

Professional Presentations and Media Engagement Summary

Division of Public Health Sciences, Department of Surgery

July 1, 2012 to June 30, 2013

Community and Media Outreach

KSDK-TV “8 Ways to Prevent Cancer” Campaign

The Siteman Cancer Center and the Division of Public Health Sciences partnered to bring high-impact attention to the “8 Ways to Prevent Cancer,” a set of eight research-proven ways to prevent and lower an individual’s cancer risk. The second campaign in this KSDK-TV series ran from February 2012 to December 2012 (excluding October and November of that year due to the election). In August 2012, the following faculty participated in a cancer prevention phone bank and web chat: Dr. Kim Kaphingst; Dr. Adetunji Toriola; Dr. Erika Waters; Dr. Siobhan Sutcliffe; Dr. Christine Hoehner; Dr. Aimee James; Dr. Katie Stamatakis; and Dr. Shahnjayla Connors (postdoctoral research associate).



St. Louis Cardinals Partnership



2012 Season: Prevention and screening messages were incorporated into Busch Stadium ad platforms (LED screens, in-game video commercials) and the baseball game itself through live reads on The Cardinals Radio Network (pre-game interview with physicians, in-game announcements, post-game commercials).

Papa John’s Pizza Partnership

Papa John’s Pizza and Prevention and Control at the Siteman Cancer Center partnered to fund innovative research aimed at improving cancer prevention and advancing therapies. Throughout the 2012 season, area residents got 40 percent off regularly-priced pizza orders the day after a Cardinal’s win. Papa John’s donated 10 percent of the sale price from those orders to Siteman. This initiative raised \$74,272.



WUSM Wellness

The WUSM Wellness Council, led by a team of campus leadership including Drs. Crane and Shapiro, continued to incorporate *The 8 Ways to Stay Healthy and Prevent Cancer* and our wellness messages into their wellness program. In addition to linking to the Your Disease Risk (YDR) website, WUSM employees continued to use Your Health Snapshot, an online health assessment modeled after YDR and designed specifically for our institution.

Media Interviews/Apearances

Colditz GA. Interview for "Tanning Salons in Missouri Admit Young Kids, Claim Indoor Tanning is Safe." Counsel and Heal. February 26, 2013.

Colditz GA. Live interview on "Your Disease Risk." Health Connections with Rose Troupe. KMJM-FM (Majic 104.9) and KATZ-AM (Hallelujah 1600). St. Louis, MO. March 17, 2013.

Colditz GA. Interview for "Coldwater Creek Cancer Cluster Investigation." KSDK-TV. March 20, 2013.

Colditz GA. Interview for "North St. Louis County Cancer Report Called Flawed." St. Louis Post-Dispatch newspaper. March 21, 2013.

Goodman M. Interview for "Stay Tuned special on African American Health Disparities." Nine Network of Public Media. St. Louis, MO. March 21, 2013.

Goodman, M. Interview for "Community Research Fellows Training Program." The Lizz Brown Show, WGNU 920 AM. St. Louis, MO. February 14, 2013.

Goodman, M. Interview for "Community Fellows Training Program and Community-Based Participatory Research." Health Connections with Rose Troupe. KMJM-FM (Majic 104.9) and KATZ-AM (Hallelujah 1600). St. Louis, MO. September 16, 2012.

Kaphingst K. Cancer Prevention Phone Bank and Web Chat. 8 Ways to Prevent Cancer on KSDK Channel 5. August 2012.

Politi M. Interviewed for *Modern Healthcare* article on "Engaging research: First PCORI grants focus on involving patients and families" By Maureen McKinney. July 2012.

Politi M. Interview on "Patient-Clinician Communication about Cancer Prevention and Cancer Decisions." Health Connections with Rose Troupe. KMJM-FM (Majic 104.9) and KATZ-AM (Hallelujah 1600). St. Louis, MO. September 2012.

Sutcliffe S. Interview for "Treatments sought to counter inflammation in many diseases." St. Louis Beacon. April 15, 2013.

Waters E. Interview for "Saturday Morning Live Show." Health Connections with Rose Troupe. Majic 104.9FM. St. Louis, MO. July 15, 2012.

Waters E. Phone Bank "8 Ways to Prevent Cancer." KSDK NewsChannel 5 and the Siteman Cancer Center. St. Louis, MO. August 16, 2012.

