

# Janice L. Krieger, Ph.D.

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There will not be any off-label and/or investigational use of products discussed within the content at any of the presentations at this conference.

## Developing Personalized Colorectal Cancer Screening Messages for Rural and Minority Residents in Florida

Dr. Janice Krieger has indicated she has no relevant financial relationships within the past 12 months.

# IS THE FUTURE OF PREVENTION VIRTUAL?

Developing personalized colorectal cancer screening messages for rural and minority residents in Florida

Dialogue for Action

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# STEM TRANSLATIONAL COMMUNICATION CENTER



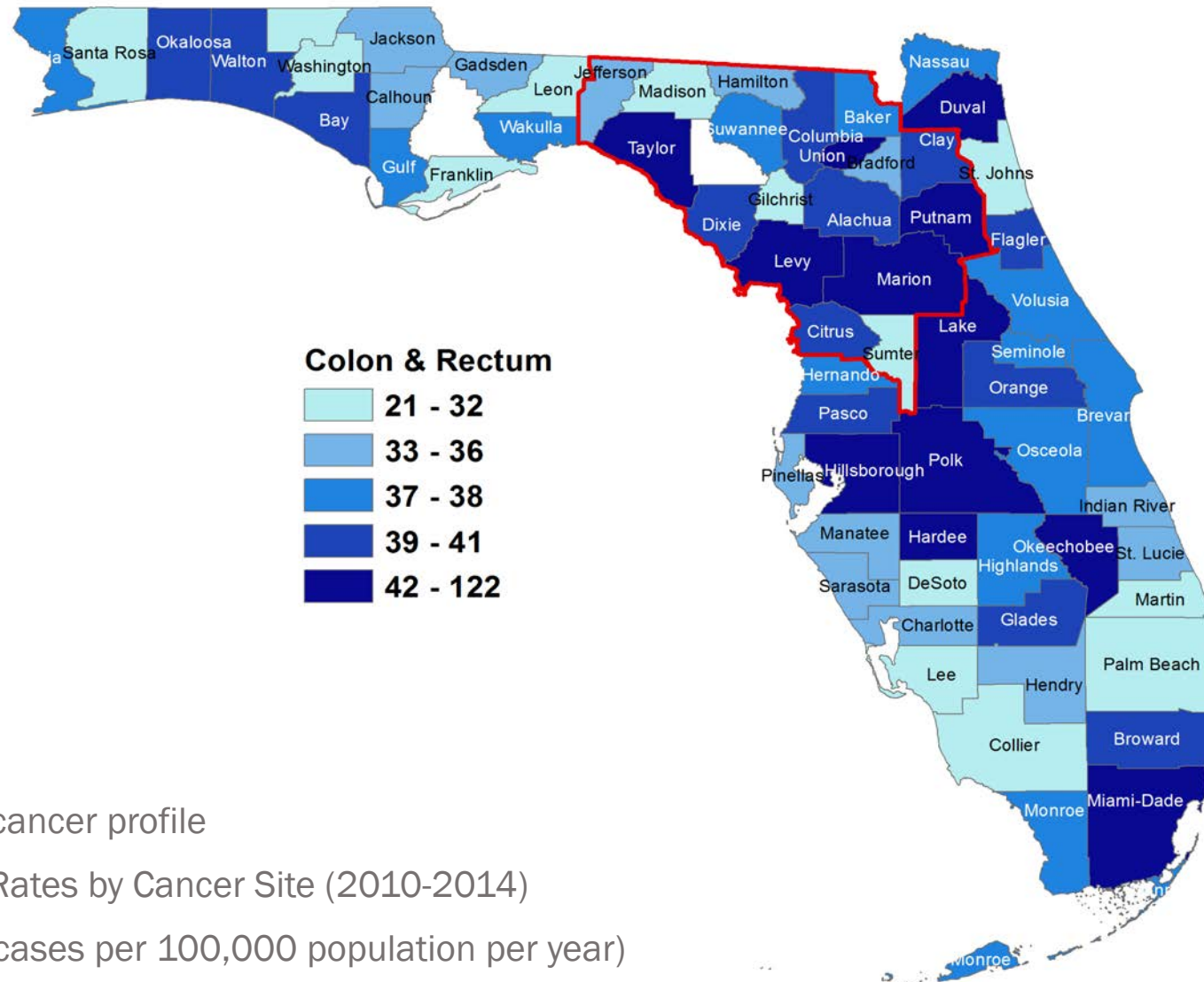
Making the science of health more...

