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Use of a Culturally Adapted Video Decision Aid to Improve Colorectal Cancer Screening among American Indians

Dr. Leah Frerichs has indicated she has no relevant financial relationships within the past 12 months.



Use of a Culturally Adapted Video Decision to Improve Colorectal Cancer Screening among American Indians

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Dialogue for Action

Arlington, VA

April 24-26, 2019

Acknowledgements

**Prevent Cancer Foundation
UNC Lineberger Comprehensive Cancer Center**

We would like to thank the Coharie Intertribal Council, Haliwa Saponi Indian Tribe, and the Lumbee Tribe of North Carolina for their support of this project.



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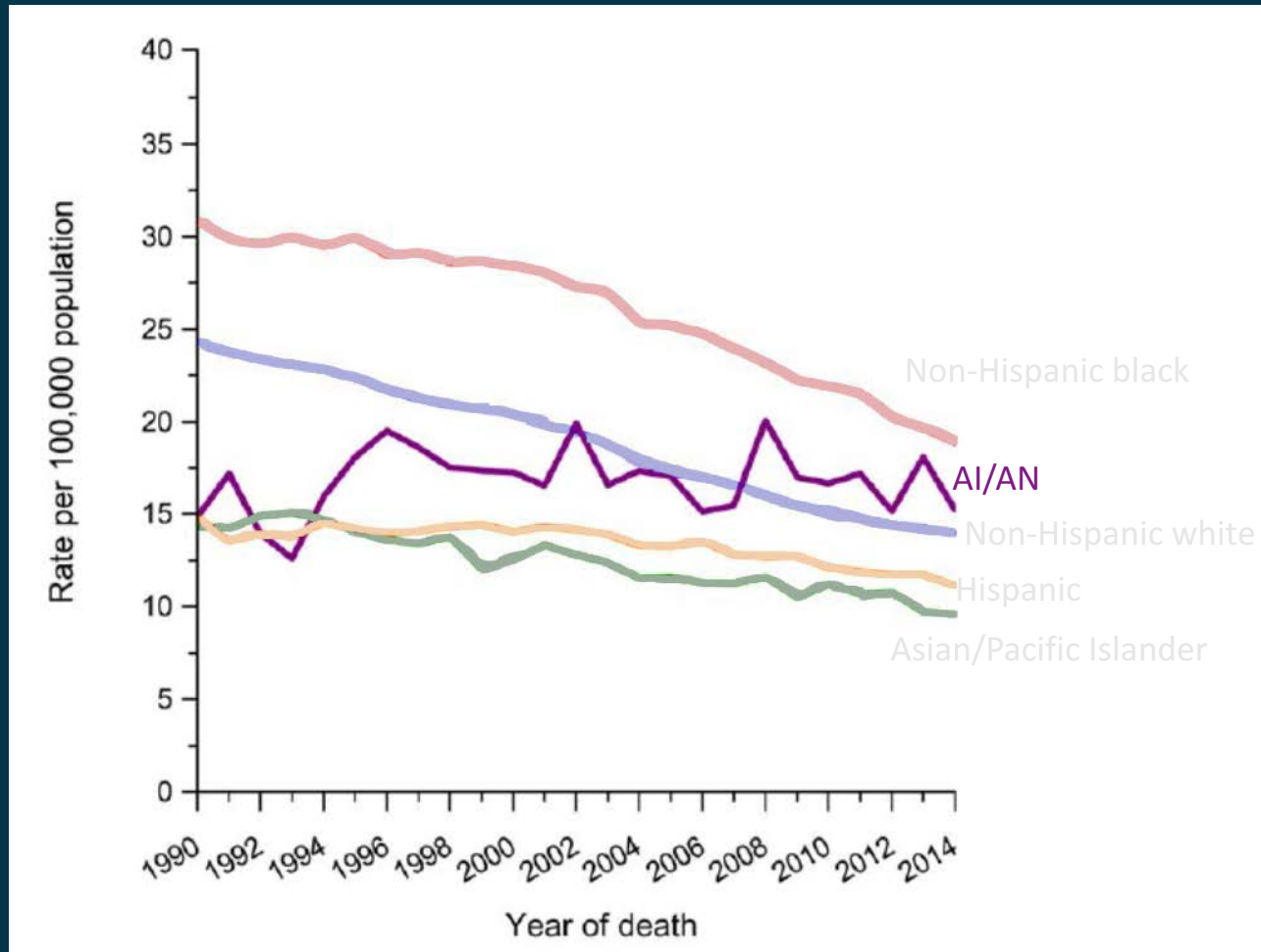


