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Effectively Communicating Colorectal Cancer Screening Information to Primary Care Providers: Application for State, Tribe or Territory Comprehensive Cancer Control Coalitions

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ABSTRACT

Background: Patients are more likely to be screened for colorectal cancer if it is recommended by a health care provider. Therefore, it is imperative that providers have access to the latest screening guidelines. Purpose: This practice-based project sought to identify Kentucky primary care providers' preferred sources and methods of receiving colorectal cancer information to improve state comprehensive cancer control provider outreach initiatives. Methods: Four focus groups were conducted with primary care physicians, nurse practitioners, and physician assistants. Discussion included preferred sources and methods of receiving updated screening guidelines, legislation, and statewide public awareness campaign materials. Results: Providers (N = 17) identified their preferred methods for receiving colorectal cancer information as: routine emails from trusted sources (colleagues, professional societies and research, and advocacy agencies), scientific journals, existing conferences, and the media. Discussion: When delivering colorectal cancer information to primary care providers, multiple approaches are needed. An ideal partner for dissemination of information is state comprehensive cancer control coalitions, considering their prioritization of colorectal cancer screening and existing networks of partners who were identified as trusted sources. Translation to Health Education Practice: Assessment of primary care providers' preferred methods and sources of receiving colorectal cancer information informs strategies for practice among comprehensive cancer control coalitions.

Redmond J, Vanderpool R, McClung R. Effectively communicating colorectal cancer screening information to primary care providers: application for state, tribe or territory comprehensive cancer control coalitions. *Am J Health Educ.* 2012;43(4):194-201. Submitted June 7, 2011. Accepted September 22, 2011.

Game Day Alcohol Expectancies among College Students from a University in the Southeast

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ABSTRACT

Background: The alcohol consumption associated with college sporting events depicts a public health challenge. Purpose: The aim of this investigation involved assessing the alcohol expectancies among college students associated with home football games and which of these expectancies was most predictive of high-risk drinking. Methods: Researchers employed a cross-sectional study design, collecting data via an electronic survey the Monday after the final home football game of the season from a group of randomly selected college students. Results: An exploratory factor analysis revealed four expectancies were associated with alcohol use on game day: Rowdy Fan, Fun, Social

Confidence and Sexual Opportunity. The Rowdy Fan construct was the most predictive of alcohol use on game day; whereas, the Sexual Opportunity expectancy was not statistically significant. Discussion: The results from this study indicate college students are motivated to drink on game day to root for their team, have fun, and to enhance their social confidence. Translation to Health Education Practice: Alcohol expectancies are common; however, people drinking alcohol to enhance their rowdiness to cheer for their team constitutes a unique expectancy which public health and school officials must address. Health communication and media literacy campaigns may help remedy entrenched alcohol expectancies.

Glassman T, Miller, J, Miller, E, Wohlwend, J, Reindl, D. Game day alcohol expectancies among college students from a university in the southeast. *Am J Health Educ.* 2012;43(4):202-208. Submitted June 20, 2011. Accepted October 11, 2011.

The Development of an Osteoporosis Prevention Education Intervention: Its Effectiveness, Conclusions, and Recommendations

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ABSTRACT

Background: Osteoporosis prevention education interventions have been found to be ineffective. Purpose: To determine the effectiveness of a developed intervention based on the health belief model, which emphasized its visible severity and proximal time of onset. Method: A sample of 109 college women were randomly assigned to either a treatment or control group to receive an osteoporosis prevention education intervention or stress management intervention, respectively. After pretest, interventions were administered, followed by posttest two weeks later. Results: Both groups showed a significant increase in perceived benefits of exercise to prevent osteoporosis, perceived barriers to exercise, perceived barriers to calcium and health motivation; however, there were no group differences. Perceived susceptibility to osteoporosis differed significantly before and after intervention; however, there was no group difference post intervention after controlling for difference before intervention. Discussion: Likely due to the distal time of onset of osteoporosis, young individuals are not concerned with preventing the disease. Promoted health behaviors should be desirable and manageable. Translation to Health Education Practice: Promoted health behaviors should emphasize benefits that are motivating with more proximal, rather than distal, time of onset. They should also be promoted for their enjoyment in order to help initiate, and ultimately sustain, them.

Nguyen, VH, Wang, Z, Waigandt, AC. The development of an osteoporosis prevention education intervention: its effectiveness, conclusions, and recommendations. *Am J Health Educ.* 2012;43(4):209-217. Submitted August 18, 2011. Accepted October 14, 2011.

School Counselors Perspectives of the Barriers and Facilitators Associated with their Involvement in the Childhood Obesity Epidemic: A National K-12 Survey

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ABSTRACT

Background: Childhood obesity has become a public health priority in the U.S. and is linked to a number of significant comorbidities including asthma, sleep apnea and depression. In addition, there is an increase in social isolation and peer victimization. Purpose: the purpose of this study was to explore Professional School Counselors (PSC) perceptions of the role they play in childhood obesity. Specifically, some of the barriers and facilitators that influence PSCs' participation in the fight against childhood obesity were examined. Methods: An electronic survey was completed by 1088 (eight percent response rate) practicing K-12 school counselors nationwide. Results: About two-thirds of the professional school counselors in this study reported that working with students who present with obesity-related issues was part of their role and function. Another 81.3% stated that among three major barriers, lack of time was the most significant factor that prevented PSCs from working with students with obesity related issues. On the other hand, 90% of the PSCs in this study stated that they would be more involved in prevention/treatment of obesity related issues if they received more requests from parents, teachers and students with obesity related issues. Discussion: Childhood obesity continues to plague our nation's children with consequences that extend well beyond the physical health of the student. Its impact is seen and felt in the thousands of classrooms across the U.S. The fight to eradicate childhood obesity can be broadened to include a well-trained and underutilized resource in the schools-professional school counselors. School counselors in this study suggested that given the opportunity and the resources they would become more engaged in the fight against childhood obesity. Translation to Health Education Practice: The findings of this study have implications for medical and health education practitioners in that they have additional allies in a setting where children and adolescents spend most of their day. PSCs are well-trained, uniquely positioned stakeholders who are willing and capable of collaborating with parents, students, medical personnel, and public health officials and workers.