**ACCESSIBLE**

**UNDERSTANDABLE**

**USABLE**

# HEALTH INEQUITIES IN FLORIDA: COLORECTAL CANCER



- ▶ Data source: CDC State cancer profile
- ▶ Age-Adjusted Incidence Rates by Cancer Site (2010-2014)
- ▶ Cancer incidence rates (cases per 100,000 population per year)



# COMMUNICATION CHALLENGES

Changes in Screening Guidelines



**"Good news.  
Your cholesterol has stayed the same,  
but the research findings have changed."**

# PRECISION **MESSAGING**



**RIGHT MESSAGE**



**RIGHT PERSON**



**RIGHT PLACE**



**RIGHT TIME**

# USING PRECISION MESSAGES TO ADDRESS **RURAL HEALTH**



- Designing and evaluating rural-centric health decision-making interventions
- Mindful of both:
  - rural “place”
  - cultural “space”

# PRECISION MESSAGES TO ADDRESS **SOCIAL VULNERABILITY**

## **SOCIOECONOMIC STATUS**

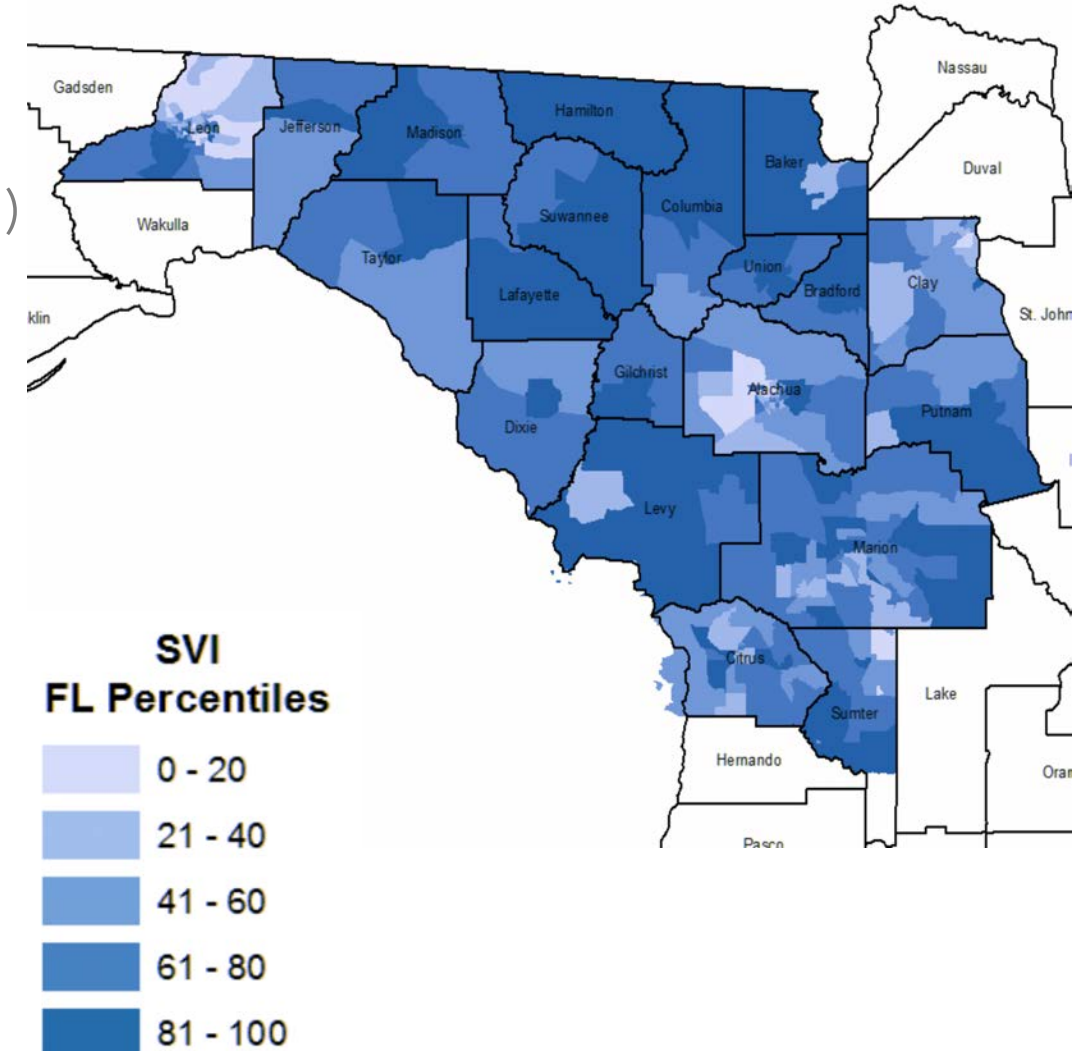
(Below Poverty, Unemployed, No high school diploma)

