

# Learner Verification to Increase Salience of a Photonovella Booklet and DVD Intervention for Colorectal Cancer Screening among Latinos in Federally Qualified Health Clinics

Enmanuel Chavarria<sup>1</sup>, Liliana Gutierrez<sup>1</sup>, Stacy Davis<sup>1</sup>, Rania Abdulla<sup>1</sup>, Julian Sanchez<sup>1</sup>, Lynne Klasko<sup>1</sup>, Claudia Aguado Loi<sup>2</sup>, Dinorah Martinez Tyson<sup>2</sup>, Diana Lopez<sup>3</sup>, Cathy Meade<sup>1</sup>, and Clement Gwede<sup>1</sup>

1. Moffitt Cancer Center 2. University of South Florida 3. Suncoast Community Health Centers, Inc.

## BACKGROUND

As part of Latinos CARES (C<sup>o</sup>lorectal Cancer A<sup>w</sup>areness, R<sup>e</sup>search, E<sup>d</sup>ucation & S<sup>c</sup>reening) study we transcreated (translation and cultural linguistic adaptation) an evidence based English language education intervention for Latinos. To check the suitability of Latinos CARES materials we conducted a series of Learner Verification (LV) assessments.

### Learner Verification:

Aims to verify the suitability of a health instruction among the intended population taking into account literacy, culture and situational realities.

- LV assesses Attraction, Comprehension, Self- efficacy, Cultural acceptability, & Persuasion.

### Production of Spanish educational materials is important in addressing disparities in colorectal cancer:

- Colorectal cancer is preventable, detectable, & beatable.
- Latinos are the fastest growing and largest racial/ethnic minority group in the U.S. Yet, screening is low among Latinos ages, 50-75.
- Factors that fuel colorectal cancer disparities includes a lack of Spanish- language materials/media that are culturally salient, as well as literacy and linguistically appropriate.

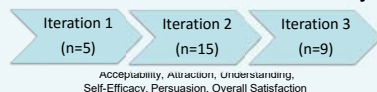
## PURPOSE

We report on the learner verification processes of a booklet and DVD toolkit for Colorectal Cancer Screening (CRCS) among Latinos in federally qualified health clinics.

## METHODS

### Learner Verification of Booklet and DVD educational toolkit

#### Learner Verifications: Assesses Suitability



- Participants (ages 50-75) were recruited from clinics, libraries, and other community setting (N=29).
- Revision and modification of materials took place before moving to the next iteration.

## RESULTS

### Demographics (n=29)

	Median	Range
Age (years)	60	50-72
	N	%
Gender		
Male	11	38
Race		
White	7	24.1
Black	1	3.4
Other	21	72.4
Ethnicity		
Hispanic	29	100
Screening Status		
Not Up-to-date	6	20.7
Nativity		
Born in US	3	10.3
Born in PR	6	20.7
Born outside US	20	69
Recruitment Location		
Clinic	22	75.9
Community	7	24.1

### Health Literacy and Confidence (n=29)

Question	n	%
How often do you have problems learning about your health or medical condition because of difficulty understanding written information? For example, this could be health brochures, instructions from your doctor, prescriptions.		
Never	16	55.2
Sometimes	7	24.1
Always	6	20.7
When you go to your doctor's office, you are asked to fill out forms about your health or your family's health history. How confident are you in filling out health forms by yourself?		
I am very confident	21	72.4
I am somewhat confident	4	13.8
I usually get help to fill out health forms	4	13.8

Adapted from - Chew, L.D., Griffin, J.M., Partin, M.R., Noorbaloochi, S., et al. (2008). Validation of screening questions for limited health literacy in a large VA outpatient population. *Journal of General Internal Medicine*, 23(5), 561-566. The questions are very brief and therefore practical for use during a routine clinical encounter.

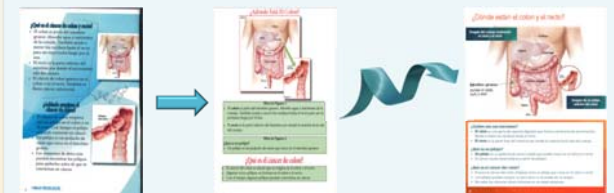
## RESULTS / LEARNER VERIFICATION

### Attraction & Cultural Acceptability



**Before**  
**Attraction:** Participants requested vibrant colors (yellow, red, green and blue) and for pictures to be more prominent. **Cultural Acceptability:** Religion was important and was emphasized by including a church background on the cover.

### Comprehension



**Before**  
**Comprehension:** Multiple words were used to describe polyps, "pedacito de carne" piece of meat, "tejido" tissue, "bolitas" small balls, and "pequeño crecimiento" small growth. Participants settled on "pedacito de carne/tejido" to best describe polyps. Participants requested labels and descriptions to help understand internal anatomy.

### Self-Efficacy



**Before**  
**Self-Efficacy:** Clearer instructions helped participants to better understand the sequence of steps needed to perform a FIT. Pictures helped to explain each step of FIT collection.

## CONCLUSION AND NEXT STEPS

- LV helped to enhance suitability for diverse audience and literacy skills.
- We now aim to find out whether the Spanish language materials improve FIT uptake in small pilot RCT.