Wolin K. Interview on "The role of exercise in cancer prevention." Health Connections with Rose Troupe. KMJM-FM (Majic 104.9) and KATZ-AM (Hallelujah 1600). St. Louis, MO. September 24, 2012.

Program for the Elimination of Cancer Disparities (PECaD) Media Outreach



PECaD, a Siteman Cancer Center program led by faculty from the Division of Public Health Sciences, aims to eliminate local and regional disparities in cancer education, prevention and treatment. In addition to participating in community health events and community partnership projects, PECaD also participates in the following key education efforts through local media. To learn more about PECaD's community outreach efforts, click to read the [2012-2013 Report to Stakeholders](#).

St. Louis American Partnership

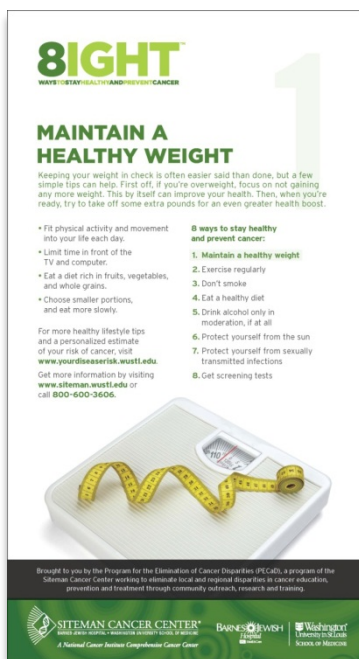
At the end of 2012, PECaD completed a two-year run of our "My Story" cancer prevention education campaign in the St. Louis American newspaper, which featured monthly ads that provided a glimpse into a local resident's cancer journey. Our monthly *Ask The Doctor* column gave readers additional cancer prevention information and resources.

BY THE NUMBERS

- 845 distribution points in 74 zip codes
- 244,000 readers each week
- 70% of those are African American
- 24 "My Story" cancer prevention ads

We also published an eight-page cancer prevention insert in the January 10, 2013, issue of the paper. This insert included a summary of the survivor stories and educational columns from the 2012 campaign, a summary of cancer prevention resources, and information about PECaD's mission and goals.

Beginning in March 2013, we began a new ten-month campaign in the St. Louis American newspaper highlighting the "8 Ways to Stay Healthy and Prevent Cancer," a set of research-proven ways to lower an individual's cancer risk. Each month, our ads focus on one of the eight ways, providing specific, culturally-relevant tips for lowering cancer risk. The first and last month of this campaign will provide an overview of all the eight ways. To create an even bigger impact, for the first time ever, the ads will run in color.



WHAT'S NEW IN 2013

- 8 Ways cancer prevention messaging
- Ads published in **bold, eye-catching color**
- 10 educational ads
- 10 columns written by MDs

We also changed our *Ask the Doctor* column to a *From the Doctor* column to offer readers a clinician's view on why that month's way to prevent cancer is so important. To broaden PECaD's ties with clinicians at Barnes-Jewish Hospital and Washington University School of Medicine, these columns are being written by residents from the Department of Medicine. This experience builds internal awareness and support for PECaD and provides an excellent community outreach opportunity for the residents.



Channel Radio Partnership

PECaD continued its Health Connections radio sponsorship with Clear Channel Radio on KMJM Majic 100.3 FM and Hallelujah 1600 AM. PECaD-affiliated cancer prevention and health disparity experts from Siteman and Washington University were interviewed live on the FM radio station at 7:30 a.m. on the first and third Sundays of each month on the show "Sunday Morning Live". Each interview was re-aired on the AM radio station at 5:30 p.m.

