

## Innovative Adaptation and Dissemination of AHRQ Comparative Effectiveness Research Products

### Disseminating Breast Cancer Prevention to African American Women

#### Purpose/Description

This study evaluated a community-based approach to disseminating information about breast cancer prevention to African American women and evaluated the impact on psychological and behavioral outcomes.

#### Project Aims

The 2 main aims of this study are to:

- 1) Evaluate uptake of a community-based strategy for disseminating information about breast cancer prevention to African American women based on socio-demographic characteristics, beliefs about medical research, and medical history.
- 2) Evaluate the impact of evidence-based versus non-evidence-based content about breast cancer prevention on psychological and behavioral outcomes including: knowledge of breast cancer risk factors and prevention strategies, trust in medical research, and communication with persons in their social and medical network.

#### Findings

The uptake rate for the community-based dissemination strategy was 79%. There were significant reductions in distrust. At baseline, 57% of women reported distrust of their providers' likelihood of prescribing medication as a way of experimenting without the women's knowledge or consent. This decreased to 49% at 3-month follow-up. Similarly, 67% reported that they trusted researchers almost all or most of the time, but at follow-up, 77% reported that trust. Significant increases were also seen in the proportion of women who had correct knowledge about physical activity and breast cancer risk. At baseline, 61% of women reported that being physically inactive increases risk of developing breast cancer. This increased to 74% at the 3-month follow-up. Ninety-five percent of community-based dissemination adopters reported that they were extremely satisfied with the content.

#### Study Population

African American Women

#### Health Condition Addressed

Cancer

#### Dissemination Tool and/or Method

Community Education Program

#### Principal Investigator:

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#### Institution/Partner:

Medical University of South Carolina

#### Project Period: 0

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