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/Appearances**

**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 “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.** Phone Bank “8 Ways to Prevent Cancer.” KSDK NewsChannel 5 and the Siteman Cancer Center. St. Louis, MO. August 16, 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 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
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
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


Division Faculty


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


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. “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. 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.


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


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

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


