

Colorectal Cancer Education Campaign 2007 University of Kentucky (UK) Prevention Research Center (PRC)

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Introduction

The Kentucky River Community Advisory Board (KRCAB) serves as a formal link between communities in Appalachian Kentucky and the University of Kentucky Prevention Research Center. The KRCAB is composed of local community members and meets monthly in Hazard, Kentucky. The KRCAB participated in national Colorectal Cancer Awareness Month this past spring by conducting a colorectal cancer campaign targeting residents of Perry and surrounding counties in Kentucky. The KRCAB also conducted a similar campaign in March, 2006. Both campaigns were designed to increase awareness of colorectal cancer and the importance of screening and consisted of media activities, dissemination of colorectal cancer education materials, and a follow-up survey assessing knowledge about colorectal cancer and screening. This report describes efforts to disseminate educational materials and summarizes findings from the follow-up survey.

The KRCAB distributed approximately 4500 brochures prepared by the Centers for Disease Control and Prevention; this was a decrease from the 5500 distributed last year. This year 800 brochures were made available to the general public –somewhat less than last year. Approximately the same number of brochures (3600-3700) were distributed to employees in both years. http://www.cdc.gov/cancer/colorectal/pdf/SFLY4_Brochure_Mar2003.pdf

In 2007, 13 employers circulated brochures to their employees along with a cover letter (Appendix A). A second brochure was included and employees were asked to share this brochure with a family member or friend. Four weeks later, the employers disseminated a survey and cover letter (Appendix B) to their employees. A second survey was included and employees were asked to share this survey with the same individual with whom they had provided the brochure. The distribution of these survey sets can be seen below:

<u>Employer</u>	<u>Total</u>
American Woodmark	236
Appalachian Regional Hospital/ Area Health Education Center	1200
UK Center for Rural Health	200
Kentucky River Health Department	200
Northfork Community Health Cntr.	40
Hospice of the Bluegrass	55
Little Flower Clinic	15
LKLP Community Action Agency	300
Perry County Coop. Exten. Office	5
Perry County Schools	1000
Perry Manufacturing	200
Walmart	200
WYMT-TV	58
Total	3709

Employees and their family members or friends who received brochures were invited to participate in answering a short questionnaire and were informed that there would be a lottery with three \$100 prizes for those who responded and mailed their questionnaire back to the UK PRC office in Hazard. By the cut-off date, 231 questionnaires had been received which is almost the exact number who participated last year (n=230 of employees). Unfortunately, even though it may appear that two hundred plus respondents among employees is a good sized-number, it is only 4% of all those who received a brochure and survey. We know only the response rate among employees ($150/3709 = 4\%$) although there is a small group of “unknown” individuals who could be employees but who could not be placed into either the employee or family/friend category. We have no idea of how many employees actually shared a brochure with someone else

To think about the 4% response rate in a different way, 96% of those employees who received a brochure and survey did not bother to respond. Because of this extremely low response rate, social scientists would not feel that the data presented in the balance of this report are particularly worthwhile. Indeed, the survey findings would be regarded as unrepresentative and not very compelling – the equivalent of trying to judge the size of an

iceberg by the top most part when the vast majority of it floats under the sea. Were those who didn't complete a survey more informed or less informed than the 231 who participated?

Unfortunately, it is impossible to determine this in the current study.

Results

Eighty-one or 35% of the respondents to this survey were 50 or older; 150 individuals (65%) can be classified as employees and 55 respondents or 24% of the sample were friends or family members of the employee. No information was available for the other 11% of respondents.

Questions That Most People Knew

- Blood with a bowel movement could be a symptom of colorectal cancer (**99.6%** responded correctly)
- Losing weight without trying could be a symptom of colorectal cancer (**98.7%** responded correctly)
- People can have polyps in the colon and not even know it (**99.6%** responded correctly)
- A relative with colorectal cancer increases my odds of getting this cancer (**96.1%** responded correctly)
- Many insurance plans pay for tests that check for colorectal cancer (**90%** responded correctly)
- Colorectal cancer occurs most often in people over the age of 50 (**70%** responded correctly)
- A fecal occult blood test or stool test can be done at home (**69.3%** responded correctly)

The Question That Most People Missed

- Colorectal cancer is the leading cancer killer in the U.S. (**46.5%** answered "True.")
However, colorectal cancer is actually the 2nd leading cancer killer.

