



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP100165

Project Title:
Reducing Cancer Risk through Social Marketing and Community-Based
Education: Planning Grant

Award Mechanism:
Community Collaborative Prevention Programs and Services for Breast,
Cervical and Colorectal Cancers

Principal Investigator:
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Entity:
The University of Texas Medical Branch at Galveston

Lay Summary:

This project helps increase prevention efforts and screening to reduce the risk of developing cervical, breast, or colorectal cancer. Prevention requires education and “social marketing” to help change behaviors of individuals, of families, and of communities. We know that certain cultural patterns, beliefs, and lifestyle practices tend to be barriers which perpetuate increased risk. Primary cancer prevention requires both improved personal health choices and support for these by changing powerful cultural influences. We know that cancer risk can be reduced by increased physical activity, improved nutritional choices, reduction of harmful substances such as environmental pollutants, tobacco, and alcohol, and cancer screening.

How do we help individuals become part of a “community of solution” to change behaviors in order to reduce the risk of cancer to them and their neighbors? These are challenges which this project will take head on in Galveston County and El Paso County, both areas with a high prevalence of medically underserved patients and increased cancer risk.

Social marketing may include technological approaches like Twitter, Facebook, smart phones, videos, and the Internet. Perhaps more important are billboards, local media, support from clergy and their congregations, community health fairs, involvement of merchants, community and social service organizations. Political changes like banning smoking in public places and reducing industrial pollution are critical.

Our community collaborators in Galveston include the Jesse Tree, Frontera de Salud, and the Osher Lifelong Learning Institute. In El Paso, Texas Tech will help us develop additional partners with their local OLLI, other community organizations, and faith-based partners.

We will meet initially with community members and health care providers to focus on what kinds of interventions would be practical and sustainable. Information from these focused conversations will help us create a solid foundation to build effective outreach, social marketing, and education to reduce cancer risk.