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American Indian Center
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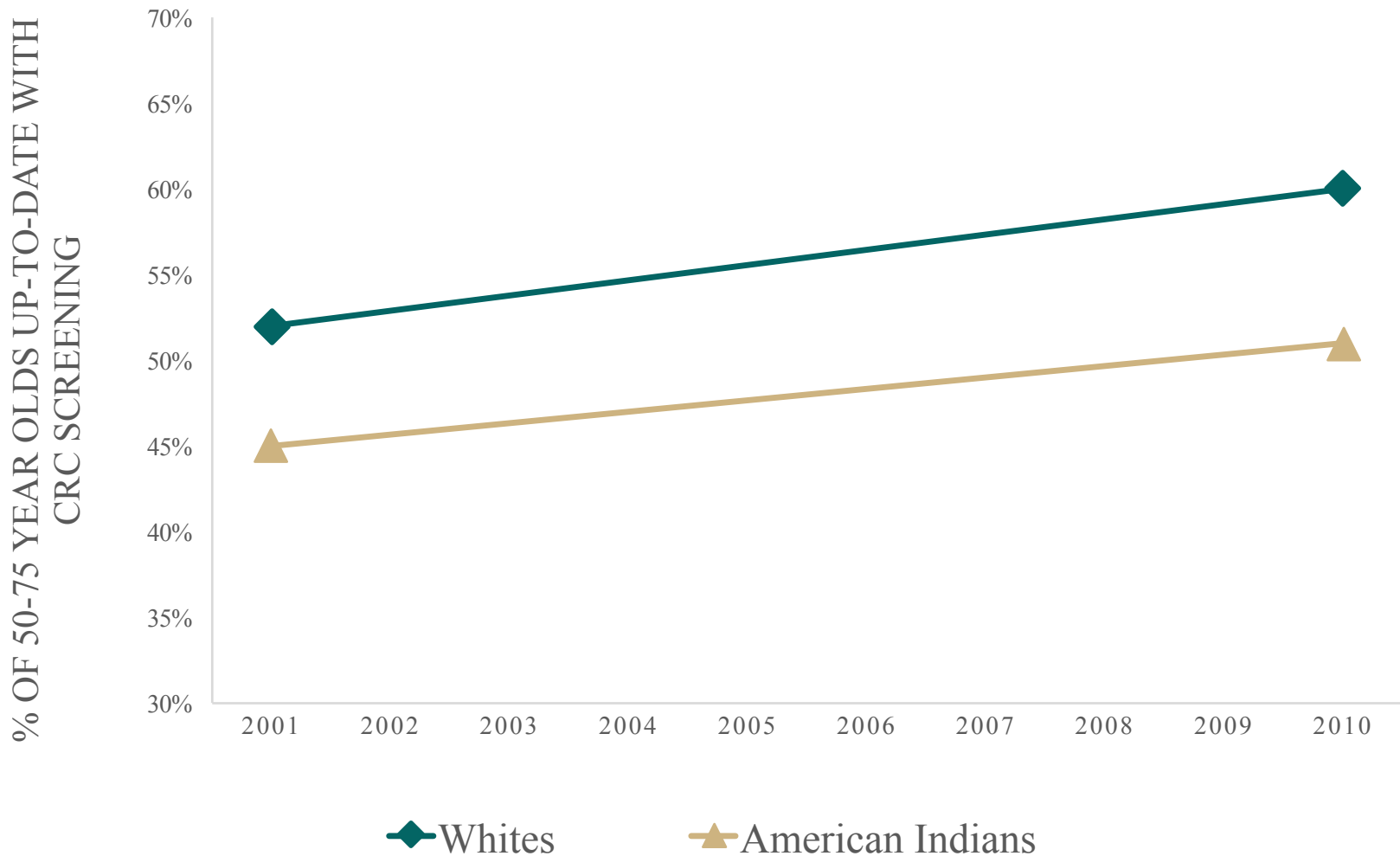
Kim Pevia, Founder and CEO
K.A.P., Inner Prizes
Speaker, Trainer, Consultant

Trends in CRC Mortality Rates by Race/Ethnicity



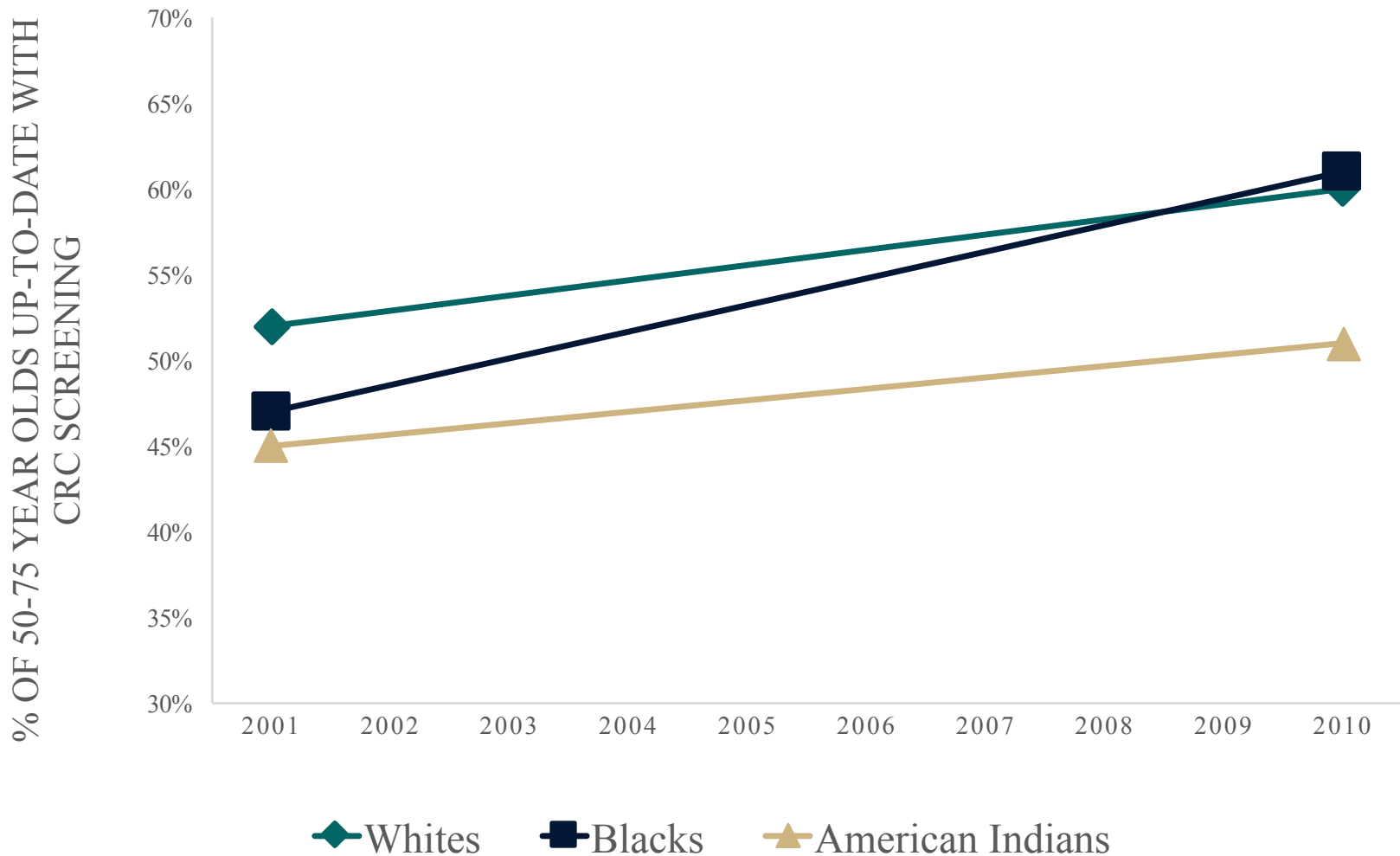
Source: Siegel, R. L., Miller, K. D., Fedewa, S. A., Ahnen, D. J., Meester, R. G., Barzi, A., & Jemal, A. (2017). Colorectal cancer statistics, 2017. *CA: a cancer journal for clinicians*, 67(3), 177-193.

