

MEN'S PROSTATE CANCER AWARENESS CHURCH TRAINING (M-PACT) PROJECT: *INTERVENTION DEVELOPMENT AND FORMATIVE RESEARCH*

Darlene R. Saunders, PHD, MCHES, University of Maryland School of Public Health, Department of Behavioral & Community Health Society for Behavioral Medicine 33rd Annual Meeting 2012

Overview



- ▣ Prostate cancer disparities
- ▣ Community-based participatory research
- ▣ Spiritually-based health communication
- ▣ Formative research
- ▣ Intervention development
 - Women as health partners
 - Text messaging

Prostate Cancer



☐ **60% more likely to get prostate cancer than White men**

☐ **Twice as likely to die from prostate cancer**

African American men are at greater risk for getting prostate cancer and may benefit from getting information that helps them make the best choice about getting screened.

Community-Based Participatory Research (CBPR)



- ❑ M-PACT is a dynamic CBPR project; community partners, co-investigators, and students are engaged in every facet, for the purpose of improving community health and reducing prostate cancer disparities

M-PACT CBPR Team

Cheryl L. Holt, PhD	Principal Investigator
Darlene R. Saunders, PhD, MCHES	Investigator, Program Manager
Daisy Le, MPH, MA	PhD Graduate Research Assistant
Tony Whitehead, PhD	Investigator, Church Ethnography
Min Qi Wang, PhD	Investigator, Statistician, HIT Expert
Jimmie Slade, MA	Investigator, Community Partner
KoKo Barnes	Investigator, Community Partner
Bettye Muwwakkil, PhD	Investigator, Community Partner
Ralph Williams, BS	Investigator, Community Partner
Michael Naslund, MD	Investigator, Urologist
Nancy Atkinson, PhD	Consultant, Program Evaluation
Emily Schulz, PhD	Consultant, Qualitative Research



School of Public Health
Department of Behavioral and Community Health

Project Aims



- Develop a spiritually-based educational intervention to raise prostate cancer screening informed decision making among African American men 40-69 years of age
- Implement the intervention in 20 Prince George's County churches
- Evaluate intervention impact on the primary outcome of informed decision making for prostate cancer screening



“... with all thy getting, get understanding.” Proverbs 4:7

SPIRITUALLY-BASED APPROACH

Significance of Church



- ▣ On average, African Americans demonstrate a relatively high degree of religiosity
- ▣ Church has always played an instrumental role in the fabric of the community
- ▣ Healing place, for the soul, spirit, and body
- ▣ Offers parishioners a place to worship and to serve God by meeting the needs of those that are disenfranchised and/or individuals going through various “trials and tribulations”
- ▣ Utilized as a social network to optimize health promotion and prevention messages

Community Health Advisor Approach



- Each church will select two individuals to serve as Community Health Advisors (CHAs)
- CHAs will lead a 4-part men's prostate health education series of group "workshops"
- CHAs will raise awareness, empower, motivate, and simulate others to make informed health decisions using spiritually based themes and scriptures
- Help parishioners get the facts on prostate cancer, learn those facts, and act on those facts!

Spiritually-based Approach



- Spirituality and health connection
 - ▣ balance – body, mind, and spirit
 - ▣ strengthening the connection

- Use of scriptures
 - ▣ “Blessed is the man who finds wisdom, the man who gains understanding”, “I can do all things through Christ which strengthens me”, “We walk by faith, not by sight.”

Spiritually-based Approach

□ Testimonials “Witnessing”

- “...I praise God everyday for directing my doctor to test me for prostate cancer, even when I had no symptoms”, “Being a Black man puts me at risk for prostate cancer. I started having my DRE and PSA checked every year, after I turned 45.”
- “...At no time did I display any of the typical any of the typical symptoms... just because you don’t any symptoms doesn’t mean you are not in the early

□ Application

- Faith can get you through your PSA or DRE test – “We know faith can work wonders”, “Faith gets us through the good times and the hard times.

Formative Research



- ☐ Advisory Panel
- ☐ Focus groups
- ☐ Cognitive Response Interviews

Advisory Panel



- 6 African American men and 2 African American women
- Church-attending
- Pastors, ministers, prostate cancer survivors, physician, family history of prostate cancer, community and civic leaders

Advisory Panel



Gave input into all phases of the project development and implementation approaches:

- ▣ Created spiritual themes
- ▣ Reviewed prostate cancer content and messages
- ▣ Provided insights to the prostate cancer educational needs of the African American church community
- ▣ Critiqued educational materials for appropriateness with target audience
- ▣ Provided input on project logo and branding
- ▣ Reviewed and assist with CHA training

Focus Groups



- Two focus groups:
 - ▣ 27 church-attending African American men
 - ▣ Governed by “Baptist Polity” – organization and traditions

