal cancer today.
- **Honor God by taking care of your body.** Get screened for colorectal cancer today.
- **Your faith, your health.** Get screened for colorectal cancer today.
- **Listen to the gospel's call to live whole and healing lives.** Get screened for colorectal cancer today.

2. Increase CRC awareness and knowledge through personal connections

- **Share your cancer story. It can save lives.**
- **I need you to survive.** Get screened for colorectal cancer today.

3. Empower individuals to take control of their colorectal health through the strength of their community

- **You are not alone. We are in this together.**
- **There is nothing we cannot talk about on a Sunday morning.**

Materials + Messaging

Fact Sheets



COLORECTAL CANCER CAN BE PREVENTED

Honor God by taking care of your body. Get screened for colorectal cancer!



1 in 24

people in the United States will be diagnosed with colorectal cancer in their lifetime



52,550

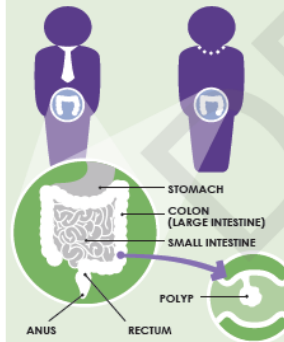
people in the United States will die from colorectal cancer this year

Take control of your health.

Get tested today!

What is colorectal cancer?

The colon, also known as the large intestine, is part of the digestive system. Colorectal cancer occurs when small growths called polyps form on the inner walls of the colon and rectum, and grow into cancer.



Most people with polyps — and most people with colorectal cancer — have no symptoms. If polyps are found early, they can be removed, before they become cancer.

When should I get tested?

Men and women need to get tested for colorectal cancer starting at age 45 even if they feel healthy.

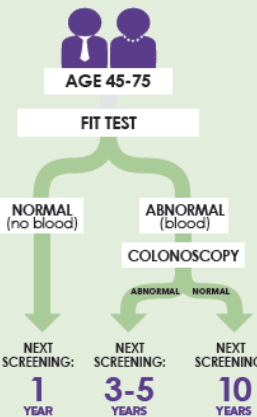
Complete the test today. It could save your life!

Getting tested on time can prevent colorectal cancer or find early forms of cancer that can be treated.



How do I get tested?

You can complete a simple at-home test, called a FIT. If the test finds hidden blood in your stool (poop), you may need a second test, called a colonoscopy. A colonoscopy can find and remove polyps in your colon before they become cancer.



SOURCE: American Cancer Society



YOUR FAITH, YOUR HEALTH

Honor God by taking care of your body.

Do you not know that your body is THE TEMPLE OF THE HOLY SPIRIT who is in you, whom you have from God, and you are not your own? (1 Corinthians 6:19)

T ime Management

Be very careful, then, how you live — not as unwise but as wise, making the most of every opportunity, because the days are evil. (Ephesians 5:15-16)

E at Right and Rehydrate

Do not join those who drink too much wine or gorge themselves on meat. (Proverbs 23:20)

M anage Yourself

Therefore, I urge you, brothers and sisters, in view of God's mercy, to offer your bodies as a living sacrifice, holy and pleasing to God — this is your true and proper worship. (Romans 12:1)

P lenty of Rest and Sleep

...he said to them, "Come with me by yourselves to a quiet place and get some rest." (Mark 6:31)

L ive for the Lord

So whether you eat or drink or whatever you do, do it all for the glory of God. (1 Corinthians 10:31)

E ncourage Others to do the Same

Therefore encourage one another and build each other up, just as in fact you are doing. (1 Thessalonians 5:11)

Talk to your doctor about the right colorectal cancer screening test for you. For more information, visit cancer.org

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- Two-sided fact sheet with CRC information and faith messaging
- Key messages from Reverend Garland Higgins' presentation
- Color purple for royalty and faith

Pamphlet

Your Faith, Your Health.
Listen to the gospel's call to live whole and healing lives. Get screened for colorectal cancer today!

Colorectal cancer happens more often in Black people.
Act now if you're 45 or older! Get screened today.
Never too late to make healthy lifestyle changes.
Care for your whole body and spirit.
Eat plenty of fruits and vegetables, and stay hydrated.
Regular exercise reduces your risk of colorectal cancer.

Colorectal Cancer is Preventable!
Honor God by taking care of your body. Get screened for colorectal cancer today!

American Cancer Society

Take control of your health. If you're 45 or older, get screened today!

affordable options.

TO DOCTOR option

right for you!

... as part of a financial assistance award totaling \$425,000 with 100 percent funded by CDC/HHS. The contents are those of

- Incorporate faith-based messaging
- Explicitly call out stopping cancer
- Include specific CRC statistics related to Black and African American communities

Screening Decision Aid



Colorectal Cancer Screening: Choosing the Right Test

Are you
45-75
years old?

Time to get screened for colorectal cancer.

Black and African Americans are about 20% more likely to get colorectal cancer and 40% more likely to die from it than most other groups.

Source: American Cancer Society

9 out of 10
people are **alive** 5 years after diagnosis when colorectal cancer testing happens **early**.

Family history of colorectal cancer can affect the screening age and testing options available to you.

Talk with your provider about the best choice for you.