The "Impact" Questions

- “I am planning to ask my physician to test me for colorectal cancer sometime in the next 12 months” (**41.7%** responded affirmatively). When the responses to this item were examined by age, **66%** of those 50 years of age or older indicated that they planned on being tested for colorectal cancer in the next 12 months compared to **29%** of those under 50 years of age. These findings were almost identical to last year’s 68% and 32%.
- “I have shared the colorectal screening brochure with a friend or family member.” A slight majority of respondents (**56.8%**) indicated “Yes” that they had shared the brochure with someone else.
- All of the survey items were analyzed by whether they were an employee or had been handed the brochure by a friend or family member. There were no significant differences in the way these two groups of individuals responded.

Discussion

As reported last year, it is good news that most of those who responded to the questionnaire seem to be relatively informed about colorectal cancer. More than 90% of the respondents answered five of the eight “quiz” items correctly showing that they had read the brochure or already had a good working knowledge of colorectal cancer. By comparison, last year 95% of the respondents answered six of the eight questions correctly but three items on that questionnaire were changed this spring.

The same as last year, the item that caused the most difficulty was the first one, “Colorectal cancer is the leading cancer killer in the U.S.” Forty-seven percent of the respondents this year and 42% last year indicated that the statement was correct when, in fact, colorectal cancer is the *second* leading cancer killer in the U.S. Thus, respondents may have guessed that colorectal cancer was the leading killer without closely reading the brochure or referring back to it; an alternative explanation is that perhaps the item was too much of a “trick” question.

It is more important, however, that respondents recognize the signs and symptoms of colorectal cancer, and on these items respondents were knowledgeable. Almost everyone recognized that losing weight could be a symptom (98.7%), as could be blood in a bowel

movement (99.6%), that polyps could exist without one's knowledge (99.6%), and that relatives with this form of cancer increase one's chances of getting it (96.1%). That's encouraging. On the other hand, many of the respondents were employed by a health care organization or were college educated (e.g., teachers) and one would expect these individuals to be better informed than the general public. Because of the low response rate of 6%, it is impossible to know whether other segments of the population (e.g., people not employed in health care or by the county board of education) would have the same level of knowledge about colorectal cancer.

Two-thirds of those 50 or older indicated that they plan to be tested for colorectal cancer sometime in the next year. That's good, and an unknown percentage of those who responded "No" to the item may have had a colonoscopy, sigmoidoscopy, or other screening procedure in the recent past. With a clean bill of health, these individuals could well fall outside the 12 month time frame stated in the survey and not need the procedure repeated again for three or four years. Four respondents this year indicated that they had already been tested in the recent past. However, we can't take any comfort in the roughly two-thirds of the respondents who plan on being tested because it is impossible to know if this percentage would hold up in the population at large –particularly those with less education or in those without health insurance.

Unfortunately, the methodology used in the last two surveys does not allow us a "snapshot" of the general public and cannot be considered representative of the general population in Perry and surrounding counties. We can conclude that 4% of those receiving the brochure appear to be reasonably well-informed about colorectal cancer but we know nothing about the other 96% who did not return their surveys. Since the findings of this year's effort are almost identical to the employee survey conducted last year, it is this evaluator's opinion that there is probably no need to repeat it in a third year. My assumption is that a third effort using the same methodology would yield very similar if not the same results. Consequently, the evaluator recommends that the CAB consider either changing the methodology or changing the focus (e.g., another type of cancer) or both for next year's project.

Appendix A



UNIVERSITY OF KENTUCKY
Prevention Research Center

March 2007

Greetings,

In support of national colorectal cancer awareness month, March 2007, the University of Kentucky Prevention Research Center (UK PRC) and the Kentucky River Community Advisory Board (KRCAB) are conducting an educational campaign to increase awareness about colorectal cancer and the importance of screening.

The UK PRC focuses on reducing cancer health disparities in Appalachian Kentucky through education, training, and research. The KRCAB serves as a formal link between communities in Appalachian Kentucky and the PRC. The KRCAB includes community members, representatives from health organizations and businesses, and cancer survivors. The KRCAB meets monthly in Hazard, Kentucky.