- Members provided feedback on:
 - ▣ Type of information important to discuss
 - ▣ How to best raise awareness
 - ▣ Messages that would resonate with men

Themes—Prostate Cancer & Health



A word cloud visualization of themes related to Prostate Cancer & Health. The words are arranged in a dense, overlapping cluster. The most prominent words, shown in larger fonts, include 'dealing', 'family', 'fear', 'community', 'issues', and 'health'. Other visible words include 'work', 'macho', 'families', 'survival', 'prostate', 'worried', 'command', 'providing', 'mixture', 'access', 'time', 'involves', 'physicians', 'test', 'tube', 'lifestyle', 'cultural', 'penis', 'ER', 'lives', 'Prostate', 'hurts', 'educated', 'genetics', 'erectile', 'dysfunction', 'afford', 'important', 'sacrifice', 'truth', 'Cancer', 'take', 'issues', 'survival', 'prostate', 'macho', 'families', 'dealing', 'family', 'fear', 'community', 'issues', 'health', 'work', 'macho', 'families', 'survival', 'prostate', 'worried', 'command', 'providing', 'mixture', 'access', 'time', 'involves', 'physicians', 'test', 'tube', 'lifestyle', 'cultural', 'penis', 'ER', 'lives', 'Prostate', 'hurts', 'educated', 'genetics', 'erectile', 'dysfunction', 'afford', 'important', 'sacrifice', 'truth', 'Cancer', 'take'.

Themes—Attendance & Screening



Cognitive Response Testing



10 church-attending African American men

- ▣ Critiqued graphic design of the booklets
- ▣ Gave feedback on the content
- ▣ Let us know if the “messages” were appropriate and acceptable

Cognitive Response Interviews

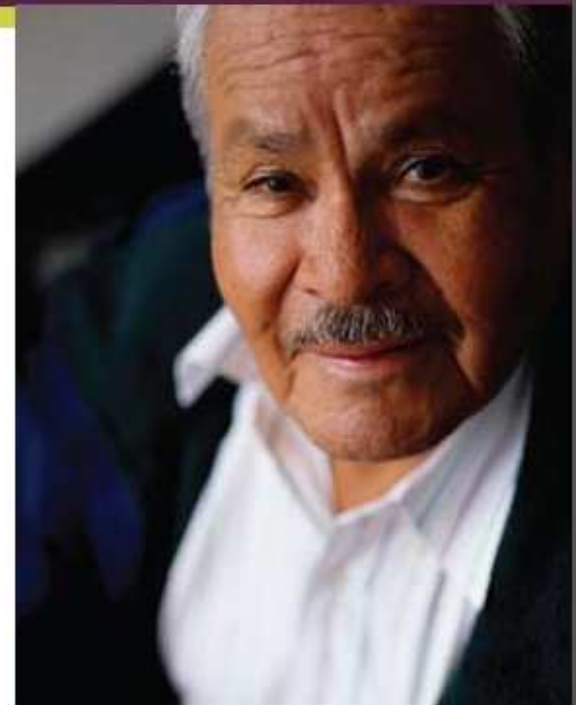
GRAPHIC DESIGN

Welcome to the M-Pact (Mens Prostate Awareness Church Training) project!

In this 4-part men's health series, you will learn about prostate cancer, and who is at risk. You will learn the pros and cons of getting tested, and where to go. In later sessions, you will learn about different options for prostate cancer treatment. We will talk about new topics in each session, so it is important for you to come to all four.

Or 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



Cognitive Response Interviews

Message Content

We endure

As men, we are used to toughing it out. We endure pain without complaint. We don't run to the doctor for every little ache and pain. There is a lot on our minds: providing for family, keeping the lights on, making it to work on time. Missing work for a doctor's appointment when we don't feel sick just isn't what we do. Being healthy means that we feel okay today.

You often hear brothers talk about "Don't go looking for problems." Nobody wants to go looking for a problem. But think about preventive care. Preventive care is the little things you do today to avoid a big problem down the road.

Think about the maintenance that you do for a car or truck, like an oil change every 3,000 miles. We do these little things to avoid a big problem down the road. **We do maintenance so the things we value will LAST.**