Colorectal Cancer Screening has Increased Over Time



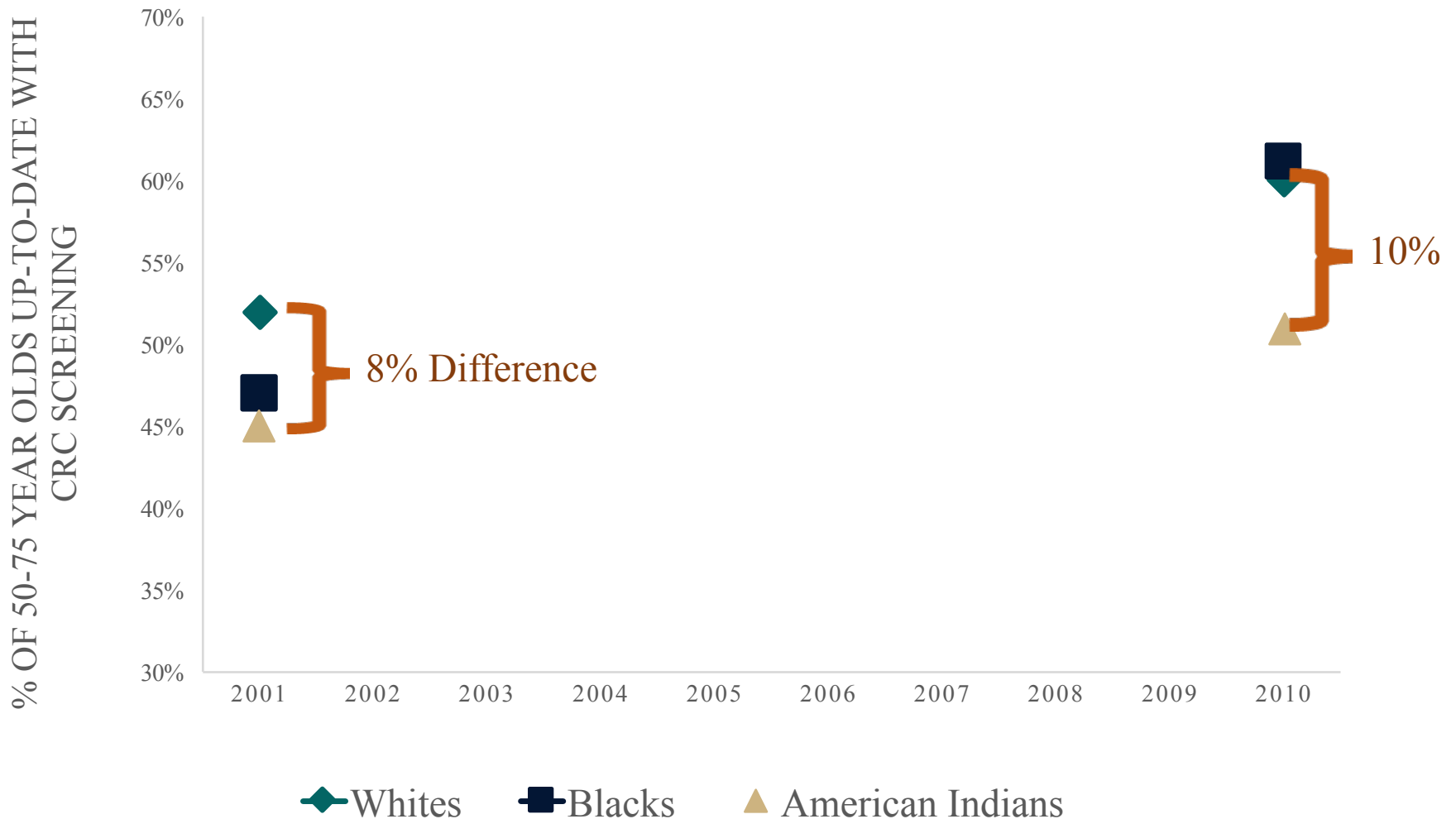
Source: Johnson-Jennings MD, Tarraf W, Xavier Hill K, González HM. United States colorectal cancer screening practices among American Indians/Alaska Natives, blacks, and non-Hispanic whites in the new millennium (2001 to 2010). *Cancer*. 2014;120(20):3192-3299

Colorectal Cancer Screening has Increased Over Time



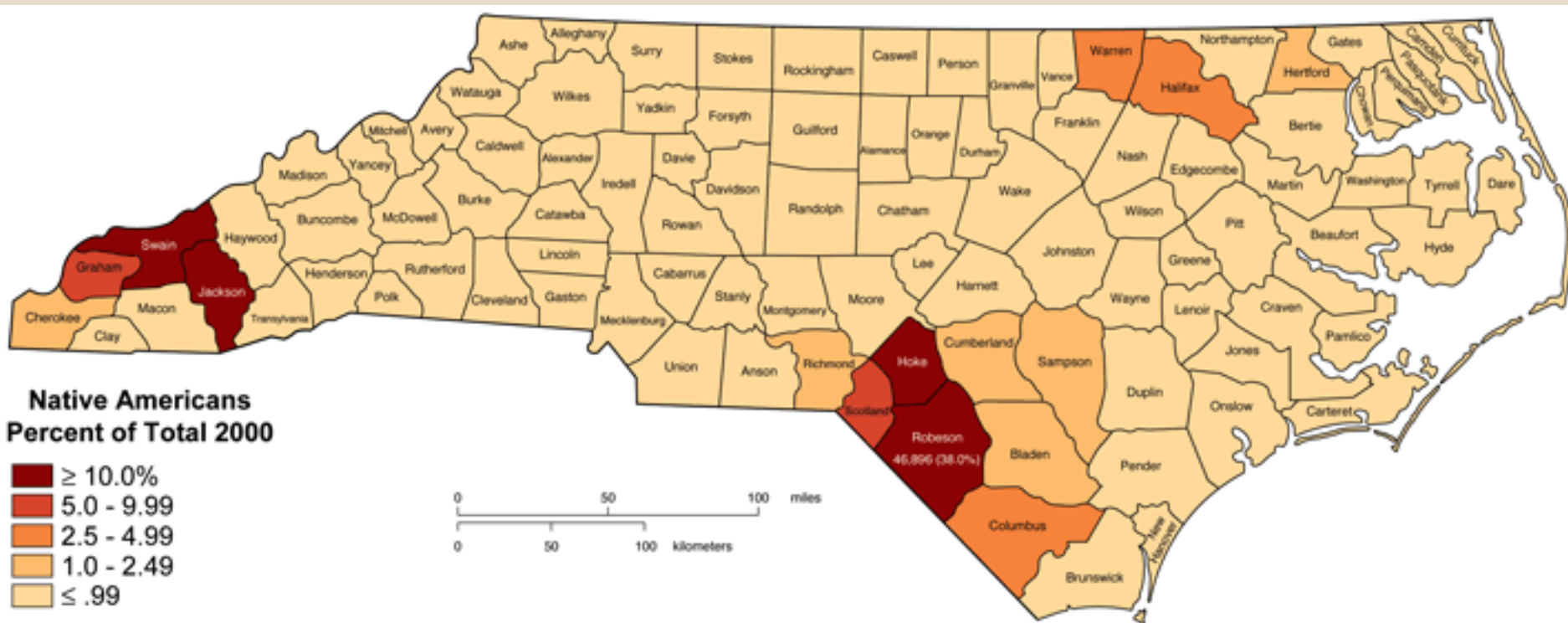
Source: Johnson-Jennings MD, Tarraf W, Xavier Hill K, González HM. United States colorectal cancer screening practices among American Indians/Alaska Natives, blacks, and non-Hispanic whites in the new millennium (2001 to 2010). *Cancer*. 2014;120(20):3192-3299