	FIT	FIT-DNA	CT Colonography	Colonoscopy
What is it?	Checks for blood in the stool	Checks for blood and altered DNA in the stool	Checks for polyps (small growths) in your colon that can become cancer using X-ray imaging	Checks for polyps (small growths) in your colon that can become cancer using a flexible tube
How do I complete the test?	<ul style="list-style-type: none"> At-home test No prep needed Uses a water sample from your stool Mail the test to the lab or return it to clinic 	<ul style="list-style-type: none"> At-home test Delivered to your door No prep needed Collect a stool sample Mail the kit to the lab 	<ul style="list-style-type: none"> Out-patient procedure Minimally invasive No sedation required Prep needed - you must clear your colon by using medication before the test 	<ul style="list-style-type: none"> Out-patient procedure Your provider will refer you to a trusted specialist near you Prep needed - you must clear your colon by using medication before the test
How often should it be repeated?	Every year if test result is normal	Every 3 years if test result is normal	Every 5 years if test result is normal	Every 10 years if findings are normal
Things to consider	You will need a colonoscopy if your result is abnormal	You will need a colonoscopy if your result is abnormal	You will need a colonoscopy if your result is abnormal	<ul style="list-style-type: none"> Calls for anesthesia Specialist will remove any small growths found and send them for further testing You will need a ride to and from the visit

- Present information about CRC screening options in a clear and simple format
- Add specific CRC statistics related to Black and African American communities

Faith Over Fear

(message card)



Faith over fear! Get screened for colorectal cancer today.

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Faith over fear!
Get screened today!

STOP CANCER



Colorectal cancer happens more often in Black people.
Act now if you're 45 or older! Talk to your doctor about which screening test is right for you.
Never too late to make healthy lifestyle changes.
Care for your whole body and spirit.
Eat plenty of fruits and vegetables, and stay hydrated.
Regular exercise reduces your risk of colorectal cancer.

TALK TO YOUR DOCTOR TODAY! For more information, visit cancer.org

Dear God (message card)



Dear God...

Please keep my grandpa extra safe today. He has to do a test at the doctor's office and he's feeling scared. Please promise me that you will be watching over him and help him to be brave and strong. Thank you for always being with me.

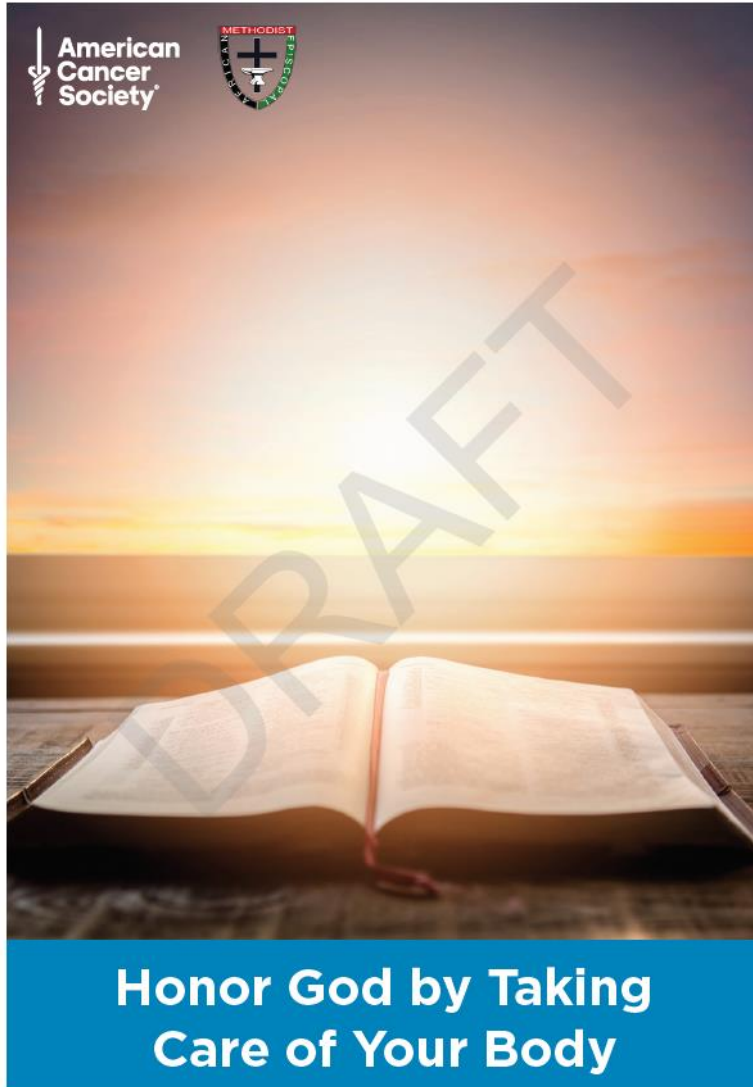
"Faith is confidence in what we hope for and assurance about what we do not see."
Hebrews 11:1

[ADD PROVIDER CONTACT
INFORMATION & LOCAL
RESOURCES]

Talk to your doctor about the right colorectal cancer screening test for you. For more information, visit [cancer.org](https://www.cancer.org)

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Honor God (message card)