Intervention Development



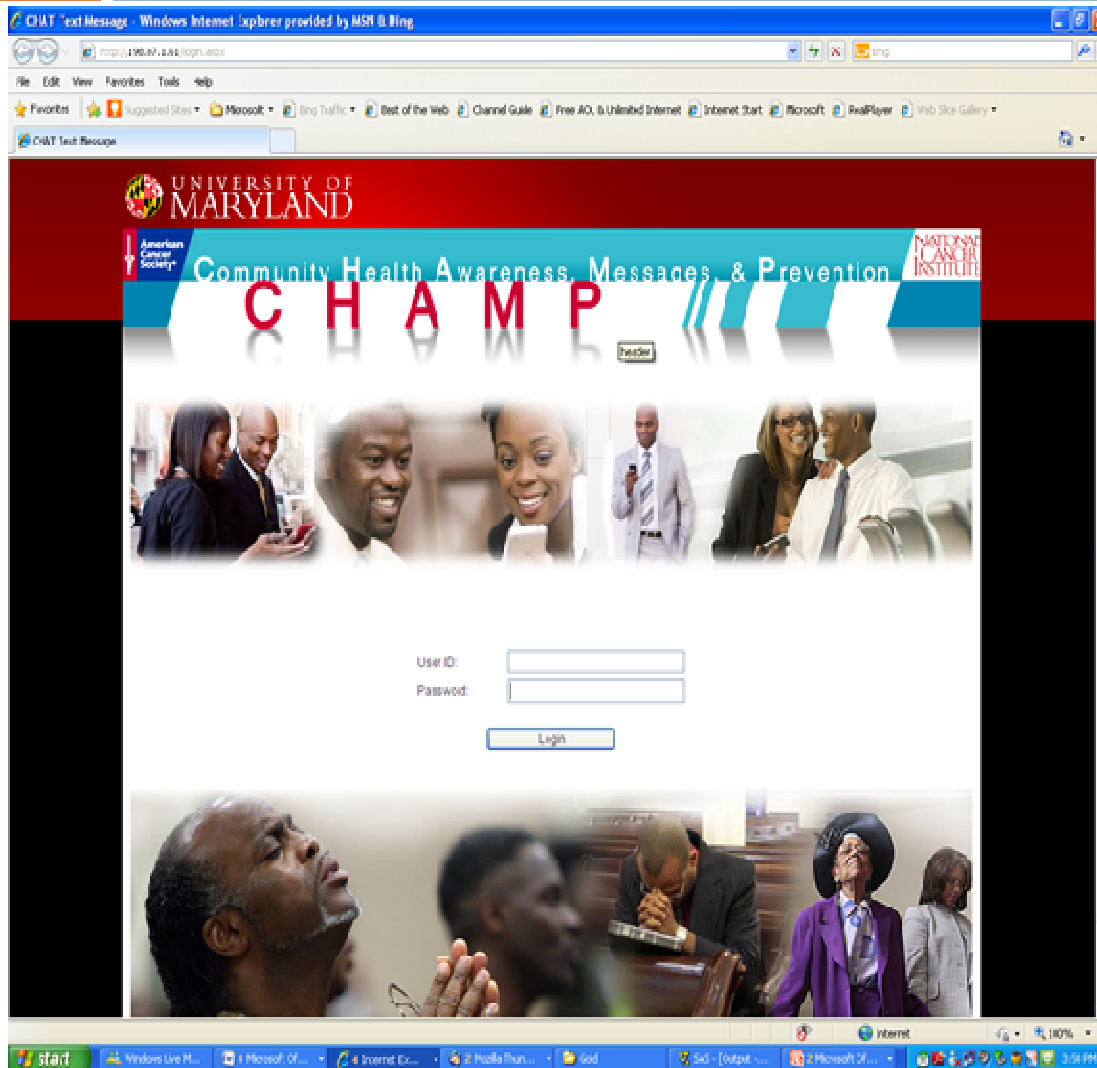
Women “Health Partner”



- ☐ Incorporated in study for a variety of reasons including:
 - ✓ Literature
 - ✓ M-PACT team meetings
 - ✓ Advisory panel feedback
 - ✓ Church culture
 - ✓ Enhanced research design

- ☐ Assess whether women as a “Health Partner” will influence men to make an informed decision about prostate cancer screening

Health Information Technology



☐ Incorporate a health information technology component:

- ✓ Limited empirical studies published that address use of technology for study population and setting
- ✓ Analysis of focus group data