Disparity Gap in Colorectal Cancer Screening Persists for American Indians



Source: Johnson-Jennings MD, Tarraf W, Xavier Hill K, González HM. United States colorectal cancer screening practices among American Indians/Alaska Natives, blacks, and non-Hispanic whites in the new millennium (2001 to 2010). *Cancer*. 2014;120(20):3192-3299

North Carolina American Indian Population



Note: N.C. population = 1.2 percent Native American

Source: U.S. Census.

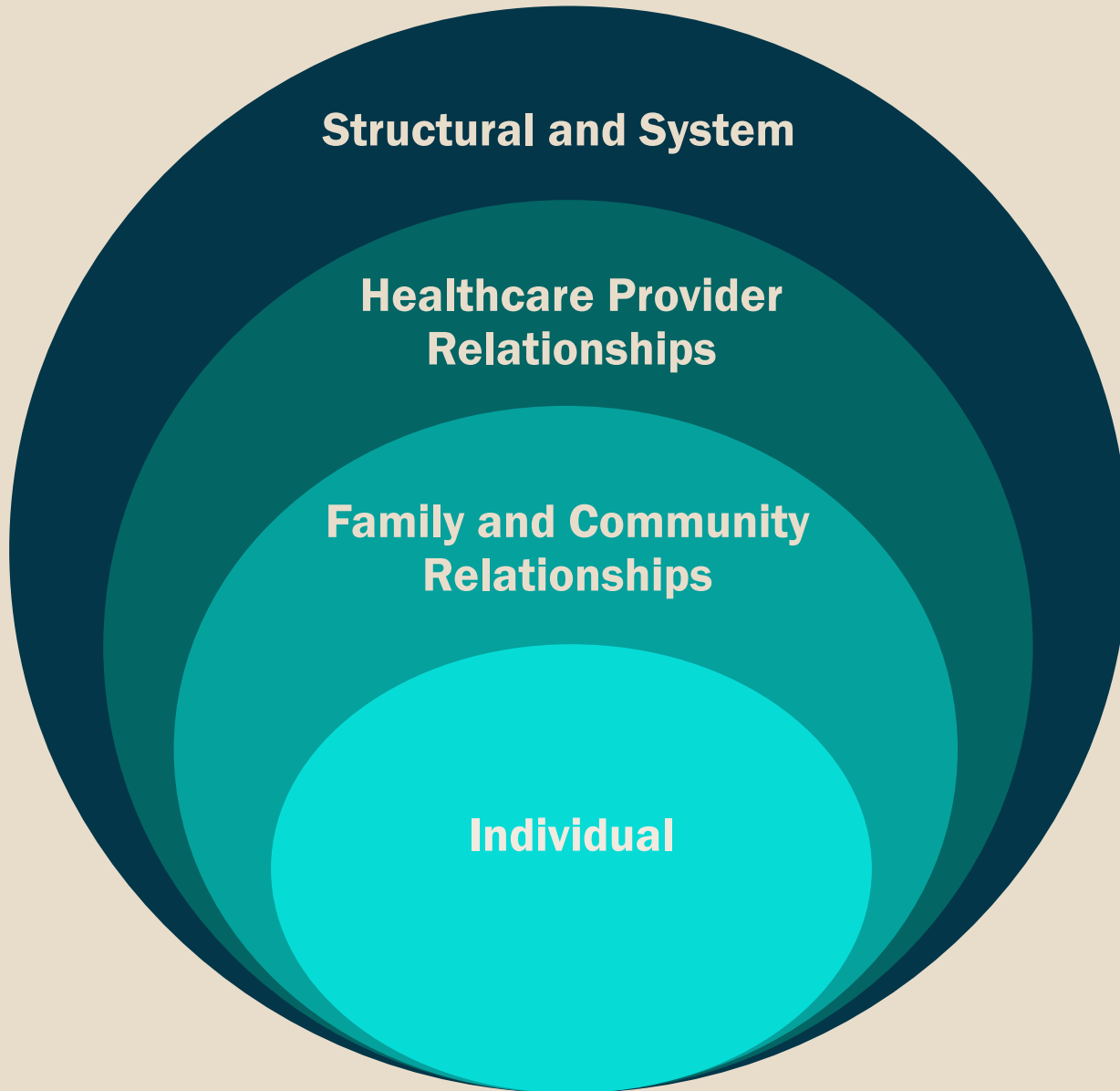
Community Voices

“If I keep talking about this colorectal cancer thing and I go to get tested, more than likely they’re going to find something. So I think if they don’t talk about it, it—maybe it won’t happen.”

“People scare you, because, see, if you haven’t ever had one, they say, well, boy, you don’t know what you’re fixing to face. You got to drink all this, this and this and this. And see, they scare you.”

“Nobody’s ever mentioned it [the FOBT test] to me.”

“We always ask for prayer. I like it when doctors share that . . . that helps my confidence [in them].”



