

Category: Interpreting/communicating research findings to the public

Title: Translating BCERC Findings into Usable Information: Four Messages for Dissemination

Authors: Janice Barlow¹, Kami Silk², Ann Hernick³, Donna Duncan⁴

¹ Zero Breast Cancer, ² Michigan State University, ³ Breast Cancer Alliance of Greater Cincinnati, ⁴ Linda Creed Breast Cancer Foundation

Background:

One key task of the Community Outreach and Translation Core (COTC) of the Breast Cancer and the Environment Research Centers (BCERC) is to develop public health messages translated from the published biology and/or epidemiology research from the BCERC. These messages are designed to educate young girls and women about the role(s) of specific environmental stressors in breast cancer and how to reduce exposures to those stressors.

Objective: Develop a communication campaign that will disseminate research from the BCERC biology projects, promote the BCERC web site and encourage behavior change.

Work Performed:

Zero Breast Cancer contracted a social media company, OneWorld Communications (OWC), to create an ad template based on BCERC research that would encourage smart choices regarding exposure to environmental factors and healthy lifestyle to reduce the risk of breast cancer.

Each COTC selected one message based on published research from their biology project as follows: Bay Area, radiation; Michigan State, PFOA; Fox Chase, BPA; and Cincinnati, Windows of Susceptibility. The COTCs worked together to provide input for each message, ensure consistent presentation of the template, and create message content with a 9th grade maximum reading level.

Results: The key outcome of this collaborative project is the series of four professional, scientifically accurate messages created for the priority target audience of mothers with young daughters. This project also showcases the transdisciplinary nature of the BCERC as COTC members collaborated with each other and with biologists across the four center sites to create appropriate messages. Finally, this project has created messages that are ready to be tested with the priority target audience.

Conclusions:

The COTC plans to obtain formal feedback on these messages at the annual meeting in November via a survey form that will be handed out during the poster session. If supplemental funding is awarded, the messages will be tested with the target audience. After final fine-tuning of messages based on feedback and message testing, the messages will be ready to launch a communication campaign related to the BCERC and breast cancer risk reduction.

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