## **HOUSEHOLD COMPOSITION & DISABILITY**

(Aged 65 and Older, Aged 17 and Younger,  
Civilian with a Disability, Single-Parent Households)



## **HOUSING & TRANSPORTATION**

(Multi-Unit Structures, Mobile Homes, Crowding,  
No Vehicle, Group Quarters)





# FIT TESTING




## Colon Cancer Screening Kit

### What is a FIT test?


The easiest way to screen for colon cancer is a **Fecal Immunochemical Test (FIT)**. IT is used to find microscopic amounts of blood in stool, which may be (but is not always) an early sign of colon cancer. It is an important part of colon cancer prevention.

When colon cancer is detected through regular FIT screening, the cancer is more likely at a curable stage. If your FIT results come back abnormal, your doctor will schedule a colonoscopy to find out why.


**Included in your kit:**




(1) Test card



(2) Brushes




(2) Blue waste bags




(1) Reply form


**Important notes**


- Remove any deodorizers / fresheners / cleaners from the toilet bowl and flush the toilet twice prior to performing the test. If there is a rust ring in your toilet remove the ring or use an alternate toilet.
- Do not use the kit if you are menstruating or have hemorrhoids that are bleeding.

**Instructions on back** 

**Questions?**

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- ▶ Multi-level intervention to promote CRC screening
- ▶ Patients participate in “virtual” appointment
- ▶ Fecal immunochemical testing (FIT)
- ▶ Built in reminder system