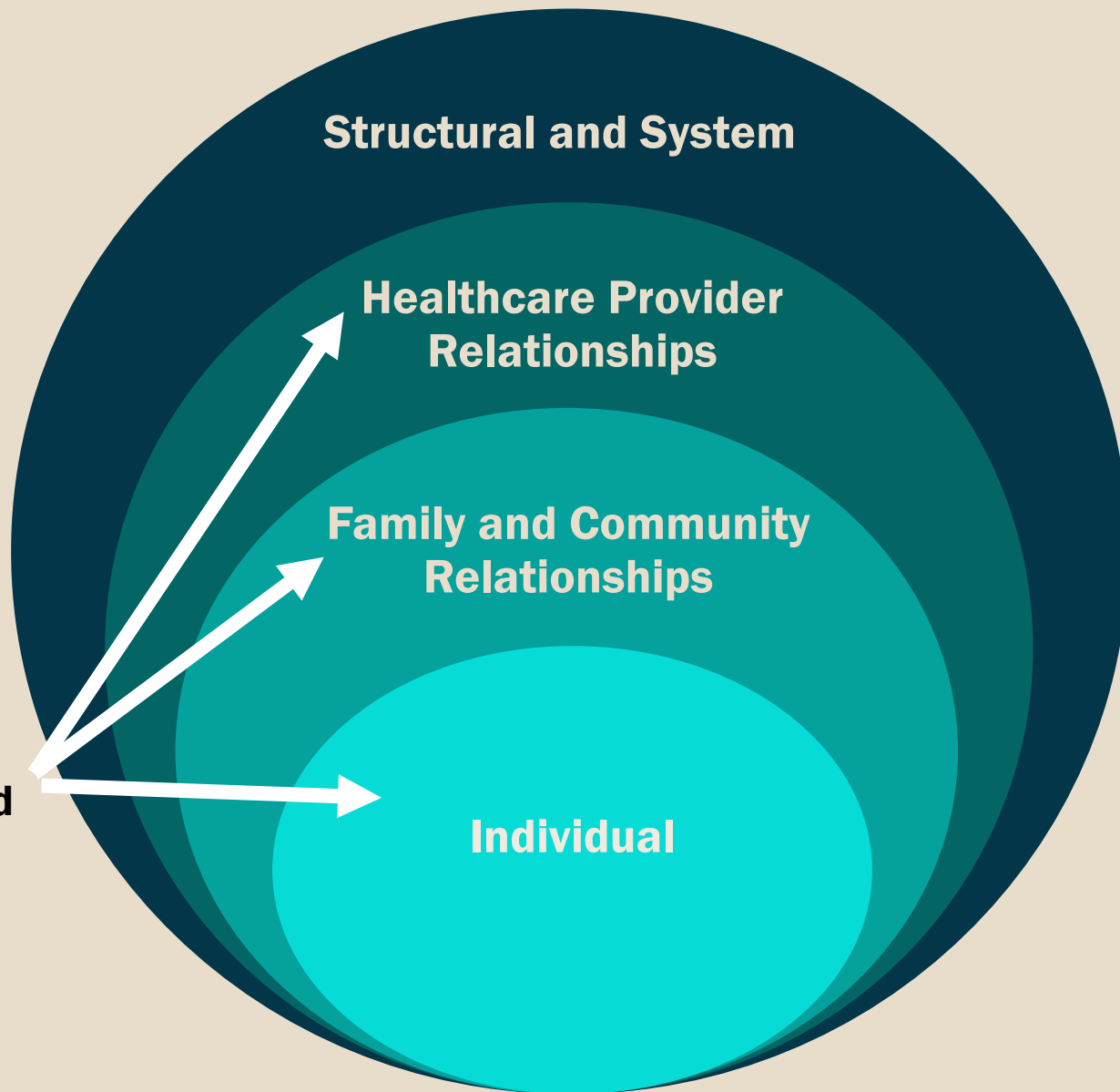
Structural and System

**Healthcare Provider
Relationships**

**Family and Community
Relationships**

Individual

**Patient
Decision Aid**



Structural and System

**Healthcare Provider
Relationships**

**Family and Community
Relationships**

Individual

Engage

**Model
behavior**

Inform

Support

Comfort







Planned Study Design



Convenience
Sampling
and Patient
Database
Query

Consent
and
Baseline
Survey

Randomized

Attention-
Control
(Food
Safety)

