May, 2012

Implementing and Evaluating Cancer Consumer Health Programming

Martha E. Meacham, University of Massachusetts Medical School

Available at: https://works.bepress.com/martha_meacham/2/
IMPLEMENTING AND EVALUATING CANCER CONSUMER HEALTH PROGRAMMING

Martha E. Meacham
THE BLUM RESOURCE CENTER
DANA-FARBER CANCER INSTITUTE
BOSTON, MA

CANCER & RELATED INFORMATION
FINDING OUT MORE

LENDING LIBRARY, BROCHURES,
COMPUTERS, MUSIC, VIDEOS, CLASSES

CREATIVE ARTS PROGRAM

PATIENT & FAMILY FOCUS
EVERYONE WELCOME

DANA-FARBER
CANCER INSTITUTE
DANA-FARBER READS

GENERAL OUTREACH & LITERACY PROGRAM
DISCUSSION ABOUT CANCER RELATED READINGS
INFORMATION FREELY DISTRIBUTED

10 PROGRAMS
93 PARTICIPANTS
44 SURVEYS COLLECTED
97% FOUND PROGRAMS HELPFUL
B E Y O N D Google™

FINDING, EVALUATING, & UNDERSTANDING INFORMATION ON THE INTERNET. HELPING PEOPLE SAFELY USE & CONNECT WITH OTHERS & RESOURCES USING SOCIAL MEDIA.

10 PROGRAMS
72 PARTICIPANTS
43 SURVEYS COLLECTED
88% FOUND PROGRAMS HELPFUL

National Center for Complementary and Alternative Medicine
Quick Reads

Medical, health & general information for low literacy and non-English speaking populations.

Promoted to everyone as easily, quickly accessible information not as successful or well used.
RESULTS

MAY 2011 – APRIL 2012

20 PROGRAMS

165 TOTAL PARTICIPANTS

87 SURVEYS COLLECTED

93% FOUND PROGRAMS HELPFUL

65% LEARNED ABOUT PROGRAMS FROM FLYERS
RESULTS

COMMENTS – SUGGESTIONS

“MORE TIME!”

“GREAT HANDOUTS” – “MORE HANDOUTS”

“I LIKE THE CONTENT OF THE BOOK. IT EXPANDED MY VIEW OF HOW TO SEE MY CANCER. I LIKE THE PERSONAL SHARING THAT WENT ON AS WELL. IT WAS AN HONEST AND FRANK DISCUSSION.”

“STRESS THE IMPORTANCE OF INDIVIDUAL PATIENTS GETTING INFORMED.”

“THIS PROGRAM WAS GREAT INFO, JUST WHAT ONE NEEDS TO RESEARCH TOPICS.”

“THIS WAS A VERY STIMULATING DISCUSSION, THAT COULD HAVE GONE ON LONGER TO COVER ALL THE TOPICS.”
CONCLUSIONS

Great for getting people in the door.

Positive response will hopefully lead to growth of programming.

More promotion-marketing of Quick Reads.

Have a structured sequence for Beyond Google programming.

Prepare short presentation for those who have not read books in “Reads” program.

When ever possible have handouts.

Allow for extra time after programs.