Larrier, Y, Kijai, J, Bakerson, MA, Walker, L, Linton, J, Woolford-Hunt, C, Sallinen, BJ, Woolford, SJ. School counselors perspectives of the barriers and facilitators associated with their involvement in the childhood obesity epidemic: A national K-12 survey. *Am J Health Educ.* 2012;43(4):218-225. Submitted August 10, 2011. Accepted September 28, 2011

Opportunities for Cancer Prevention Using Employee Wellness Programs: The Case of Kansas State Employees

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ABSTRACT

Background: The utility of employee wellness programs (EWPs) in cancer prevention and control is not well established. Purpose: This project is to determine the potential value of EWPs in preventing cancer by examining the characteristics of EWP participants and their prevalence of cancer risk factors. Methods: A secondary data analysis of health risk assessment (HRA) participants' data in the 2009 Kansas state EWP. Results: Among the 60,006 eligible participants, 9,202 (15.3%) completed an HRA. The prevalence of cancer risk factors were 59.7% for family cancer history, 7.7% for smoking, and 69.7% for overweight or obesity. Non-adherence rates in colorectal cancer screening, breast

cancer screening, and cervical cancer screening were 28%, 12.2%, and 12.6%, respectively. Discussion: Overall, 94.4% of all HRA participants had at least one cancer risk factor. The majority of HRA participants were at risk for cancer, indicating the potential high impact of EWP-based cancer prevention programs. However, the low HRA participation rate and related self-selection bias of healthy workers severely undermines the utility of EWPs in cancer prevention. Translation to Health Education Practice: More health education and intervention programs should be implemented in employee communities to promote higher HRA participation rates to reduce this bias and realize the full potential impact of EWPs.

Hui, SA, Engelman, K, Shireman, TI, Hunt, S, Ellerbeck, EF. Opportunities for cancer prevention using employee wellness programs: the case of Kansas state employees. *Am J Health Educ.* 2012;43(4):226-232. Submitted November 11, 2011. Accepted January 18, 2012.

Statistical Significance vs. Practical Significance: An Exploration through Health Education

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ABSTRACT

The purpose of this paper is to examine the differences between statistical and practical significance, including strengths and criticisms of both methods, as well as provide information surrounding the application of various effect sizes and confidence intervals within health education research. Provided are recommendations, explanations and examples of reporting effect size and confidence intervals. Understanding and integrating practical significance measures provides health education scholars and practitioners with the tools to address issues related to statistical and practical significance.

Rosen, BL, DeMaria, AL. Statistical significance vs. practical significance: an exploration through health education. *Am J Health Educ.* 2012;43(4):235-241. Submitted August 4, 2011. Accepted September 28, 2011.

Lessons Learned from the Development and Implementation of a Parent Nutrition Education Program with Low-Income Latina Mothers in an Urban School District Setting

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ABSTRACT

This article describes the steps involved in the development and implementation of a parent nutrition education workshop series for a low-income, primarily Spanish-speaking population in an urban school district setting. Overall, those parents who participated in the nutrition education workshops showed positive changes in their knowledge, attitudes, self-efficacy, and behaviors with regard to healthy eating when compared to parents who did not participate in the workshops. Lessons learned from working with a variety of different groups and organizations to complete the project are presented, including the value of formative research for program design, tailoring the intervention to the population of interest, and developing relationships among key stakeholder groups. Our

project demonstrates the benefits that may result from academic/community collaborations.

Thai, CL, Prelip, M, Erausquin, JT, Slusser, W. Lessons learned from the development and implementation of a parent nutrition education program with low-income latina mothers in an urban school district setting. *Am J Health Educ.* 2012;43(4):242-249. Submitted September 2, 2011. Accepted October 12, 2011.

Public-Private Partnerships for Health Promotion: The Experiences of the S5 Project

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ABSTRACT

There is increasing emphasis on involving the private sector in public health to harness the considerable resources and skills of the business world to address significant health issues. While such collaboration should be encouraged, the involvement of business in public health campaigns can raise unexpected challenges when the approaches and priorities of the public and private sectors clash. We report our experience in developing a public-private partnership to deliver a health promotion intervention using mobile phone text messages in Victoria, Australia. Although the partnership enabled the delivery of text messages on a far wider scale than previously possible, difficulties were experienced during implementation which are likely to have negatively impacted on project outcomes. Our experience has implications for any public health practitioner considering involving a private sector partner in program delivery.

Gold, J, Hellard, ME, Lim, MS, Dixon, H, Wakefield, M, Aitken, CK. Public-private partnerships for health promotion: the experiences of the S5 project. *Am J Health Educ.* 2012;43(4):250-253. Submitted June 28, 2011. Accepted November 18, 2011.