Post
Encounter
Survey

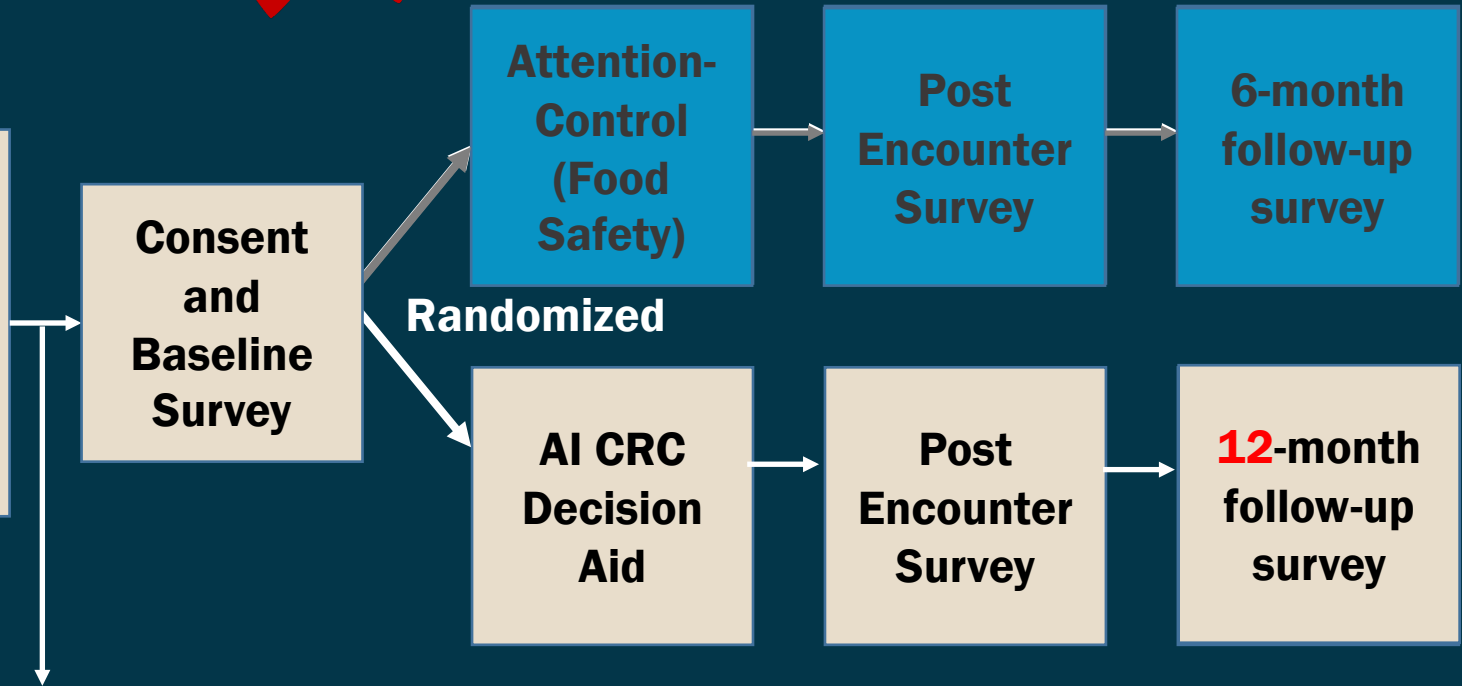
6-month
follow-up
survey

AI CRC
Decision
Aid

Post
Encounter
Survey

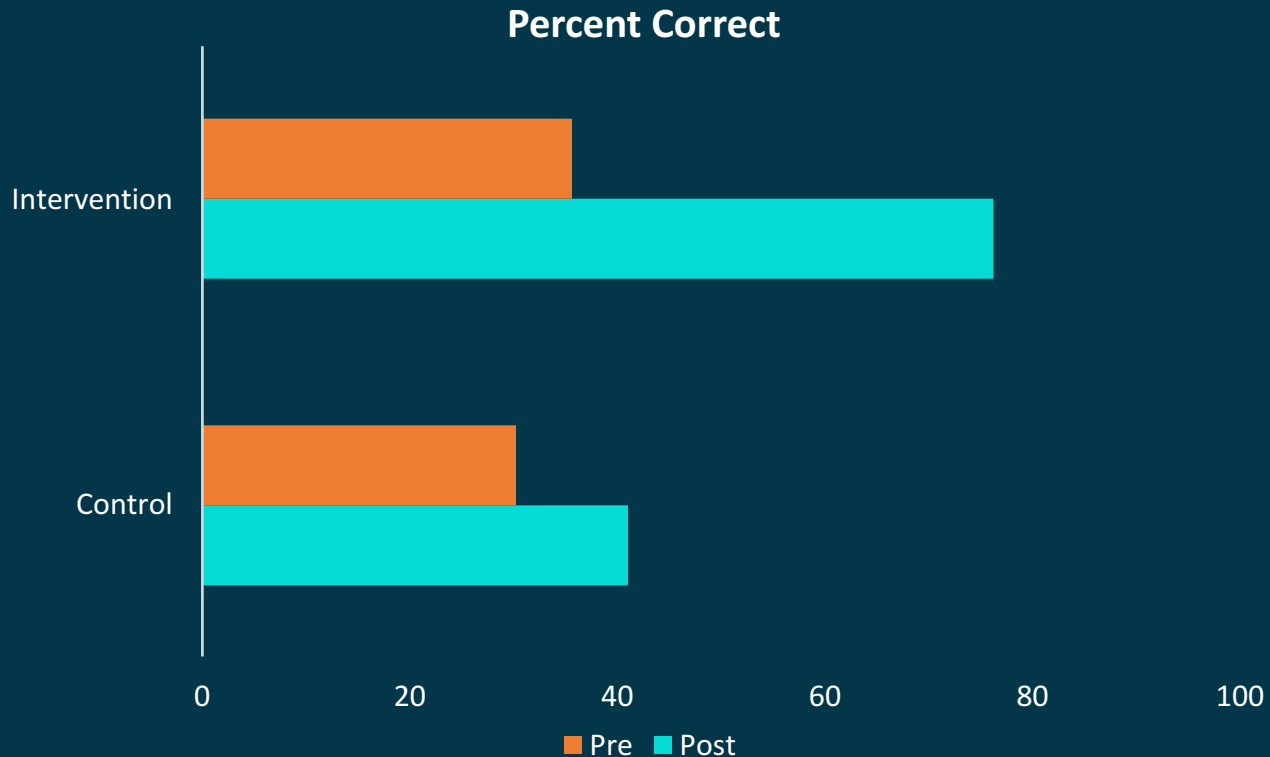
12-month
follow-up
survey

Screen & exclude,
as appropriate



Statistically significant increase in CRC screening knowledge

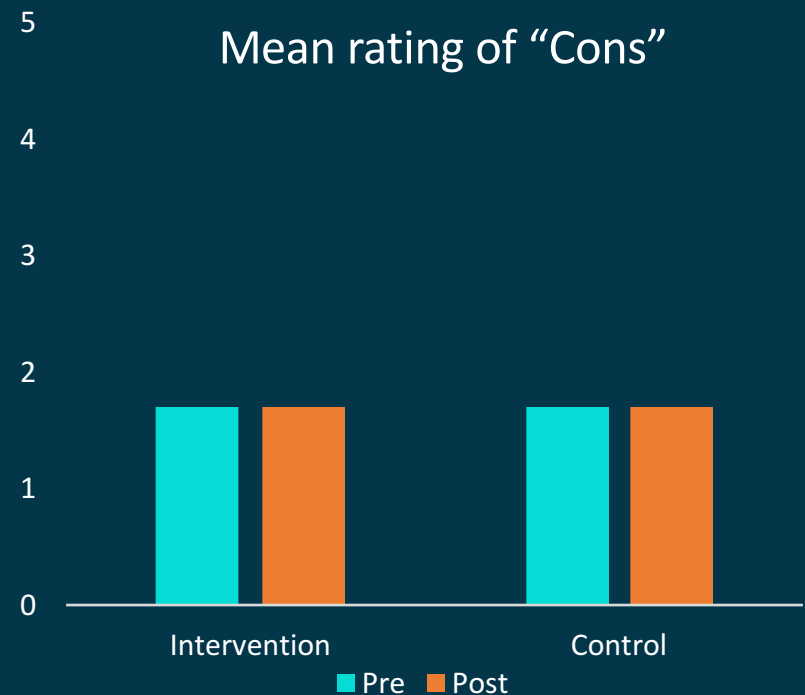
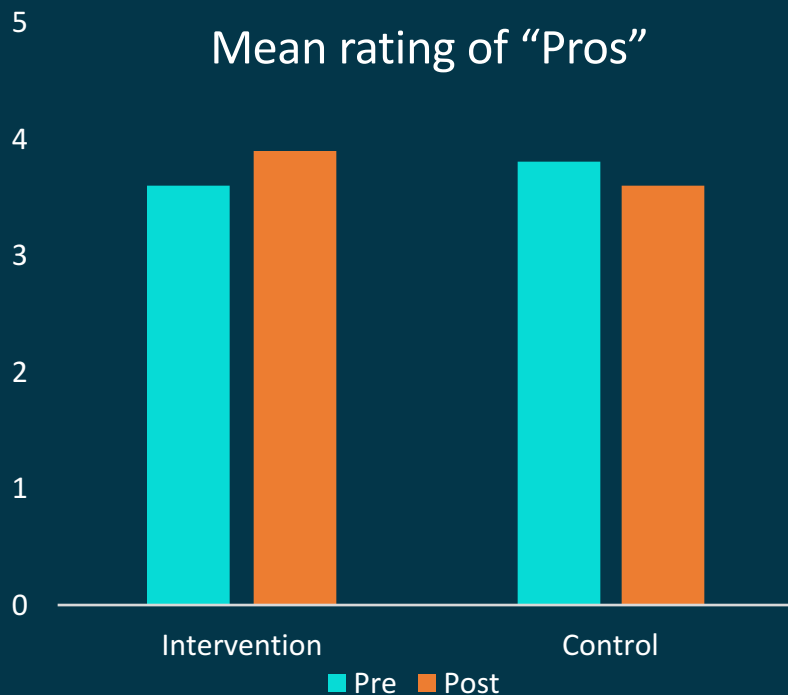