The Bible encourages you to take care of your body.
Do you not know that your body is THE TEMPLE OF THE HOLY SPIRIT who is in you, whom you have from God, and you are not your own? (1 Corinthians 6:19)

- T**ime Management
Be very careful, then, how you live – not as unwise but as wise, making the most of every opportunity, because the days are evil. (Ephesians 5:15-16)
- E**at Right and Rehydrate
Do not join those who drink too much wine or gorge themselves on meat. (Proverbs 23:20)
- M**anage Yourself
Therefore, I urge you, brothers and sisters, in view of God's mercy, to offer your bodies as a living sacrifice, holy and pleasing to God – this is your true and proper worship. (Romans 12:1)
- P**lenty of Rest and Sleep
...he said to them, "Come with me by yourselves to a quiet place and get some rest." (Mark 6:31)
- L**ive for the Lord
So whether you eat or drink or whatever you do, do it all for the glory of God. (1 Corinthians 10:31)
- E**ncourage Others to do the Same
Therefore encourage one another and build each other up, just as in fact you are doing. (1 Thessalonians 5:11)

Reverend Garland Higgins, Executive Pastor, Antioch AME Church

If you're 45 or older, talk to your doctor about which colorectal cancer screening option is right for you.
For more information, visit cancer.org

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- Incorporate scripture into messaging
- Focus on taking care of your whole body
- Incorporate key messages from Reverend Garland Higgins' presentation during the in-person session
- Use a photograph that illustrates faith, hope, and life

I Need You to Survive (message card)



**You are important to me. I need you to survive.
Get screened for colorectal cancer today!**

I Need You to Survive.

*I need you, you need me
We're all a part of God's body
Stand with me, agree with me
We're all a part of God's body
It is His will that every need be supplied
You are important to me, I need
you to survive...*

Lyrics from "I Need You to Survive"
Song by Hezekiah Walker and
The Love Fellowship Choir

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**If you're 45 or
older, talk to your
doctor about the
right colorectal
cancer screening
test for you!**

**For more information,
visit cancer.org**

Ruth



Share your cancer story. It can save lives.

My name is Ruth. When I turned 45, my doctor recommended that I complete an easy at-home colorectal cancer screening test called a FIT. It came back abnormal. My doctor said I had to get a follow-up colonoscopy and the results showed that I had stage 1 colorectal cancer.

I was so surprised because I had no symptoms, felt totally fine, and don't have a family history of cancer. I was scared too, but found comfort and strength in my faith knowing that God is with me. I'm so grateful that I got screened on-time. My cancer was found early and could be easily treated!

Don't delay - get screened today!

**Learn more about colorectal cancer and screening options at www.cancer.org.
Talk to your doctor today!**

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Cynthia



My name is Cynthia. I lost my father, Daryl, to cancer at the age of 61. He was diagnosed with stage 4 colorectal cancer. He didn't want to get screened, but the cancer might have been prevented if he did. Don't let your family lose you too.

My father didn't get a chance to beat cancer, but you can still beat it!

Testing saves lives, but only if people get tested. There are affordable screening options – talk to your doctor about which colorectal cancer screening test is right for you.

**Learn more about colorectal cancer and screening options at www.cancer.org.
Talk to your doctor today!**

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Henry



Share your cancer story. It can save lives.

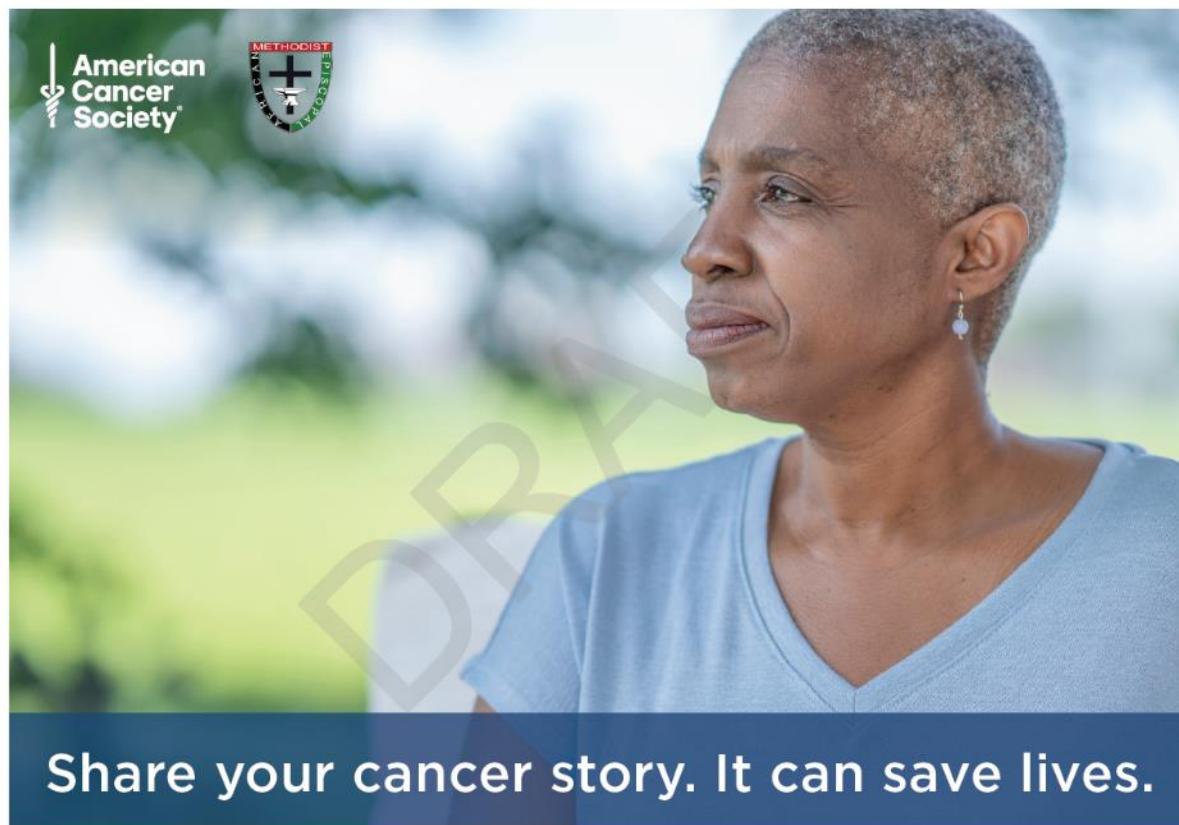
My name is Henry. I was diagnosed with stage 4 colorectal cancer at age 47. Earlier this year, I had blood in my stool, but I ignored it. I was always tired, but I was working 12-hour shifts and just didn't have time to go to the clinic. I finally decided to see my doctor after getting a colorectal cancer screening pamphlet at church. Because of my symptoms, my doctor told me I needed a colonoscopy right away. The results showed I had cancer.

