

Published Products of Community-Engaged Scholarship in Cancer Education, Prevention & Treatment

“What’s the Big Deal?” Readers’ Theatre to Inform, Inspire, and Ignite Action (Theatre Script) *Corresponding author: Melany Cueva, Alaska Native Tribal Health Consortium*

‘What’s the Big Deal?’ a 25-minute Readers’ Theatre script was developed with and for Alaska Native and American Indian Community Health Workers and the people in their communities to provide colorectal cancer screening information, increase comfort with talking about colorectal cancer screening, and encourage people to have recommended colorectal cancer screenings. Stories from colorectal cancer survivors, their families and care givers, medical providers, and Community Health Workers were woven into the lives of six characters who use humor and story to talk about common questions, concerns, and feelings related to colorectal cancer screening. The characters include Isaac, a man in his early 50s whose father died of colorectal cancer, his wife, Beverly who has recently turned 50 and has no family history of colorectal cancer and their two children, Rita and Freddie. Additionally, the script includes Isaac’s brother, Uncle Ward and the doctor who does the colonoscopy procedures. Readers’ Theatre is the coming together of a group of people to read aloud a written conversation. “What’s the Big Deal?” can be read as part of cancer education, school presentations, community gatherings, dinner theatre, or a radio show. Community Health Workers, community members, cancer survivors, and people of all ages interested in learning more about colorectal screening are possible participants. People of all ages can support recommended colorectal screening exams. The U.S. Preventive Services Task Force recommends men and women ages 50 to 75 have colorectal screening.

Awakening Choices: Colon Health, Our Stories (DVD) *Corresponding author: Melany Cueva, Alaska Native Tribal Health Consortium*

‘Awakening Choices: Colon Health, Our Stories’ is a 28-minute movie available on DVD that shares the stories of Alaska Native men and women talking about recommended colorectal cancer screening exams and wellness ways to decrease cancer risk. Yupik dolls, symbols of the old ones, guide our artistic movie journey showing us ways to keep our bodies strong and our communities healthy. Viewers can experience stories of wellness; celebrate the gift of life through the beauty of Alaska Native people’s songs, dances, and culture. We learn the importance of colorectal screening through the stories of Alaska Native people. “Inspired, motivated, comfortable, relieved, encouraged, hopeful”, words expressed in response to watching the movie. Other Alaskan viewer comments: “I felt a part of the people in the movie-same fears, same relief;” “I want to go and get colon screening now.” The movie is recommended for viewers of all ages to support community wellness. Men and women age 50 and older are especially encouraged to learn more about recommended screening exams to prevent colorectal cancer or to find colorectal cancer early when it can be best treated. The DVD also includes a 5-minute preview of the movie and a 30-second public service announcement designed for television use. A booklet and a 24-page activity guide with four interactive activities accompany the movie to support continued learning and community cancer education.

Flipcharts: A CBPR Approach for Cervical Cancer Prevention and Early Detection Among Haitian Women (PDF document)

Corresponding author: Erin Kobetz, University of Miami Miller School of Medicine

Women in Haiti and throughout the Haitian Diaspora are disproportionately burdened by cervical cancer. This excess disease burden primarily reflects lack of access to cervical cancer screening, known to prevent disease onset and progression. Our Community-Based Participatory Research (CBPR) initiative aims to improve screening access through providing women the opportunity to self-sample for the Human Papillomavirus (HPV), the principal cause of cervical cancer. Self-sampling is increasingly recognized as an effective method for cervical cancer prevention, particularly in low-resource settings. Members of Patnè en Aksyon (Partners in Action), a campus-community collaborative tasked to improve the health of Haitians in Little Haiti, Miami, guided the intervention design, which was subsequently adapted for use in Haiti in partnership with Zanmi Lasante/Partners in Health. Our intervention relies on the expertise of Community Health Workers, known as Ajan Fanm in Haitian Kreyol. The Ajan Fanm verbally deliver peer education about cervical cancer, the importance of early detection, and instruction for self-sampling while using a flipchart containing culturally salient images that reinforce key educational points. The flipchart is appropriate for use with adult Haitian women who have low literacy, both in Haiti and throughout the Diaspora, and in low-resource settings.

Social Media as an Instrument for Youth Engagement with Antismoking Messages (Video)

Corresponding author: Cindy Jardine, University of Alberta School of Public Health

The "Youth smoking videos" are thought-provoking, entertaining, youth-focused videos which communicate antismoking messages in ways suitable to Aboriginal contexts and responsive to how youth seek information. Two videos were designed and produced by youth from the Yellowknives Dene First Nation (YKDFN) communities of Ndilo and Dettah as part of a partnership between researchers at the University of Alberta's School of Public Health and the Chekoa Program, a holistic community-based program for YKDFN children and youth. Videos present effective antismoking messages relevant to young teenagers, particularly First Nation youth, and their communities. The Ndilo video presents three 'acts' with creative themes including a boxing match between healthy lungs and a cigarette. The video encourages viewers to 'say no' to cigarettes. The video produced by Dettah youth presents a moving re-enactment suggested by a story related by a Tobacco Health Promotion Specialist who spoke to the youth. This video highlights the strong addictive power of tobacco and its serious health consequences. Videos represent a unique way to engage YKDFN youth in antismoking messages through product creation and sharing of the videos both on an individual level and within YKDFN schools and communities. For example, the videos have been and will continue to be used at community events to showcase youth accomplishments and to promote smoking prevention/cessation. Given high levels of youth engagement with social media, the videos were also designed to influence the smoking decisions and behaviors of a broader youth and Aboriginal audience via YouTube.

Does It Run In the Family? (Website)

Corresponding author: Vaughn Edelson, The Genetic Alliance

The Does It Run In the Family? online tool helps users create customized family health history (FHH) materials for their family, organization, or community. The tool combines family health history, oral traditions, and genetics in order to help individuals and families gather their health history and use that information to make positive health choices. The tool allows users to customize two booklets that

together help people collect, organize, and understand their FHH. The first booklet, “A Guide to Family Health History”, provides basic information on FHH and why it is important, how choices can impact your health, what information to collect, and how to collect and organize it. This booklet can be customized with personal health stories, photos, quotes, interview questions, family tree information, and local resources. The second booklet, “A Guide for Understanding Genetics and Health”, explains the basics of genetics, inheritance, and health conditions that can run in the family. Users can add conditions to the tool’s library and customize risk statistics and hints for health to be more relevant to their families and communities. Users can also customize organizational information and include community-specific links. The customizable nature of the tool makes it relevant and accessible to diverse communities, however those communities may be defined.

The Heredity Project: A Web-based Introduction to Genetics for the Purpose of Health Promotion (Website)

Vicki Park, University of Tennessee Health Science Center

The Heredity Project is a genetic literacy program to enable responsible and effective use of genomic medicine as part of routine healthcare. Community-based approaches are used to develop materials that address the needs and interests of the target audience and do so at an appropriate learning level. The project relies on custom-designed graphics to achieve the learning objectives. Across different health topics, a central theme of the project is to enable a better understanding of the nature and distribution of genetic variation as it pertains to health and disease. As part of our dissemination efforts, a website has been developed and launched for full public access. All materials are available for noncommercial educational use.

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