

Community Members' Input into Cancer Prevention Campaign Development and Experience Being Featured in the Campaign

Mira L. Katz^{1,2,3}, Brittney Keller¹, Cathy M. Tatum³, Darla K. Fickle³, Courtney Midkiff⁴, Sharon Carver⁵, Janice L. Krieger^{3,6}, Michael D. Slater⁶, and Electra D. Paskett^{2,3,7}

(1) Division of Health Behavior and Health Promotion, College of Public Health, The Ohio State University; (2) Division of Cancer Prevention and Control, College of Medicine, The Ohio State University; (3) Comprehensive Cancer Center, The Ohio State University; (4) Meigs County Cancer Initiative, Inc; (5) Fight Cancer, Save Lives Coalition; (6) School of Communication, The Ohio State University; (7) Division of Epidemiology, College of Public Health, The Ohio State University

What Is the Purpose of this Study/Review?

- To describe a partnership of cancer disparities researchers and community members who developed county-specific media campaigns to improve colorectal cancer screening rates and increase fruit and vegetable consumption.
- To obtain input from community participants about their experience being featured in the local cancer prevention campaigns.

What Is the Problem?

- Increased colorectal cancer incidence and mortality rates among residents of Appalachia Ohio.
- Low colorectal cancer screening rates within recommended guidelines and low rates of fruit and vegetable consumption among residents of Appalachia Ohio.

What Are the Findings?

- Maintaining academic–community partnerships requires ongoing, honest communication and effort from all partners.
- Community members enjoyed contributing to campaigns to promote health in their community.

Who Should Care Most?

- Scientists and community members who develop health promotion campaigns.
- Cancer disparities researchers.
- Residents of underserved, rural communities.

Recommendations for Action

- Academic–community partnerships require ongoing honest communication.
- Obtaining information from community members featured in local health promotion campaigns will assist in strengthening future community-level interventions.