Trust your body. Looking back, I wish I had made the time to get screened when my doctor first recommended it when I turned 45. Keep fighting the fight. I'm here today because cancer did not win. I did!

**Learn more about colorectal cancer and screening options at www.cancer.org.
Talk to your doctor today!**

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Tamika



My name is Tamika. I'm 54. I kept getting messages from my doctor's office that I needed to get screened for colorectal cancer using an at-home test called a FIT but no one explained why. I had so many questions! Where would my test sample go? What would they do with my sample?

I felt nervous but God gave me the strength to talk to friends at church and the faith to contact my doctor and put trust in my medical care. My fear of completing the test was nothing compared to my fear of dying from colorectal cancer.

My FIT test came back abnormal and I needed to get a follow-up colonoscopy. I was diagnosed with stage 2 colorectal cancer. Luckily, my cancer was found at an early stage and could be treated.

Faith over fear! Your life depends on it – get screened for colorectal cancer today.

Learn more about colorectal cancer and screening options at www.cancer.org.
Talk to your doctor today!

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Next Steps

Sharing This Work



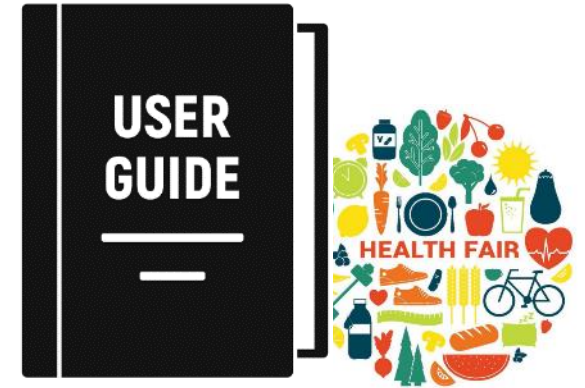
Print Materials

- Fact Sheets
- Pamphlet
- Screening Decision Aid
- Message Cards
- Personal Stories



Social Media Campaign

- Create and share new videos
 - Personal stories (testimonials)
 - Expert content
 - Educational segments
- Promotion of print materials



Other

- A Guide for Churches to Share Faith-Based Colorectal Cancer Screening Messages
- Community Action Plan