BY THE NUMBERS

Each interview was heard by **13,000** people

20 total live interviews in 2012

1,200 on-air minutes dedicated to cancer prevention

Topics discussed live on air with PECaD experts include:

1. Tips for Healthy Eating
2. Cancer Screenings
3. Role of Exercise in Cancer Prevention
4. Doctor-Patient Communication
5. Clinical Trials and Research Participation
6. Link Between Obesity and Cancer
7. Secondhand Smoke

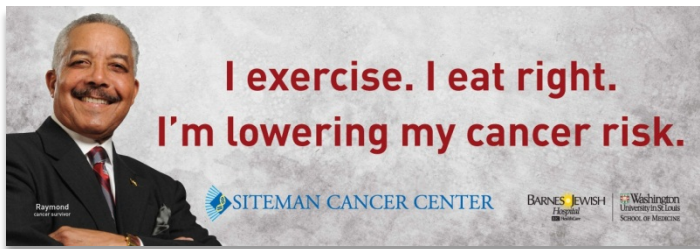


Outdoor Transit Cancer Prevention Campaign

PECaD finished its first-ever outdoor transit cancer prevention education campaign at the end of 2012. This campaign placed cancer prevention messages in four places: inside the Metro; inside buses; on the back exterior of buses; and in bus shelters in key zip codes in high poverty areas in North St. Louis City and County. The ads ran in three separate four-week cycles, and each run had a different theme: cancer screening, lifestyle/behavior cancer prevention, and anti-smoking. Below is the artwork for the lifestyle/behavior cancer prevention ads featuring Raymond Marbury, a member of PECaD's Prostate Cancer Community Partnership.

BY THE NUMBERS

Targeted **17** high-poverty zip codes
69% of bus riders are African American
In total, **24,000** people saw these ads



Community Research Fellows Training Program

In addition to its media outreach efforts, PECaD also works to collaboratively to engage community members in shaping future outreach and research projects. The Community Research Fellows Training Program (CRFT) is a research project that promotes the role of underserved populations in the research enterprise by increasing the capacity for community-based participatory research between researchers, community-based organizations, and community health workers in the St. Louis area. This unique training program, led by Dr. Melody Goodman in the Division of Public Health Sciences and started in 2012, aims to enhance community knowledge and understanding of the research process so that community members can participate in research projects as equal partners to address disparities. The program recently celebrated the graduation of 45 community members from their 15-week public health research training course, which included guest lecturers from a multitude of departments at the Washington University School of Medicine, the George Warren Brown School of Social Work, the Bernard Becker Medical Library, and the College for Public Health & Social Justice at Saint Louis University. The next phase of the project, which involves the community research fellows partnering with academic researchers on community-based participatory research projects, is currently underway. This project is funded by the National Cancer Institute at the National Institutes of Health (U54 CA153460).



"After completing the program, fellows are able to form equitable research partnerships with academic researchers to **produce studies that are relevant and important to community members** with appropriate scientific rigor; this has the potential to **develop interventions that are culturally competent and region specific** as we work to address disparities in health." – Dr. Melody Goodman, principal investigator



Professional Presentations and Community Talks

Excludes teaching

Division Chief – Graham Colditz, MD, DrPH

Colditz GA. “What is preventable and how to apply current knowledge to accelerate cancer prevention.” UICC 2012: Connecting for Global Health. Montreal, Canada. August 27-29, 2012.

Colditz GA. Keynote Lecture. “Accelerating Cancer Prevention Through Individual Behavior and Public Health Approaches.” AACR International Conference on Frontiers in Cancer Prevention Research. Anaheim, CA. October 16, 2012.

Colditz GA. “An Example of Health Risk Appraisal in the USA: Your Disease Risk.” International Symposium on Nutrition Management Service to Control Chronic Disease. Seoul, South Korea. December 4-8, 2012.

Colditz GA. “Translating Evidence to Clinical Practice.” Practice of Medicine Course. Washington University School of Medicine. February 12, 2013.

Colditz GA. “Screening Case Studies.” Practice of Medicine Course. Washington University School of Medicine. February 21, 2013.

Colditz GA. “Sexually Transmitted Infections.” Practice of Medicine Course. Washington University School of Medicine. February 28, 2013.

Colditz GA. “Found in Translation: From data to application to improve population health.” Translational Epidemiology Seminar. Harvard School of Public Health. Boston, MA. March 5, 2013.

Colditz GA. “Vaccination.” Practice of Medicine Course. Washington University School of Medicine. March 7, 2013.

Colditz GA. “Implementing cancer prevention to eliminate disparities.” Johns Hopkins LunchLearnLink Seminar. Johns Hopkins University. April 11, 2013.

Colditz GA. “Improving population health through cancer prevention.” Grand Rounds. Johns Hopkins Cancer Center. April 12, 2013.

