Community and Media Outreach

**PBS Partnership**

In 2015, we began a new partnership with PBS affiliate in St. Louis, the Nine Network. 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. During regular scheduled programming and special medical programming, a 30-second spot features information regarding the 8 ways to prevent cancer. The St. Louis National Public Radio affiliate is also running a 30-second spot featuring the 8 ways to prevent cancer on the St. Louis area radio. These campaign will run throughout the remainder of 2015.

**St. Louis Cardinals Partnership**

2014 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. New for this season included the “2 Lies and 1 Truth” campaign featuring cardinals players. This allowed in-stadium messaging regarding cancer myths and facts. Incorporated into this was a call to action for cancerquiz.wustl.edu – a special website design to test participants’ knowledge about six different types of common cancers. Additionally, a special theme ticket was included for individuals to purchase to benefit Siteman Cancer Center prevention and research efforts. Included with each theme ticket was a hat that varied in color depending on type of cancer that individuals could pick from.

**St. Louis American Partnership**

During 2014 and 2015, we continued our partnership with the St. Louis American newspaper by placing cancer prevention education ads. The 10-month campaign featured academic faculty, staff and community members sharing stories of their work or experience with cancer. These related and personal stories tied back to one of the key cancer prevention messages. Detailed information is highlighted below.

**Outdoor Billboard Cancer Prevention Campaign**

This high-impact campaign was continued in 2014. This platform gives us the benefit of targeting cancer prevention messages in zip codes with historically high rates of cancer disparities, and the ten-week run time provides the added benefit of message repetition. Detailed information is highlighted below.

**Sista Strut Partnership**

The Division of Public Health Sciences and Siteman Cancer Center also partners with and supports Sista Strut, the largest African American breast cancer rally and 3K walk in the United States. For the past four years, PeCaD has provided educational materials and speakers at the rally and pre-rally events. Each year a portion of the proceeds from the event has been donated to Siteman Cancer Center for research and community outreach. PECaD has also provided
educational materials and speakers for the annual symposium of several breast cancer advocacy groups in the St. Louis community. These groups include Valeda’s Hope, the Black Women and Breast Cancer Survivor Project and the Breakfast Club.

**Community Wellness Outreach**

The faculty and staff of the Division of Public Health Sciences continue to be a part of community outreach at local health fairs and community events promoting *The 8 Ways to Stay Healthy and Prevent Cancer*. In total, we attended 53 events this year. 37 events incorporated *The 8 Ways to Stay Healthy and Prevent Cancer* messaging and 16 events were devoted to The Program for the Elimination of Cancer Disparities outreach campaigns. In addition, information is also given to community members about the Your Disease Risk (YDR) website, an online health assessment tool that can be used gauge an individual’s risk for certain common diseases, such as cancer and heart disease.

**Media Interviews/Appearances**

Continuing the tradition of health education and prevention within the academic and community settings, the faculty members in the Division of Public Health Sciences continued to present throughout 2014 and 2015. Below is a list of faculty presentations, while not complete, will give a sense of how often faculty members and staff are speaking to others about prevention and screening guidelines.


Goodman M.S. “Engaging Communities to Address Health Disparities” Keynote presentation at the 8th Annual African-American Nursing History Conference. St. Louis, MO Feb 2015.


Goodman M.S. “Engaging communities to address health disparities” keynote presentation at BJH 8th Annual Multidisciplinary Research Conference St. Louis, MO October 2014.


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.

St. Louis American Partnership

Our long standing tradition of placing cancer prevention education ads in the St. Louis American newspaper continued in 2014. The latest 10-month campaign featured people involved with PECaD (academic faculty, staff and community members) sharing stories of their work or experience with cancer. These related and personal stories tied back to one of the key cancer prevention messages.

Each ad ran twice per month, once in the general news section and once in the Health Matters section. An advertorial column in Health Matters provided additional space to tell the person’s story, shared more about PECaD, and provide cancer prevention resources and information.