Jamie Thompson, MPH

Senior Research Associate

Community Engagement Director

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www.MailedFIT.org

Thank You



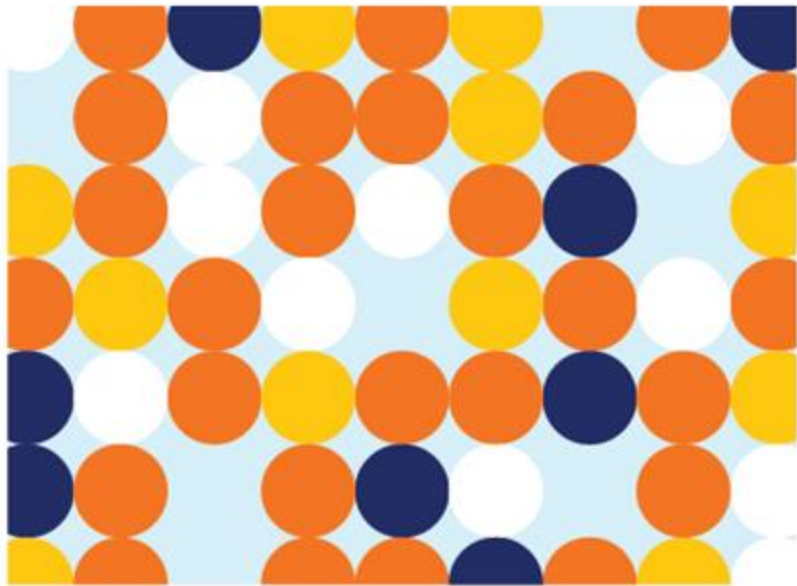


Thank You

nccrt.org @NCCRTnews #80inEveryCommunity

Developing a Tailored Messaging Guide for Comprehensive Cancer Coalitions

Mary Carson Brown, CHES
One Health Insights



Tailoring Colorectal Cancer Screening Messaging

A Practical Coalition Guide



Developing a Tailored Messaging Guide for Comprehensive Cancer Coalitions

Mary Carson Brown, Project Coordinator
One Health Insights

Project Goals

1. Develop clear steps for tailoring CRC screening messages
2. Create a guide that is concise and actionable
3. Accompany existing ACS NCCRT guides and toolkits

What is tailored messaging?

Tailored messaging is a strategy for health communication where an individual's needs, beliefs, motivations, and behaviors are considered when developing and disseminating health information.

Case Study

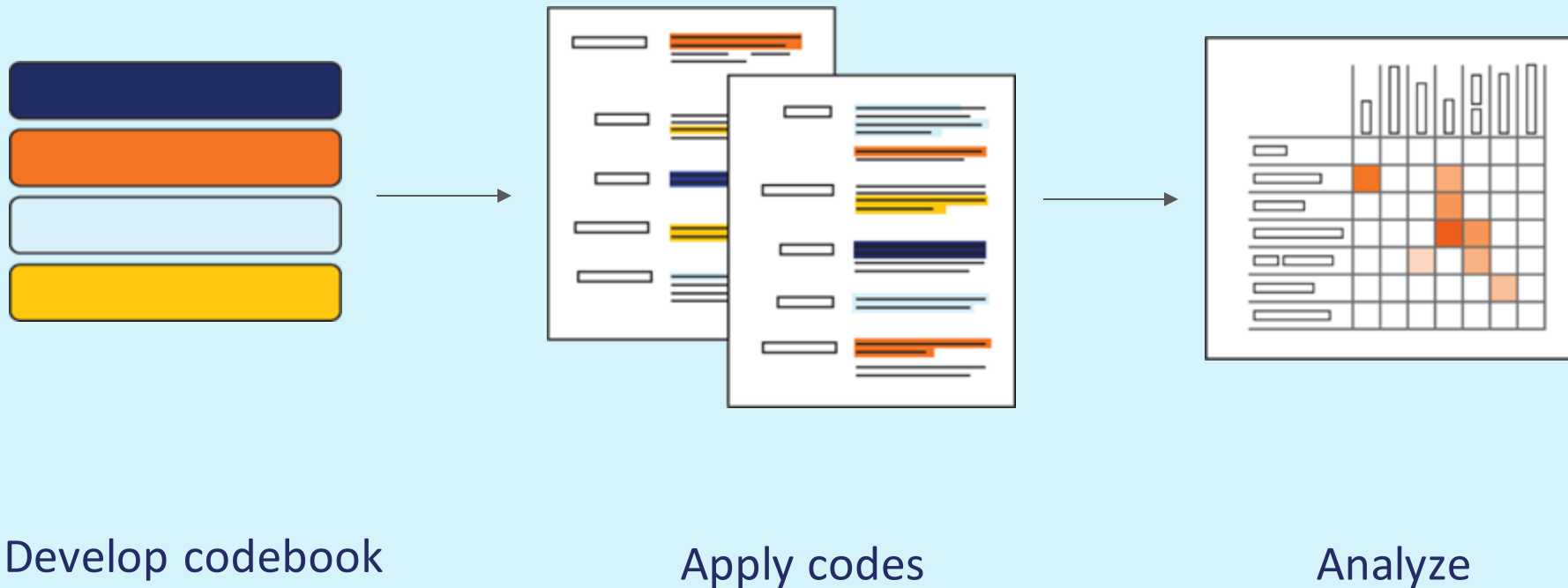
Organizations

- AltaMed
- Colorectal Cancer Alliance
- HealthPartners
- Kaiser Permanente Center for Health Research
- Nebraska Cancer Coalition (NC2)

**We wanted to focus
on *how*.**

- How did organizations get to know their target audience?
- How did they identify and engage community members?
- How did they adapt existing NCCRT materials?
- How did they go about evaluating and sustaining their efforts?

Qualitative Analysis



Code Relations

“We were able to gain firsthand knowledge from patients who have been going through the process to understand their barriers, to understand what specifically called out to them.”