5 Knowledge Questions - e.g., It is possible to do a colon cancer screening test at home. Is this true or false, or are you not sure?



Small, but statistically significant increase in “pro” beliefs No differences in “cons”

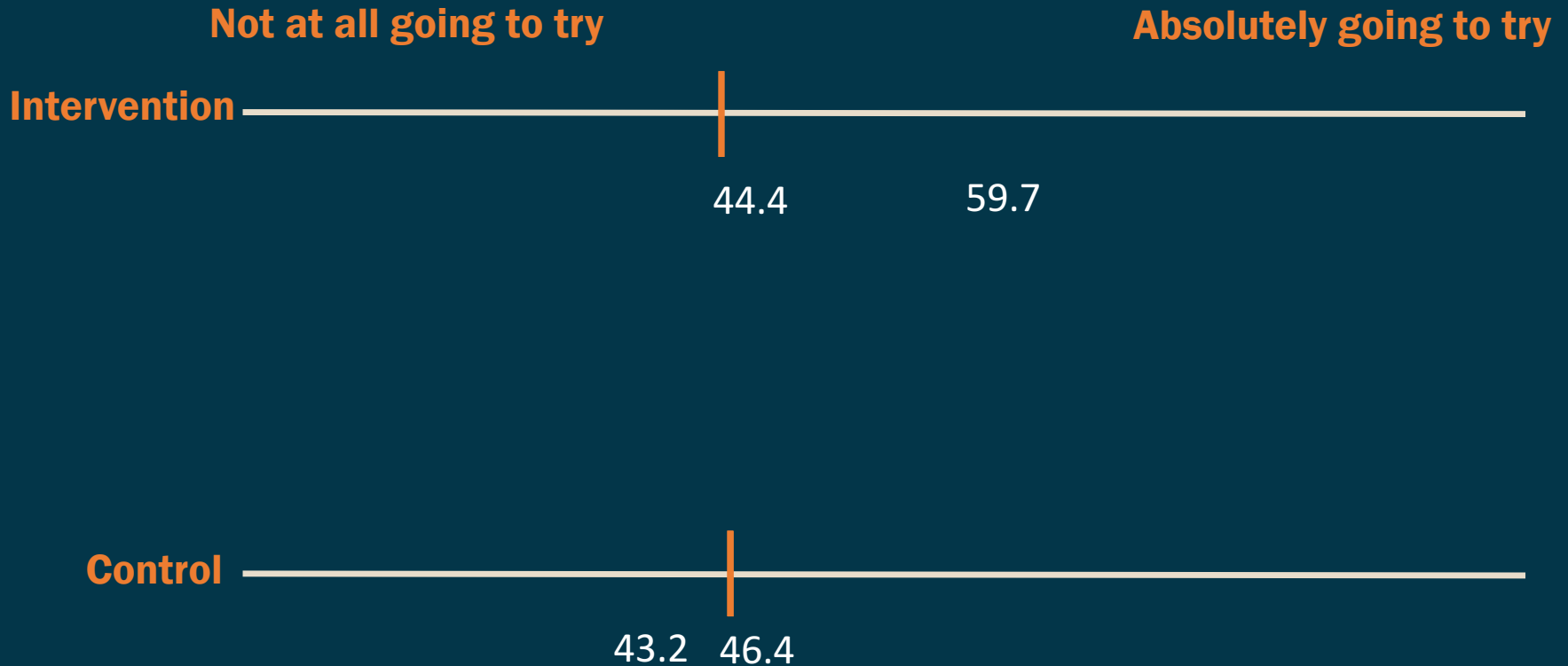
Pro Question Ex: Finding cancer early gives you a better chance for a cure

