



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP110091

Project Title:
Don't Weight: Working with Health Care Practitioners, Patients and the Public to Make the Practice of Prevention a Priority

Award Mechanism:
Health Behavior Change Through Public and Professional Education and Training

Principal Investigator:
Campbell, Susan J

Entity:
The Cooper Institute

Lay Summary:

Cancer rates in Texas continue rising yet the number of new cancer cases can be reduced, and many cancer deaths can be prevented. Because overweight and obesity are widespread and clearly associated with increased risk for developing many cancers, The Cooper Institute proposes to develop weight management tools and resources that the public and health care professionals can use. Doctors and nurses will be able to earn CME and CEUs in a variety of formats while patients and the general public will have access to a free website with proven tools to help them manage their weight. The web site will provide a space where people can write about and learn from others on weight topics and issues. During the 10-month build out phase, the project team will work with 30 health care workers to ensure the teaching materials accurately met the clinicians' needs for proven weight management strategies. A web site will be developed that educates and supports patients and the general public in making and maintaining changes for lifelong weight management. Tools and resources will include strategies for logging, goal setting, being active every day, eating well, managing stress, and getting support. During the 8-month delivery phase, health care professionals will complete continuing education and subsequently provide screening, assessment, and brief behavioral counseling on weight management, and refer patients to the project web site for ongoing education and support. Project marketing will also target the broader public. The web site will be designed for engaging and self-paced use. All of the online education and training tools will provide coordinated evidence-based messaging. The Cooper Institute's team has a proven track record in creating effective health courses and evidence-based behavior change programs for a variety of audiences. The evaluation phase will evaluate the reach, efficacy/effectiveness, adoption, implementation, and maintenance of the project components.