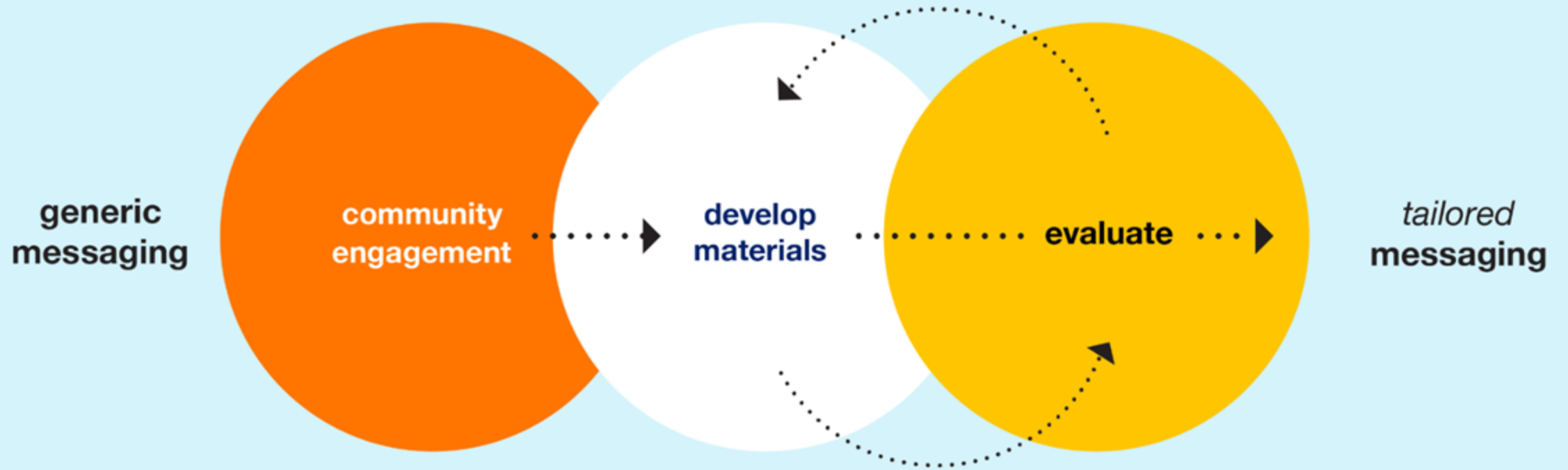
Resonance
Understanding
Audience

For example, some of the family messaging, some of the statistics. They were really into numbers. They wanted to know that this was super prevalent and that their community in particular was being affected.”

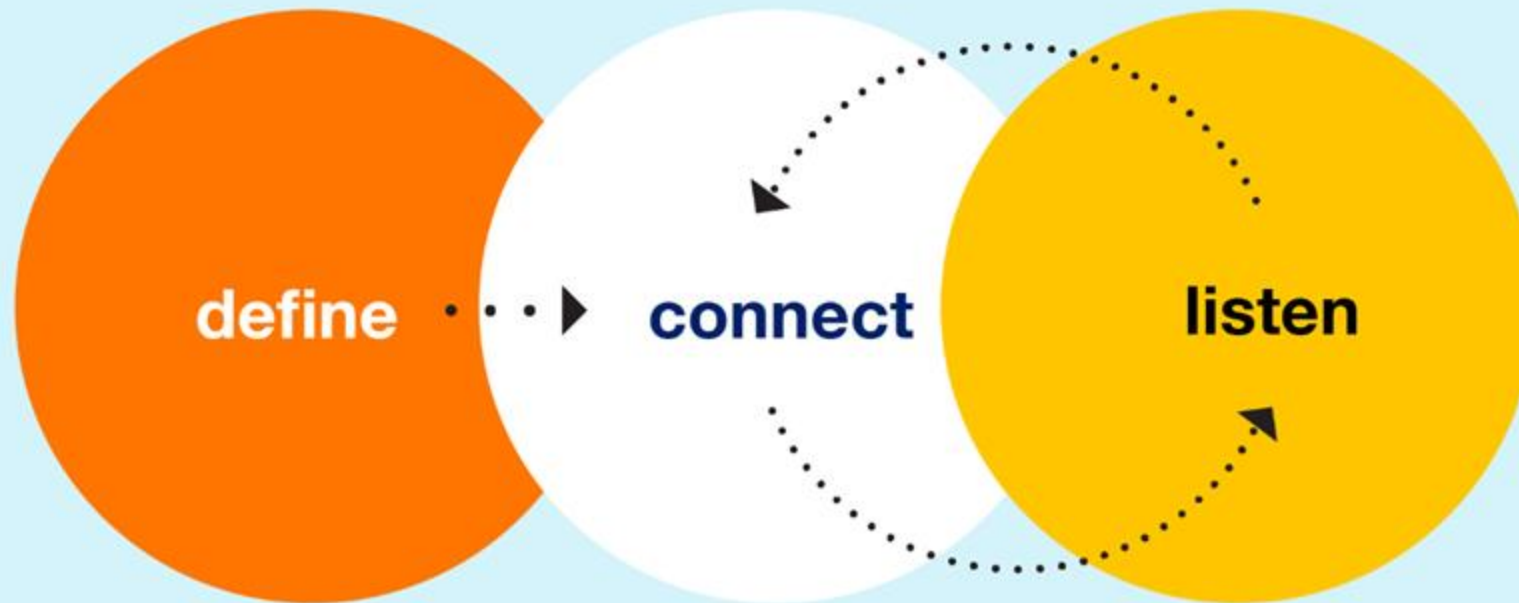
What did we learn?