Colditz GA. “Population-level impact and implementation.” Comparative Effectiveness Research Symposium. Washington University School of Medicine. April 16-17, 2013.

Colditz GA. “Risk prediction in breast health.” Presentation to the Department of Obstetrics and Gynecology. Washington University School of Medicine. April 30, 2013.

Colditz GA. Panel discussion. “Building D&I research at your institution and in your career.” Training Institute for D&I Research. Washington University School of Medicine. June 5, 2013.

Division Faculty

Barnoya J. “The tobacco epidemic: Current status and consequences.” Guatemalan National Cancer Institute. Guatemala. May 2013.

Chang S. “Bariatric surgery: a systematic review and meta-analysis, 2003-Present.” 34th Annual Meeting of the Society for Medical Decision Making (Oral presentation). October 17-20, 2012.

Chang S. “Meta-analysis of bariatric surgery.” 7th Annual Research Training Symposium and Poster Session (Poster presentation). October 31, 2012.

Chang S. Guest lecture: “Meta-analysis of bariatric surgery using the frequentist approach and the Bayesian approach.” Washington University School of Medicine. March 15, 2013.

Chang S. “Complications after bariatric surgery: a systematic review and meta-analysis.” 3rd Annual Comparative Effectiveness Research Symposium (Poster presentation). April 16-17, 2013.

Chang S. “Comparative effectiveness of bariatric surgery: a systematic review and meta-analysis.” Clinical Research Training Center Scholar Seminar. April 23, 2013.

Drake BF. Hudson D, Gilbert K, Purnell J. Missouri Foundation for Health – Health Summit 2012. Community Solutions; Community Change. “Applying Social Determinants of Health and Community-Based Approaches to Health Issues in St. Louis.” Oral presentation: CBPR in Cancer Prevention. December 3, 2012

Drake BF. “Ethical Challenges of Community-Based Participatory Research.” Biennial Symposium on Minorities, the Medically Underserved, and Health Equity - Intercultural Cancer Council. July 1, 2012.

Drake BF. Kibel A, Alpers D, Colditz GA. “Vitamin D and obesity on prostate cancer recurrence.” American Society of Preventive Oncology. Memphis, TN, March 2013. Poster Presentation.

Megan Casebolt, Jewel Stafford, Julius Ade, Adesuwa Obasoha, Cheryl Mchunguz, **Melody S. Goodman** “Community Alliance for Research Empowering Social change (CARES): A qualitative evaluation for a community based public health training” Oral presentation at the 140th American Public Health Association Annual Meeting. San Francisco, CA. October 2012.

Sato Ashida, Ellen Schafer, Kimberly Kaphingst, **Melody S. Goodman**, Larita Webb. “Family health history communication patterns among older adults: Importance of perceptions and disease experience” Poster presentation at the 140th American Public Health Association Annual Meeting. San Francisco, CA. October 2012.

Meng-Ru Cheng, **Melody S. Goodman**, Jewel Stafford, Christina Lachance, Kimberly Kaphingst. “Perceived racial composition of current neighborhood among diverse community health center patients: Racial/ethnic differences in subjective perceptions?” Poster presentation at the 140th American Public Health Association Annual Meeting. San Francisco, CA. October 2012.

Melody S. Goodman, Garry Bennett, Darrell Gaskin, Sato Ashida, Kathleen Wolen, Bettina F. Drake, Kimberly Kaphingst. “Racial composition of social settings across the life course and adult obesity in women.” Poster presentation at the 140th American Public Health Association Annual Meeting. San Francisco, CA. October 2012.

Jewel Stafford, **Melody S. Goodman**. “Demystifying research and building community capacity to engage in CBPR as equitable partners.” Oral presentation at the 140th American Public Health Association Annual Meeting. San Francisco, CA. October 2012.

Susan Kraenzle, Bettina F. Drake, Xuemei Si, Masayoshi Oka , **Melody S. Goodman** “An evaluation of the Siteman Cancer Center Breast Health Center mammography outreach program.” Roundtable presentation at the 140th American Public Health Association Annual Meeting. San Francisco, CA. October 2012.

Melody S. Goodman, Keon L. Gilbert, Graham A. Colditz “A systematic review of measures used to assess changes in race based health disparities.” Poster presentation at the 140th American Public Health Association Annual Meeting. San Francisco, CA. October 2012.

