Research-Tested Intervention Programs in Cancer Control

Cynthia A. Vinson, PhD, MPA
National Cancer Institute
Commission on Cancer Annual Conference

Cochrane, 1995
What do you think of when you hear the term “evidence-based”?

What is Evidence?

“the available body of facts or information indicating whether a belief or proposition is true or valid”

In public health practice, a collection of
  • Data or scientific evidence (guidelines)
  • Input from community members
  • Input from other stakeholders
  • Professional experience
What Is Evidence?

- Surveillance Data
- Systematic Reviews of Multiple Intervention Studies
  - An Intervention Research Study
  - Program Evaluation
  - Word of Mouth
  - Personal Experience

Practice Based  Research Based

“If we want more evidence-based practices we need to create more practice-based evidence”

Larry Green, UCSF
Different Types of Public Health Approaches

**Strategies**
- Broad intervention that changes individual, systems within organizations, or the community

**Policies**

**Environment**

**Programs**

**Strategy**

- Infrastructure strategies: changes to the organization or system
  - Patient reminders for screening with electronic medical records

- Environmental strategies: alter the physical or social environment
  - Walking trails
Program

- A specific intervention and its components

- Smart Moves: a manual-driven, family-based weight management program that offers periodic exercise and nutrition education or cognitive behavioral skill training to obese children and adolescents (aged 8-18 years) and their caregivers.

- Specific components:
  - Exercise education
  - Nutrition education
  - Cognitive behavioral skill training to obese children and adolescents
  - Peer support
  - Parents participate in separate cognitive behavioral skill sessions

Policy

- A system of laws, regulatory measures, courses of action, and funding priorities concerning a given topic

- Policy: regulation set by government or local authorities (e.g., laws, ordinances)

- policy: organizational rule or regulation (e.g., worksite)
Public Policy

- North Carolina enacted legislation that prohibits the purchase of tobacco products by persons under the age of 18.

Organizational Policies for Promoting Mammography

- **Client reminders**
  - Annual workplace communication campaign
  - Require insurers to send reminders to enrolled workers

- **Reduce structural barriers**
  - Time off for mammography
  - Bring mobile van to the worksite

- **Reduce out of pocket costs**
  - Paid time off for mammography
  - Reduce or eliminate cost of on-site screening
  - Promote BCCCP/Komen to under and uninsured workers
What do you think of when you hear the term “evidence-based”?

What is Evidence-Based Cancer Control?

“...the development, implementation, and evaluation of effective cancer education and screening programs and policies through systematic uses of data and research information, and appropriate use of theory-based program planning models.”

Adapted from Brownson et al., J Public Health Management Practice 1999,5:86-97
The Simple Answer

An evidence-based program has been:
- Implemented
- Evaluated
- Found to be effective

Tip – Make sure your partners/collaborators have the same understanding of the term “evidence-based.”

Your Experience

What has your experience been with evidence-based programs?
- Where have you heard of them before?
- Have any of you used these programs in the past?
What are the advantages to using evidence-based programs?

Advantages of “EBPs”

- Demonstrated to work in the study populations
- Cost-effective
- Shortens development time
- Can reduce research time
- Can help focus the evaluation
What are some perceived barriers to using evidence-based programs?

Perceived Disadvantages to Adopting Evidence-Based Programs

<table>
<thead>
<tr>
<th>Perceived barriers</th>
<th>Possible solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ownership/creativity limits</td>
<td>1. Customize/Brand</td>
</tr>
<tr>
<td>2. Cost</td>
<td>2. Pick a program that fits your budget</td>
</tr>
<tr>
<td>3. Too scientific</td>
<td>Less time on formative research</td>
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<tr>
<td>4. My community is unique, an EBP will not be appropriate for this audience</td>
<td>3. Use the evaluation of EBP</td>
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<tr>
<td></td>
<td>4. Adapt, Adapt, Adapt!</td>
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</table>
Resources for Moving Research into Reality
The Community Guide: A Source of Evidence-based Strategies

Aim: Increase physical activity

Environmental strategy: Point-of-decision prompts

Program Material: Stay up to a healthier lifestyle.

Aim: Increase CRC screening

Individual strategy: Small media

Program Material: miyo
Research-tested Intervention Programs (RTIPs)

RTIPs: Valuing Evidence into Programs for Practice

Use the link below to select a number of criteria, and view a list that contains evidence-based programs from several topics.