Enclosed are two educational brochures developed by the Centers for Disease Control and Prevention (CDC) as part of their *Screen for Life: National Colorectal Cancer Action Campaign*. We recommend that you keep one brochure for yourself and then share the second brochure with a friend, family member, etc.

If you have any questions about the information provided in the brochure, feel free to contact Ms. Sandy Good at (606) 436-0040, extension 83664 or Dr. Mark Dignan at (859) 323-4708.

For additional information about colorectal cancer visit the following CDC web address:
<http://www.cdc.gov/cancer/colorectal/>

We hope you find the brochure helpful.

Sincerely,

A handwritten signature in cursive script that reads "Sandy Good".

Sandy Good
Community Liason, UK Prevention Research Center
Co-Chair, Kentucky River Community Advisory Board

A handwritten signature in cursive script that reads "Mark Dignan".

Mark Dignan
Director
UK Prevention Research Center

Appendix B



April 2007

Greetings,

In support of national Colorectal Cancer Awareness month, March 2007, the University of Kentucky Prevention Research Center (UK PRC) and the Kentucky River Community Advisory Board (KRCAB) provided you an educational brochure describing colorectal cancer and the importance of screening. We also provided you a second brochure and asked that you share it with a friend or family member.

You are being invited to participate in a research study being conducted by the UK PRC and the KRCAB. The purpose of the study is to assess whether the brochures we provided are helping individuals learn about colorectal cancer and the importance of screening.

If you would like to participate, we ask that you answer the questions on the back of this form, circling the answer to each question, enclose the form in the business reply envelope provided (no postage is necessary), and then mail it to Sandy Good by **May 15th**. If you shared a brochure with a friend or family member, we ask that you provide the second copy of this form (yellow paper) and the second business-reply envelope to that individual.

If you complete and return this form, we will enter your name and the names of all other individuals who return their forms in a drawing for **three prizes of \$100** each. Your responses do not have to be entirely correct to win. If you wish to enter the drawing, please complete the contact information on the next page and enclose it with this form in the business reply envelope. Your name and address are only being collected in order to notify you if you are selected as a winner. This information will not be used for any other purpose and will be shredded once the drawing is completed and the winners are notified. We will notify the winner in about 4 weeks (**June 15th**).

This study is anonymous. That means that no one, not even members of the research team, will know that the information you give came from you. We may decide to publish the findings from this study; however, we will not identify you by name (the survey does not include your name and your contact information, if provided, will be shredded). Your information will be combined with information from other people taking part in the study.

If you decide to take part in the study, it should be because you really want to volunteer. You will not lose any benefits or rights you would normally have if you choose not to volunteer. You may not benefit directly by participating in this research study; however, the information you provide may help us better understand whether providing educational brochures helps individuals learn about colorectal cancer and the importance of screening.

If you have any questions about this study, please contact Mark Dignan, Director UK Prevention Research Center at 859-323-4708. If you have any questions about your rights as a volunteer in this research, contact the staff in the Office of Research Integrity at the University of Kentucky at 859-257-9428 or toll free at 1-866-400-9428.

Survey Questions

1. True or False. Colorectal cancer is the leading cancer killer in the U.S.
2. True or False. Colorectal cancer occurs most often in people under the age of 50.
3. True or False. Losing weight without trying could be a symptom of colorectal cancer.
4. True or False. Blood with a bowel movement could be a symptom of colorectal cancer.
5. True or False. A relative with colorectal cancer increases my odds of getting this cancer.
6. True or False. Many insurance plans pay for tests that check for colorectal cancer.
7. True or False. A fecal occult blood test or stool test can be done at home.
8. True or False. People can have polyps in the colon and not even know it.
9. Yes or No. I am planning to ask my physician to test me for colorectal cancer sometime in the next 12 months.
10. Yes or No. I am 50 years of age or older.
11. Yes or No. I have shared the colorectal screening brochure with a friend or family member.

Contact Information

If you would like your name to be entered into the drawing for three prizes of \$100 each, please provide the following information and enclose this form with your survey in the business reply envelope provided. Upon receipt, this form will be separated from your survey and stored in a locked-filing cabinet. Your survey will be stored in a separate locked-filing cabinet. Once the winners are notified, this form will be shredded.

1. My name:

2. My address:

Or

E-mail address:

3. My place of employment:

Winners will be notified by June 1, 2007.

Thank you!