Melody S. Goodman. “The Social Determinants of Health Disparities.” Invited plenary panelist at 8th Mobile Health Clinics Forum. Charlotte, NC September 2012.

Jennifer Ivanovich. “Young Women’s Breast Cancer Research Program.” Love Foundation Army of Women Webinar. March 2013.

Jennifer Ivanovich. “Cancer Genetics Primer,” 2012 You are not alone symposium, Young Survival Coalition. Champaign, IL. November 2012.

Jennifer Ivanovich. “Cancer Education,” The Bridge at Centenary United Methodist Church, Program for the Elimination of Cancer Disparities. September 2012.

Jennifer Ivanovich. “Breast Cancer Genetics,” Mammography Technicians Breast Health Seminar. September 2012.

Jennifer Ivanovich. “Ask the Expert,” Siteman Cancer Center Education Series. July 2012.

James AS. Introduction to Qualitative Methods. Presentation for the KM1 Scholars Program at Washington University in St Louis. November 2012.

James AS. Mood effects of Exercise and Fitness. Presentation for the Women’s Health Symposium at Washington University (CME eligible). December 2012.

James AS, Chang S, Benesh E. Capturing the value added of transdisciplinary Science through the TREC Training Core. Presentation at the Transdisciplinary Research in Energetics and Cancer, External Advisory Board Meeting at Washington University in St Louis. December 2012.

James AS. Prostate cancer disparities in St Louis and the PECaD Program. Introductory presentation as part of the Cordonnier Visiting Professorship Day, Division of Urologic Surgery. 2012.

James AS. Colorectal Screening Guidelines. Christian Hospital Northeast. March 2013.

James AS. Colorectal Disparities & Getting Patients Screened. Christian Hospital Northeast. May 2013.

James AS. Survey methods & qualitative research. Department of Surgery Resident Education lecture. May 2013.

Kaphingst K. Health Literacy Training. Community Research Fellows Training Program. May 2013.

Politi M. Invited presentation, *Community-University Partnerships: Lessons Learned for Ensuring Successful Collaborations*. Missouri Foundation for Health Summit, St Louis, MO. 2012.

Politi M. Accepted paper presentation, *Effective communication to improve decision making about health care plans*. Society of Behavioral Medicine (SBM) annual meeting, San Francisco, CA. 2013.

Politi M. Invited paper presentation, *The Power of Words: Discussing Decision Making and Prognosis*. American Society for Clinical Oncology (ASCO) annual meeting, Chicago, IL. 2013.

Politi M. “Questions are the Answer: Talk to Your Doctor About Your Health Questions.” Program for the

Elimination of Cancer Disparities presentation at the *Bridge* homeless sanctuary, St. Louis, MO. August 2012.

Sutcliffe S. Infections in the etiology of prostate cancer: a focus on *Trichomonas vaginalis* infection. Oral Presentation. Washington State University, Pullman, WA. Oct 2012.

Sutcliffe S. Non-steroidal anti-inflammatory drug use and the risk of benign prostatic hyperplasia-related outcomes and nocturia in the Prostate, Lung, Colorectal, and Ovarian Cancer Screening Trial. Cordonnier lecture. Division of Urologic Surgery, Washington University School of Medicine. St. Louis, MO. Spring 2013.

Sutcliffe S. Prostate cancer: is it time to expand the research focus to early-life exposures? Hormonal and Reproductive Epidemiology Branch, Division of Cancer Epidemiology & Genetics, National Cancer Institute. Shady Grove, MD. Spring 2013.

Lai HH, Andriole G, Pakpahan R, Colditz G, and **Sutcliffe S.** Self-reported triggers and management of flares in urologic chronic pelvic pain syndrome (UCPPS) – from the MAPP study. Society of Urodynamics, Female Pelvic Medicine and Urogenital Reconstruction 2013 winter meeting. Las Vegas, NV.

Sutcliffe S, Colditz GA, Pakpahan R, Goodman MS, Andriole GL, and Lai HH. Symptoms, health care utilization, and bother associated with urologic chronic pelvic pain symptom flares of varying duration: Results from the MAPP study. Presented as a moderated poster. American Urological Association annual meeting. San Diego, CA. 2013.