**Select from 167 Evidence-Based Intervention Programs**

RTIPs is a searchable database of evidence-based cancer control interventions and program materials and is designed to provide program planners and public health practitioners easy and immediate access to research-based materials.

**Register your program now and be part of the RTIPs Community.**

For more information on how to participate in a RTIPs review, read the RTIPs Submission and Review Process: A Guide for Program Developers.

**Search Research to Reality (R3)**

R3’s online community of practice that links cancer control practitioners and researchers, for discussion, cyber, seminars, and much more.

**RTIPs and Research Reviews**

The Guide to Community Preventive Services illustrates the effectiveness of types of interventions (as opposed to individual programs) by conducting systematic reviews of all available research in collaboration with partners. The Guide to Community Preventive Services then uses the systematic reviews to make their recommendations for practice, policy, and future research. The symbol to the right links to Community Guide findings. Many Research-tested Intervention Programs (RTIPs) are directly linked to associated Community Guide findings.

If you use tobacco and are trying to quit, please visit Smokefree.gov.

Looking for general information about cancer? Please visit Cancer.gov or call the Cancer Information Service at 1-800-4-CANCER.

**News and Announcements About RTIPs**

- RTIPs highlighted in the University of Kentucky News

**Tools Available:**

- Putting Public Health Evidence in Action

The Cancer Prevention and Control Research Network (CP-CON) has created an interactive learning curriculum to support community program planners and health educators in developing skills in using evidence-based approaches.

We welcome your feedback on the Research-tested Intervention Programs website. To submit feedback, please contact us. Thank you for helping to improve this site for the cancer control community.

**New programs on RTIPs:**
- Informed Decision Making - Promoting Cancer Screening: Making the Best Decisions
- Colorectal Cancer Screening: Family CANE (Colorectal Cancer Awareness and Risk Education Project) (ECARP) (2018)
- Colorectal Cancer Screening Program (CCSP) (2018)
- New evidence-based programs are released periodically. Please check for updates.

**Cancer Control PLANET**

Cancer Control PLANET is an online portal that provides access to data and resources that can help planners, program staff, and researchers design, implement, and evaluate evidence-based cancer control programs.
**RTIPs Programs**

Interventions that include instructions and specify materials needed to implement with success

- **Pool Cool** available on RTIPS and at [www.poolcool.org](http://www.poolcool.org)
- **Body and Soul** available on RTIPS
- **Pathways to Freedom** available on RTIPS and the CDC’s website

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**Pool Cool Sun-Safety Program**

- **Aim**: Raise awareness, motivation and sun protection practices to reduce skin cancer
- **Setting**: swimming pools
- **Target audience**: children enrolled in swimming lessons
- **Program components**:
  - Eight 5-minute lessons during swim class
  - Five optional sun-safe Poolside Activities
  - Sun safety signs
- **Program materials**:
  - Developed in efficacy and diffusion trials and process evaluations
  - Available for free, online
- **RTIPs Scores**: 

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This program has been rated by internal peer reviewers on the following criteria: Research Integrity: 3.8/4, Intervention Impact: 3.7/4, Implementation: 3.7/4, Evaluation: 3.6/4
Key Take Aways: Moving Research into Practice

- Evidence-based program, policies, and strategies have been proven to work
- There are evidence-based resources available online for you to locate programs, policies or strategies that meet your goals
- They can save you time and money in implementing these previously developed PPSs

Resources for Evidence-based Cancer Control Programs

- Cancer Control P.L.A.N.E.T.
  http://cancercontrolplanet.cancer.gov
- Research-Tested Intervention Programs (RTIPs)
  http://rtips.cancer.gov/rtips/index.do
- Guide to Community Preventive Services (CDC)
  www.thecommunityguide.org/index.html
- U.S. Preventive Services Task Force (AHRQ)
  www.uspreventiveservicestaskforce.org/index.html
Resources for Evidence-based Cancer Control Programs

- Research to Reality (R2R)
  https://researchtoreality.cancer.gov
- National Guidelines Clearinghouse
  http://www.cochrane.org/reviews/clibintro.htm
- Cochrane Collaboration (systematic reviews)
  http://www.cochrane.org/reviews/clibintro.htm

Resources – Adaptation & Implementation

- Guidelines for Choosing and Adapting Programs
- Evidence-Based Public Health, Ross Brownson et.al., Oxford University Press, 2003
Questions?

Thank you!!