Con Question Ex: Colon cancer screening takes too much time

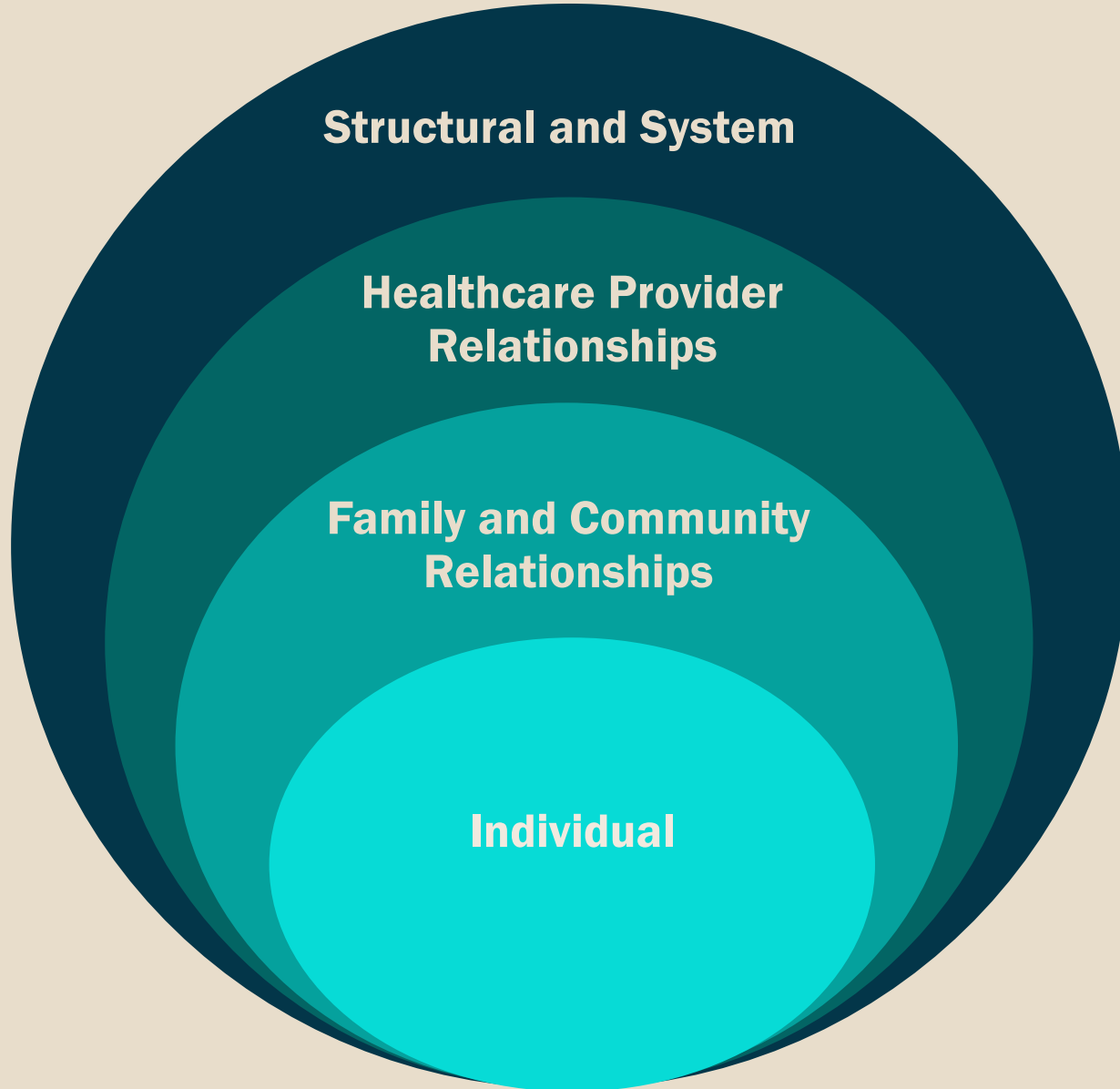


Statistically significant increase in CRC screening intentions

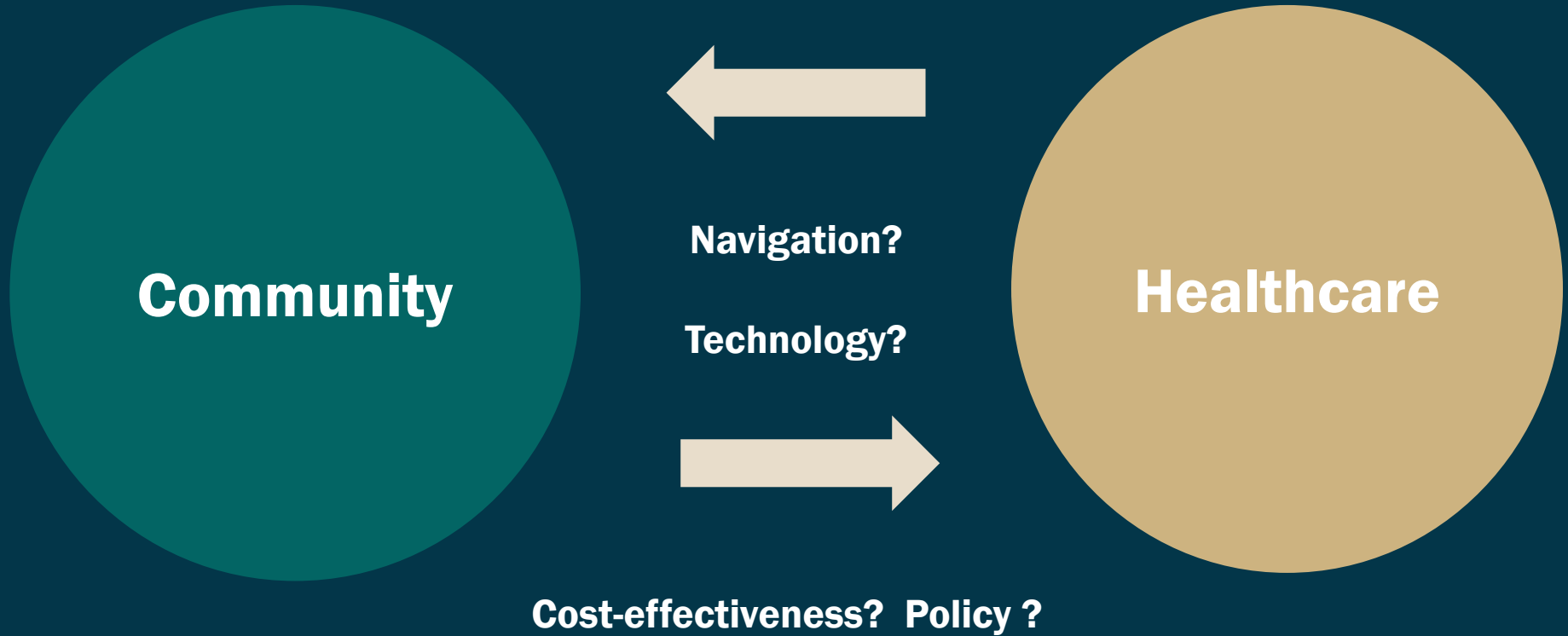
Are you planning to have a colon cancer screening test in the next six months?



Insights



Future Directions



THANK YOU