- Engage with and understand your audience
- Develop materials based on community member expertise
- Evaluate your efforts to inform future campaigns
- Partner with relevant organizations to further your goal

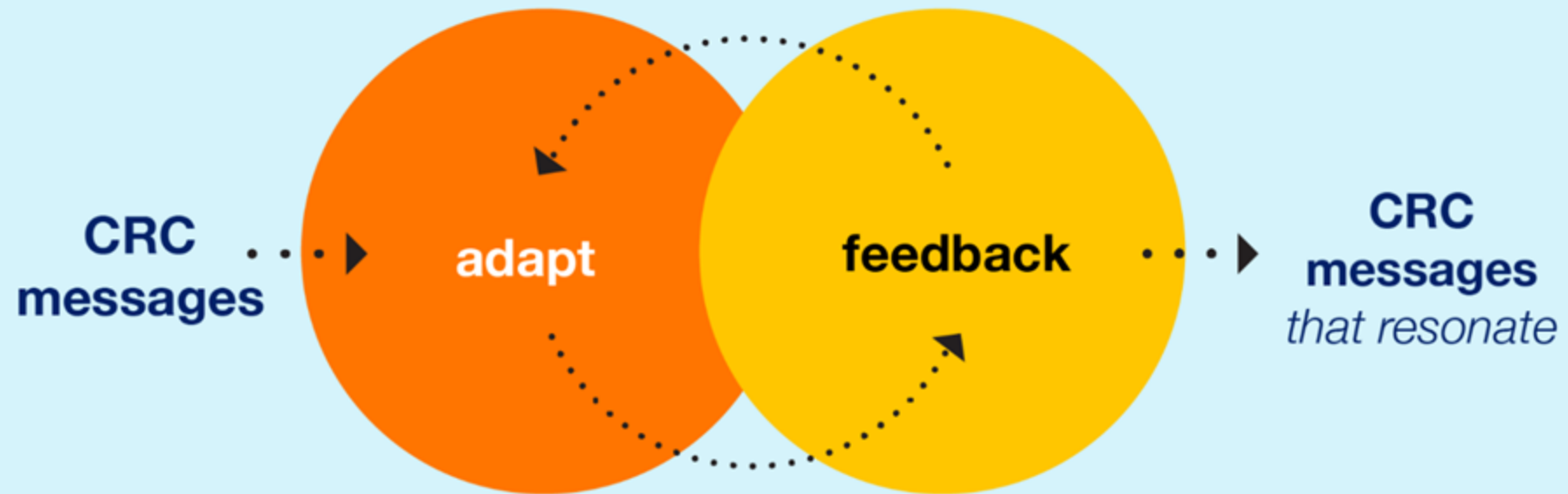
Tailored Messaging



Community Engagement



Develop Materials that Resonate



Evaluate

“From 2022 to 2023, one of the biggest changes that we made was around the information about *returning* FIT kits because we were seeing a large percentage of our population ordering the kit but not returning it.

So in 2023, we made some content changes on our envelope and then in our emails as well, to talk about returning the kit...”

Partner

- Other coalitions
- CRC advocacy groups
- Patient advisory boards
- Media companies
- Influencer marketing companies

Putting it all Together

- Best practices in action
- Tips for working with limited resources
- Direct quotes
- Links to resources
- Example materials

1. Define Your Target Audience

The first step in any tailored messaging campaign is to define your target audience. Who does your coalition need to reach and why? Think about what barriers might prevent people from getting screened, and who in your community is disproportionately impacted by the disease.

Tips and Strategies:

Here are some strategies the organizations we spoke with utilized to establish relationships with their target audience:

- ✓ Consider the data your organization may have access to, such as electronic health records (EHR) and demographic data, claims data, or evaluation data from past interventions and messaging campaigns.
- ✓ Reference existing data sources like [state and local level screening rates](#).
- ✓ Conduct a literature review to identify screening research relevant to your target audience.
- ✓ Utilize [reports and data](#) where priority populations have been identified.



We're small and haven't had the luxury of commissioning research. We've had to basically go off what's been published in the public health world, and in some cases, we've had to do our own. It's been a combined experience of [our team's] existing research on our demographic, as it intersects with what's out there in the public health world, and in some cases, we've had to do our own.

Community Engagement

Footering and maintaining community engagement can be challenging. However, building relationships with the community you're trying to reach is a crucial aspect of developing meaningful tailored messaging.

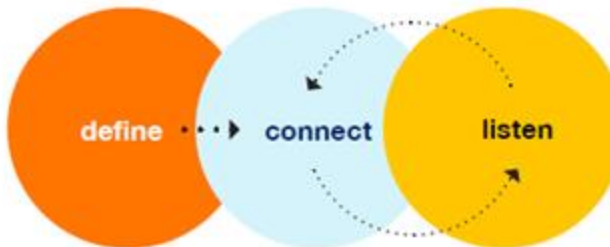
Ultimately, the people that know your target audience best are the community members themselves. Involving them from the beginning not only increases your ability to create messaging that resonates, but also ensures that community members feel like a valued part of the process. Organizations that prioritized the involvement of community members from the start found that maintaining engagement wasn't as difficult because participants understood they were a valued part of the process and were invested in the outcome.

Developing a trusting, mutually beneficial relationship with your target audience takes time. To develop those relationships, you need to:

1. **Define** your target audience and the issue(s) they are facing.
2. **Connect** with community members.
3. **Listen** to their concerns, values, and beliefs regarding the health issue(s).