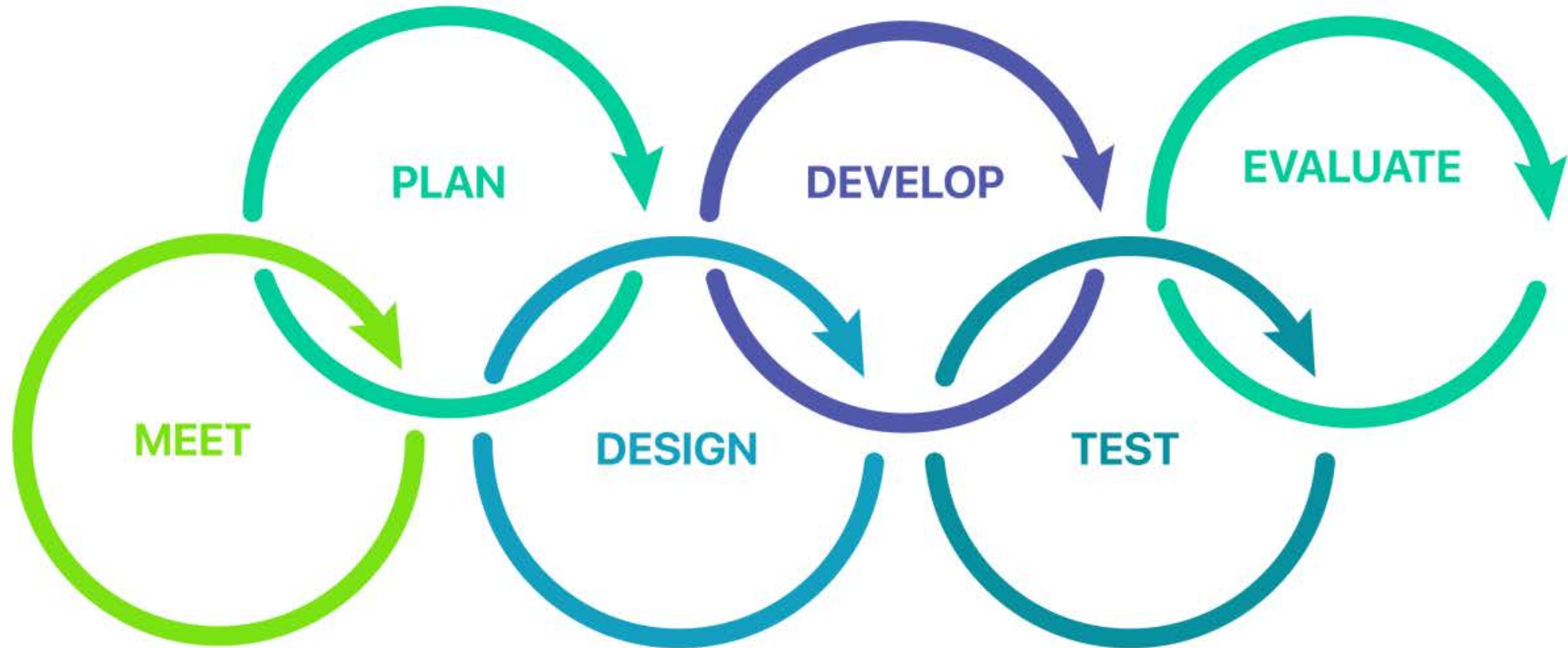
# VIRTUAL HUMAN TECHNOLOGY



## BENEFITS

- Customizable messages
- Reduces embarrassment
- Demonstrates correct stool collection