In March 2015, all of the ads from this campaign ran together in a special 8-page insert. The insert included information about PECaD’s mission and the 8ight Ways to Prevent Cancer. In Fall 2015, we plan to begin a partnership with two newspapers in the metro-east, IL area.

BY THE NUMBERS

845 distribution points in 74 zip codes
245,000 readers each week
70% of those are African American
20 cancer prevention ads
Additional Examples of Ads from our Newspaper Campaign

More Exercise. Less Cancer.

Kem Smith, PECaD volunteer and fitness center owner
Driven by her mother’s fight with obesity, Kem started working out regularly when she was 15. Years later, after watching her mother pass from cancer, she opened a fitness center and vowed to help others improve their health through exercise.

Regular exercise — 30 minutes each day— will lower your risk of cancer.

For more research-proven ways to lower your cancer risk, visit www.siteman.wustl.edu/pecad.aspx

The Program for the Elimination of Cancer Disparities (PECaD) is a group of community members, local organizations, doctors and cancer researchers working together to end cancer disparities in St. Louis through community outreach and education, cutting-edge research, and training the next generation of cancer researchers.

Healthy Living. Less Cancer.

The Norfolk Family — Damon, Monique and daughter, Mikaylah
No one likes to think about getting cancer. But thinking about preventing cancer? That could save a life. Research shows that nearly half of all cancer could be prevented by changing the things we do every day. The Norfolk family makes cancer prevention a family affair. They eat a healthy diet (choosing fish instead of red meat), stay physically active (family walks around the neighborhood), and they’ve talked with their doctors about when to start important cancer screening tests. The lessons and strategies they are teaching their daughter will lower her lifetime risk of developing cancer. Learn more about what you and your family can do to stay healthy and prevent cancer in today’s “From the Doctor” column in the Health Matters section.

For research-proven ways to lower your cancer risk, visit www.8ways.wustl.edu

The Program for the Elimination of Cancer Disparities (PECaD) is a group of community members, local organizations, doctors and cancer researchers working together to end cancer disparities in St. Louis through community outreach and education, cutting-edge research, and training the next generation of cancer researchers.

FROM THE DOCTOR
WHY PREVENTION MATTERS

SITEMAN CANCER CENTER
AT BARNES-JEWISH HOSPITAL AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE
Outdoor Billboard Cancer Prevention Campaign

Beginning in 2013, PECaD ran its first prevention campaign using outdoor billboards. This high-impact campaign was continued in 2014. This platform gives us the benefit of targeting cancer prevention messages in zip codes with historically high rates of cancer disparities, and the ten-week run time provides the added benefit of message repetition. The billboards had an estimated 10,295,380 impressions over a 10-week run.

The sixteen billboards – 11x30 feet each – went up in early August 2014 at major intersections or prime visibility spots in North St. Louis City and North County. There were three different billboard designs, each using a person from our newspaper campaign to create continuity and increase the likelihood of recognition across platforms. Below are some examples of the billboards. This campaign will continue throughout 2015, adding new zip codes in East St. Louis, Il.

**BY THE NUMBERS**

16 billboards displayed for 3 months

Targeted 17 high-poverty zip codes

In total, **10,295,380 people** saw these ads

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**More Exercise. Less Cancer.**

*8ways.wustl.edu*

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**Healthy Diet. Less Cancer.**

*8ways.wustl.edu*
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, which has now had two cohorts and 82 graduates, celebrated the graduation of the second cohort in August 2014 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
Published Papers

Graham Colditz, MD, DrPH, Division Chief


**Division Faculty**


Chandler P.D., Giovannucci E.L., Scott J.B., Bennett G.G., Ng K., ... & Drake B.F. Effects of vitamin D supplementation on C-peptide and 25-hydroxyvitamin D concentrations at 3 and 6 months. Science Reports. 2015 Jun 22;5:10411. doi: 10.1038/srep10411. PMID: 26095242.