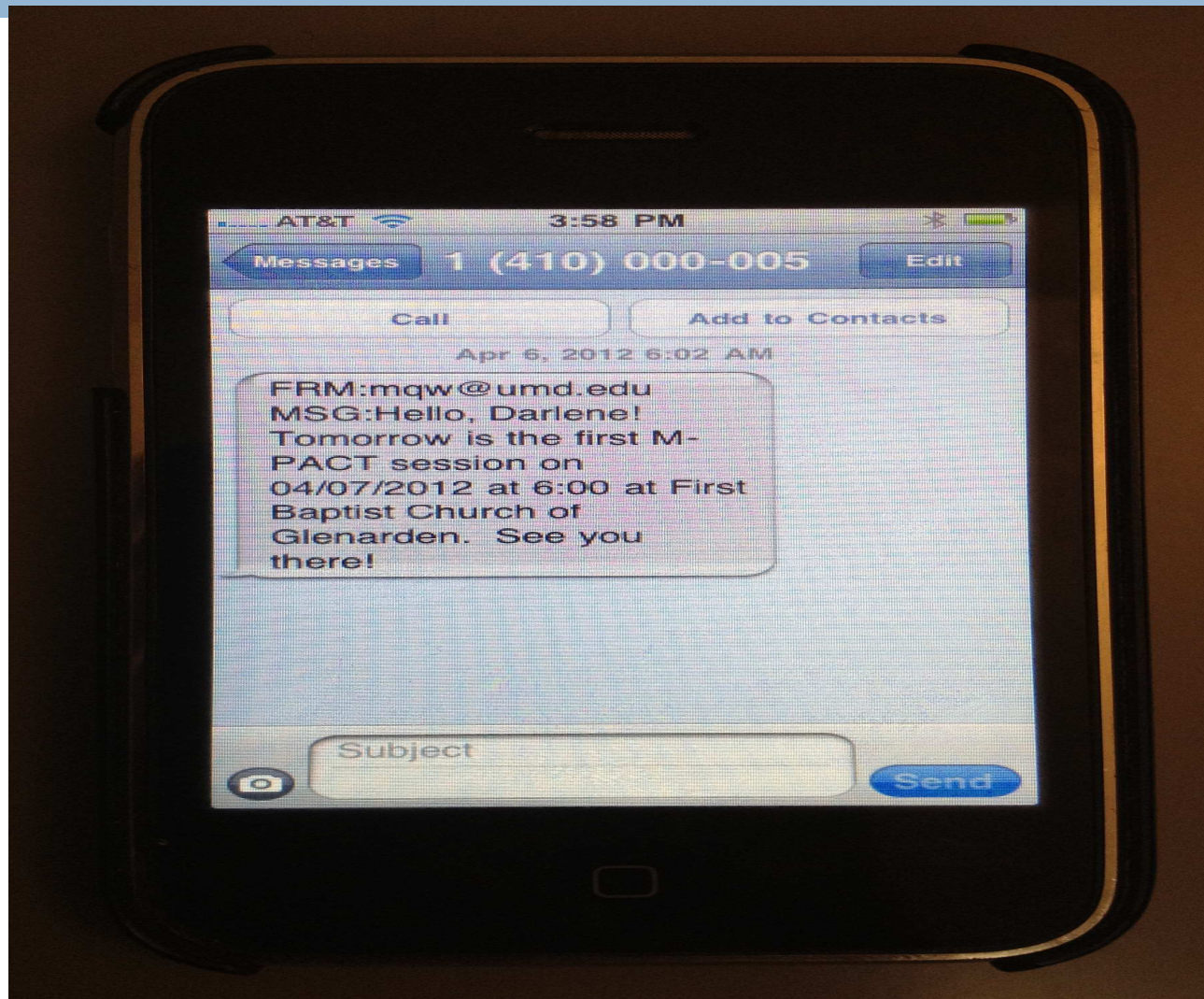
☐ Project website

☐ Text messaging strategy

Text Messages

Phase	Message type	Key Message	Message Text
Pre-workshop	Welcome	Thank you for enrolling	Thank you for deciding to join the Men's Prostate Awareness Church Training. The M-PACT team will send you text messages to share info and updates.
	Reminder	Date and time for session 1 – 5 days before	Hello, [first name of participant]! We look forward to seeing you at the first M-PACT session on [date] at [time] at [church].
	Spiritual	Taking care of health	"My People are destroyed for lack of knowledge" Hosea 4:6 ESV
	Logistic	Preparation	At the M-PACT meeting tomorrow, please come a few minutes early and join us for refreshments.
Post Session 1	Thank you	Thank you for coming	Dear [first name of participant], many thanks for joining us yesterday for the M-PACT session at [church]. [Names of CHAs] are available to talk or to answer your questions until the next workshop.
	Health	Balance	The key to a healthy lifestyle lies in maintaining balance. As the old saying goes, health is wealth.
	Spiritual	Balance	If you find honey, eat just enough -- too much of it, and you will get sick. Proverbs 25:16 ESV

Text Messaging



Intervention Development in Review



Formative Research

- M-PACT CBPR team
- Advisory Panel – spiritual content, message development, overall project guidance
- Focus groups – guided intervention content
- Developed draft educational materials
- Cognitive response interviews
- Women as Health Partners
- Health information technology

References

- Harris AHS, Thoresen CR, McCullough ME, Larson DB. Spiritually and religiously oriented health interventions. *Journal of Health Psychology*. 1999;4:413-433.
- Winett RA, Anderson ES, Whiteley JA, et al. Church-based health behavior programs: Using social cognitive theory to formulate interventions for at-risk populations. *Applied and Preventive Psychology*. 1999;8:129-142.
- American Cancer Society. Cancer facts and figures 2011. Atlanta, Georgia: American Cancer Society, Inc.; 2011.