# AGILE INTERVENTION **DEVELOPMENT**





# COMMUNITY ADVISORY BOARD





# AIM 1

## Formative Research

8

INITIAL FOCUS  
GROUPS

16

FOLLOW-UP  
FOCUS GROUPS

14

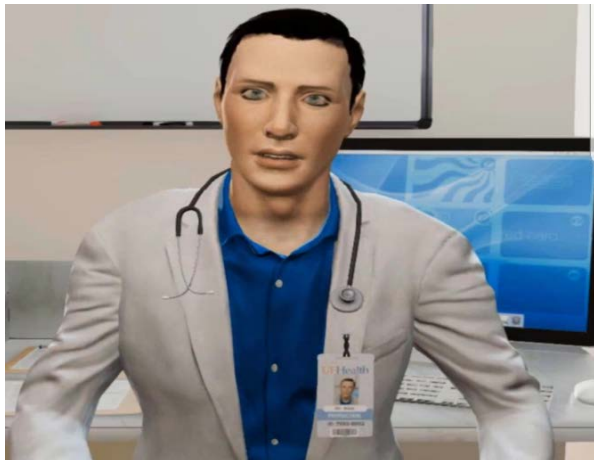
COMMUNITY  
MEMBERS

50

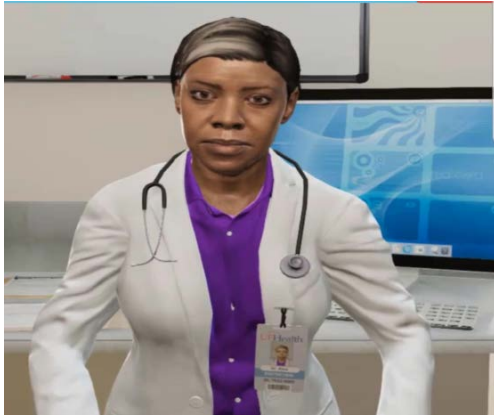
THINK ALOUD  
INTERVIEWS



# EVOLUTION OF ALEX



# EVOLUTION OF **ALEX**





## Aim 2: **Clinical Implementation Recruitment**



### **PARTICIPANTS**

**Patients (50 -73)**

**Eligibility: data  
warehouse criteria  
+ chart review**



### **ELIGIBILITY**

**Low risk**

**Outside CRC  
screening  
guidelines**



### **ENROLLMENT**

**Patient portal +  
research registry**

**Clinics**



## Aim 2: **Clinical Implementation Protocol**

1

Randomized to message condition

Track patients screening behavior over 6 mos.

Non-responders enrolled in Phase 2

2

Rerandomized to message condition

Track screening over 6 mos.

Patients who screen advance To Phase 3

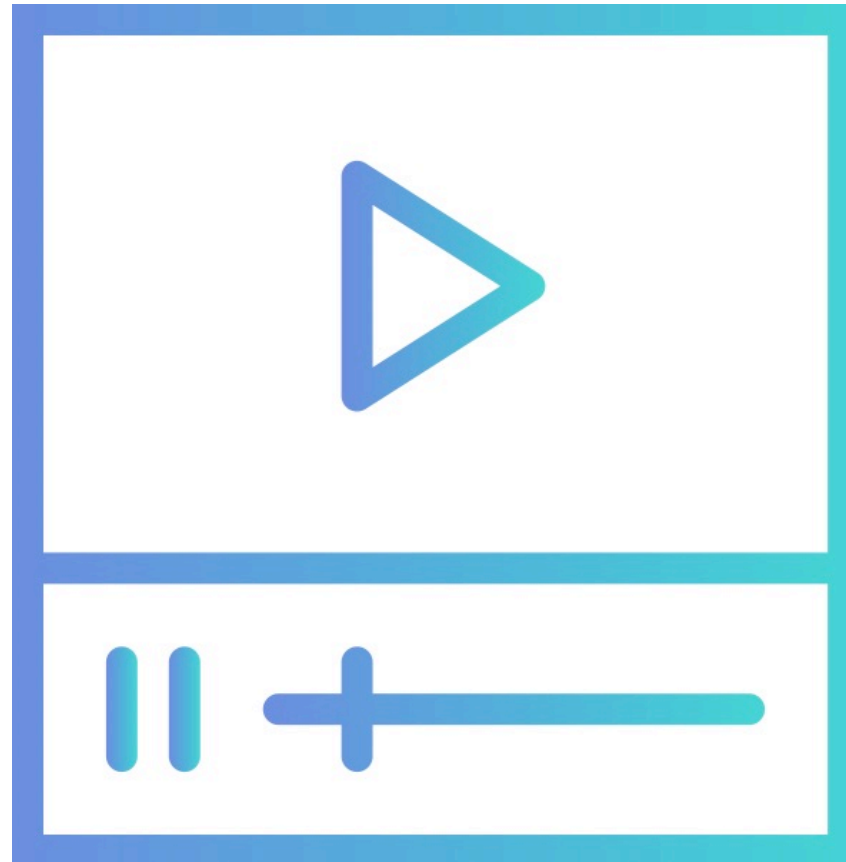
3

Follow patients longitudinally

Booster intervention messages

Determine which message elements are most effective

## VIRTUAL HUMAN **EXAMPLE**



# FUTURE DIRECTIONS



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**National Institutes of Health**  
*Turning Discovery Into Health*



# Questions?

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