

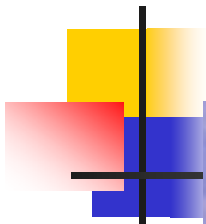


Changing Physician Behavior with Web-based Cancer Education

Sue Hamann, Ph.D.

Innovative Participatory Education and Outreach Activities:
What's Working in our Communities
Cancer Health Disparities Summit 2007
July 16-18, 2007, Bethesda MD

Collaborating Institutions





Improving Cancer Outcomes for African-Americans

- Project goal: Increase accrual of African-American cancer patients to radiation therapy clinical trials
- Project activities
 - Cancer clinical trials (radiation oncology)
 - Community outreach
 - TELESYNERGY®
 - Patient Navigation
 - Psychological research



Psychological Research

- Study title: Cognitive and Psychosocial Factors that Influence Cancer Treatment
- Data collection instrument: Health Awareness and Experiences Questionnaire
 - Series of rating scales and short-answer questions
 - Hour-long individual interviews
- Conducted 260 interviews
- Analyzed 228 interviews



Psychological Research

In your lifetime, how likely would you say you are of getting any type of cancer/any type of new cancer/ a recurrence of cancer?

Cancer is a preventable disease.

If a cancer is cut open in surgery, it will grow faster.

If air gets to cancer during surgery, it will grow faster.

Someone can give you cancer by putting a root or a spell on you.



Psychological Research

I rely on religion when times are tough.

I strongly believe that prayer will heal illness.

I believe that God acts through religious healers to cure people.

I believe I have been cured of an illness through prayer.

I feel that God's will is the most important factor in whether or not I get well from an illness

If a person prays about their cancer, medical treatments are unnecessary because God will cure it.



Psychological Research

The doctors and other health professionals listen carefully to what I have to say

I trust that the doctors and other health professionals have my best interests at heart

I believe that most whites would love to return to a time in which blacks had no civil rights.

I believe that most whites would discriminate against blacks if they could get away with it.

I believe that most whites think they are superior to blacks.



Cognitive and Psychosocial Factors that Influence Cancer Treatment

- Survey results
 - Uncertainty about likelihood of having CA
 - Uncertainty about effects of surgery on CA
 - Uncertainty about surviving CA
 - Belief in the power of prayer for healing
 - Mistrust of health care providers
 - Expectation of racial discrimination



Cognitive and Psychosocial Factors that Influence Cancer Treatment

- Interventions based on results
 - Community outreach and education
 - The Physician's Role in Reducing Racial Disparities in Cancer Outcomes
 - Having Faith in Cancer Care: Education for Black Clergy



Physician Curriculum

- The Physician's Role in Reducing Racial Disparities in Cancer Outcomes
 - Subcontractor: Talaria, Inc.
 - Web-based, interactive
 - Three modules
 - Disparities in health care and health outcomes
 - Black perspectives on health care
 - Empathy and trust

Healthcare Disparities

Introduction

Evidence

Significance

Race & Ethnicity

Causes

Response

Possible causes of disparities

Examine the evidence for possible causes of disparities by clicking on the links below. When you have examined the evidence in one domain, the next arrow on that page will return you to this page. Select additional domains or click the next arrow to move to the Medical Community's Response.

[Access to Resources](#)



[Biological Differences](#)



[Patients' Values & Preferences](#)



[Providers' Bias](#)



[Patient-provider relationships](#)



[References](#)



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Healthcare Disparities

Introduction

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Race & Ethnicity

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Response

Minorities receive less preventive care

Check your knowledge about preventive care by answering each of the questions below. Compare your answers to U.S. census data.

Click once to activate.

	African American	American Indian/ Alaska Native	Asian/ Pacific Islander	Latino	White
1. Which women are least likely to receive prenatal care?	<input checked="" type="checkbox"/> 75.9%	<input checked="" type="checkbox"/> 70.8%	<input type="checkbox"/> 85.4%	<input type="checkbox"/> 77.5%	<input type="checkbox"/> 85.7%
2. Which children are least likely to receive complete and timely childhood immunizations?	<input checked="" type="checkbox"/> 75.0%	<input checked="" type="checkbox"/> 77.0%	<input type="checkbox"/> 81.0%	<input type="checkbox"/> 79.0%	<input type="checkbox"/> 84.0%
3. Which women are least likely to receive breast cancer screening (mammography)?	<input type="checkbox"/> 70.4%	<input type="checkbox"/> 63.1%	<input checked="" type="checkbox"/> 57.6%	<input type="checkbox"/> 65.0%	<input type="checkbox"/> 70.1%
4. Which adults 65 and older are least likely to receive influenza and pneumococcal vaccinations?	<input checked="" type="checkbox"/> 48.3%/32.8%	<input type="checkbox"/> ----	<input type="checkbox"/> ----	<input checked="" type="checkbox"/> 53.7%/31.7%	<input type="checkbox"/> 66.0%/57.3%

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