Make It Your Own Clinical Trials Posters: A Regional Collaboration with the National Cancer Institute

Hope Krebli1, RN, MSW; Debbie Pfeiffer2, MA; Melissa Brown1, MPH, CHES; Christopher Casey1, MPH; Brooke Groneman3, MS; Matthew W. Kreuter4, PhD, MPH

Background

National health organizations usually offer a limited variety of publication resources to the regional organizations that they serve. These resources may not always reflect the needs of the populations served in those diverse areas. Private industry has addressed the varied needs of their customers by offering products that can be customized by the consumer.

The Cancer Prevention & Control Research Network (CPCRN) site at Washington University in St. Louis, in collaboration with Midwest Cancer Alliance and the National Cancer Institute (NCI), developed and tested a web-based tool for customizing clinical trial recruitment posters in Midwest Cancer Alliance member cancer centers, NCI’s Community Cancer Center Program in Nebraska, and select NCI-designated cancer centers in the heartland region.

Methods

CPCRN, Midwest Cancer Alliance, and NCI worked closely with the cancer centers to select, edit, and audit test the images and messages that would populate the Make It Your Own (MIYO) system. CPCRN built a secure website and cancer center staff members were trained on the MIYO system.

A Regional Collaboration with the Midwest Cancer Alliance, University of Kansas Medical Center, 3901 Rainbow Blvd, Mail Stop 1016, Kansas City, KS 66160

1. Midwest Cancer Alliance, University of Kansas Medical Center, 3901 Rainbow Blvd, Mail Stop 1016, Kansas City, KS 66160
2. Washington University in St. Louis, One Brookings Drive, George Warren Brown School of Social Work, Campus Box 1009, St. Louis, MO 63105
3. Jefferson County Health Department, 1818 Lonedell Road, Arnold, MO 63010

Stormont-Vail HealthCare, Ginger Reaves, RN, BSN, at St. Francis Health Center, Josette Klaus, in addition, Sona Thakkar and Annette Galassi of NCI generously contributed their time, shared guidance in selecting images and clinical trial messages.

Results

• Fifteen cancer centers were trained on the MIYO website; ten completed the post-use survey.
• Participants indicated the ease to create a poster, with an average rating of 8.8 (10=very easy, 1=very difficult).
• Eighty percent indicated that the system offered images that represented the population served.
• All agreed or strongly agreed that the system was user friendly and that they would recommend the system to others, and 90% would use MIYO again.
• A total of ten unique poster element combinations were selected by eleven organizations.
• Five organizations indicated they printed the posters within 4-8 weeks of introduction to the MIYO system, all on local printers.

I found images that represented the population at my cancer center.

80% agreed or strongly agreed

10 different combinations from 11 organizations

<table>
<thead>
<tr>
<th>Organization</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>O</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Message</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Conclusion

MIYO is a demonstration of the varied needs of local organizations and the opportunity to meet their needs through use of a web-based customizable resource and distribution system. National and academic institutions have the opportunity to test health education resources through collaboration with local and regional health care providers. This collaboration between academia and private organizations gives rise to unique solutions for creation and dissemination of evidence-based resources.

Acknowledgements

We would like to acknowledge all the cancer centers who tested this tool. We are particularly grateful to Jo Beth Herrick, RN, BSN at Truman Medical Center, Anita Leonard, RN, BSN, at Stormont-Vail HealthCare, Ginger Reaves, RN, BSN, at St. Francis Health Center, Josette Klaus, RN, and Margie Hammerschmidt, RT (R)(T) at Hays Medical Center who provided invaluable content in selecting images and clinical trial messages.

In addition, Sona Thakkar and Annette Galassi of NCI generously contributed their time, shared images, and were very supportive and encouraging throughout the development of this product.

This collaboration between MCA, NCI’s CIS and CDC’s CPCRN was supported by NCI grant 1R21CA126326-01 and CDC grant U48DP000060. Content is solely the responsibility of the authors and does not necessarily represent the official views of NCI, NIH, or CDC.