Toriola T. Markers of inflammation and risk of prostate cancer among men: results from a 20-year follow-up study. Oral presentation. 103rd Annual Meeting of the American Association for Cancer Research, Washington, DC. April 2013.

Wolin KY, Grubb R III, Pakpahan R, Andriole G, and **Sutcliffe S.** Physical activity and benign prostatic hyperplasia/lower urinary tract symptoms. American College of Sports Medicine annual meeting. Indianapolis, IN. 2013.

Waters EA. Psychological implications of high breast cancer risk designation: How thoughts influence (patient) decision making. Invited presentation at the American College of Surgeons Clinical Congress. Chicago, IL. 2012.

Waters EA. Psychological implications of high breast cancer risk designation: How thoughts influence (patient) decision making. Invited presentation at the Breast Cancer Challenge Conference. Branson, MO. 2012.

Waters EA. The National Health Interview Survey: A public resource for conducting novel research. In H. Nichols (Chair), Publicly Available Databases for Cancer Prevention and Control Research. Presentation to the American Society of Preventive Oncology. Memphis, TN. 2013.

Waters EA (Chair), the Role of Risk Prediction in Cancer Prevention and Control. Presentation to the American Society of Preventive Oncology. Memphis, TN. 2013.

Orom H, Hay JL, Kiviniemi MT, Drake BF, **Waters EA.** Knowledge deficit or defensive processing? Examining explanations for reporting "I don't know" to risk perception questions. 33rd Annual Meeting of the Society of Behavioral Medicine. New Orleans, LA. 2012.

Waters EA. It's live! Now what? Lessons from the Your Disease Risk website about maintaining, upgrading, and evaluating an existing health decision making tool. In **EA Waters (Chair),** Overcoming challenges in developing and implementing technology-based tools to improve health-related decisions and behaviors: Lessons learned. Presentation to the Society of Behavioral Medicine. San Francisco, CA. 2013.

Waters EA, Janssen, E,* Kaufman AR, Peterson LM, Muscanell NL, Guadagno RE, & Stock ML. Beliefs about nicotine addiction and perceptions of delayed harm of cigarette smoking: Implications for feelings of risk and intentions to quit. In **A Kaufman (Chair)**, Approaches to studying and understanding tobacco risk perceptions. Presentation to the Society of Behavioral Medicine. San Francisco, CA. 2013.

Waters EA, Kincaid C, Stock ML, Peterson L, Kaufman AR, Muscanell NL, Guadagno RE. Limitations of using multifactorial genetic risk information to educate smokers about the risk of tobacco use. 33rd Annual Meeting of the Society of Behavioral Medicine. New Orleans, LA. 2012.

Waters EA, Liu Y, Schootman M, Jeffe DB. Immediate and sustained effects of worry about cancer progression and low perceived social support on quality of life among women with early stage breast cancer. 33rd Annual Meeting of the Society of Behavioral Medicine. New Orleans, LA. 2012.

McQueen A, Caburnay C, Kaphingst K, Sanders-Thompson V, Tovar M, **Waters EA**, & Kreuter M. What are the reactions of diverse US smokers when graphic warning labels are affixed to their cigarette packs? Poster presented to the American Society of Preventive Oncology. Memphis, TN. 2013.

Waters EA. Health Fair Booth. 23rd Annual Washington University in St. Louis Pow Wow. St. Louis, MO. March 2013.

Waters EA. Cancer Prevention Community Talk. Passport to Good Health. Plaza Frontenac. Augst 2012.

Waters EA. 8 Ways to Prevent Cancer Community Talk. Bostick Temple Church. August 2012.

Waters EA. 8 Ways to Precent Cancer Community Talk. The Bridge. July 2012.

Winter, A. 8 Ways to Prevent Cancer. Community Event, Grand Opening of Siteman South County. May 2013.

Wolin K. Fitness and exercise: developing a plan during and after treatment. Colon Cancer Alliance National Conference. July 2012.

Wolin K. Physical activity and cancer survivorship: Do patients need to be Lance Armstrong? YMCA of the USA, LIVESTRONG at the Y National Meeting. August 2012.

Wolin K. Role of exercise in the prevention and treatment of bone loss in cancer survivors. American Institute for Cancer Research Annual Meeting. November 2012.