Keep in Mind:

Tailored messaging requires engagement from your target audience throughout the entire process, from understanding the needs of the target audience to developing messaging and evaluating it for resonance.



Engage with Community Members

Community members can help your coalition gain crucial perspectives and insights that you may not otherwise have. Outside partners already established in the community of interest can be helpful in building trust, participation, and buy-in.



Keep in Mind:
The organizations we spoke with that engaged with their community members found that it was easier to identify patients, providers, and caregivers who can help with the campaign.

Organizations with connections to the target audience, either through personal relationships or projects, are more likely to be successful in identifying community members, coalition members, and other partners within and outside your organization.

Both the process and outcome of your message tailoring should be mutually beneficial.

Keep in Mind:

The connections you build throughout your campaign should be beneficial for both your organization and the community members you work with. Be respectful when building new partnerships. Define roles and expectations early—be conscious of what you're asking of the community members you're working with, and make sure you provide them with the tools they need to participate.

Both the process and outcome of your message tailoring should be mutually beneficial.

Bootcamp Translation

- In-person/Virtual sessions with members of target audience
- Become experts on health topic
- Brainstorm, adapt, and review changes to materials

Strategy Spotlight: Boot Camp Translation

BCT Aims to Answer:

1. What do we need to say in our message to the community?
2. How do we need to disseminate that message to our community?

About Boot Camp Translation:

One highly effective strategy for tailoring health messaging is [Boot Camp Translation \(BCT\)](#).

When the [High Plains Research Network](#) and its Community Advisory Council (made up of farmers, teachers, and other community members in eastern Colorado) identified a lack of community knowledge about colon cancer, they developed BCT to translate evidence-based medical recommendations into accessible and meaningful health messaging.

The BCT process involves a combination of face-to-face sessions, short, focused teleconferences, and numerous mail or email communications to educate participants, brainstorm potential adaptations to existing messaging, and develop locally relevant action-based messages.²

Depending on how it is modified, BCT requires a commitment from community members of 20-25 hours over the course of 4-12 months.³ The process can be modified to be completed in 8 weeks and virtually.

“We really like [BCT] because it’s focused on building a community-based solution. It’s engaging the population of focus to develop materials. It’s really about local health problems and concerns and focusing on the community at hand.”

— Kaiser Permanente Center for Health Research

Typical BCT Schedule:

- 1 **Full Day In-Person Session**
 - robust presentations from local medical experts reflective of the target audience
 - facilitated conversation about health condition and evidence-based recommendations
 - brainstorm what the messaging should say and how it should be shared
- 2 **Round 1: Follow-Up Phone Calls**
 - determine focus of phone calls with input from participants
 - begin developing main messaging
 - solidify target audience
- 3 **Half-Day In-Person Session**
 - refine and narrow language for messaging
 - brainstorm dissemination plan
 - discuss evidence-based recommendations with group to inform messaging
- 4 **Round 2: Follow-Up Phone Calls**
 - continue to narrow and refine messaging and dissemination
 - share any mockups with participants for feedback
- 5 **Half-Day In-Person Session**
 - finalize messaging language
 - present mockups for input
 - address next steps

Case Studies

- Project goals
- Target audience
- ACS NCCRT toolkits referenced
- Materials developed
- Highlights
- Advice for other organizations

Nebraska Cancer Coalition (NC2)

Time To Fight Back 2023

Project Description:

- **Goal:** Create an awareness campaign that combats the lack of information and misinformation about colorectal cancer in Nebraska; heighten awareness of lifesaving colorectal cancer screening
- **Target Audience:** Nebraskans, ages 45-75 who are unscreened or know someone who is unscreened, with an emphasis on rural communities
- **Primary ACS NCCRT toolkits used:** [2019 80% in Every Community Messaging Guidebook: Recommended Messaging To Reach The Unscreened](#) (specifically section on 'rural dwellers'); [2022 Messaging Guidebook for Black & African American People](#)
- **Materials developed:** [News release, flyers, posters, social media content, radio, and video interviews](#)

Highlights:

- Created materials to address the reduced recommended screening age to 45, ensure they resonate with the specific target audience.
- Increased relevance to target audience by tailoring data with statewide statistics.
- Made materials co-brandable to amplify their usage state and nationwide.
- Primarily worked with healthcare providers and local partners to distribute CRC information and materials.
- Created social media materials to promote "Dress in Blue Day" to raise awareness for colon cancer.
- Developed materials in multiple languages based on target audience, including English, Spanish, and Arabic.
- Partnered with agricultural partners to push digital and print materials.
- Tailored images of individuals in all materials to engagement of the campaign, including social listening to track comments and hashtags.

What advice would you give to an organization about to start their own tailored messaging campaign?

Talk with your partners and develop a relationship! Ask them, what works in their communities. Do not assume that you know all the answers. It is about listening to your partners and tailoring materials to meet the needs of the communities and those we serve.

INTERVIEWEES:

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Final Thoughts

Tailoring Colorectal Cancer Screening Messaging: A Practical Coalition Guide



1. Community members are the experts
2. Don't reinvent the wheel
3. You aren't alone in this



**USE YOUR DATA.
CHANGE THE WORLD.**

Mary Carson Brown, Project Coordinator
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Thank You

nccrt.org @NCCRTnews #80inEveryCommunity