

Prostate Cancer  
Screening . . .  
The Revolution Will  
Be Broadcast  
(Hampton County)

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June 20 2003



# Harrison Peeples Health Care Center Varnville, SC

- ★ Emily Warren-Lowcountry AHEC
- ★ Dr. Shealy, Buck Harvey, Mary the Secretary-Palmetto Medical Research



# The Problem

- ★ Hampton County consists largely of African American(56% of population) Males(51% of population) over 65 years of age(12% of total population)...this is the major cohort at risk for Prostate Cancer.
- ★ The percentage of folks living below the poverty line is 7% higher than the state average and there is a significant number of men that remain uninsured and are not routinely followed by a PCP.



# AIM

- ★ The people of Hampton and surrounding counties will increase their awareness of prostate cancer. They will learn about the disease and about the SELECT study, which will offer free screening to the population at risk.



# Measures

- ★ 1. The number of radio stations contacted vs. number that welcomed me on the air.
- ★ 2. Number of calls to radio stations during call-in educational shows on prostate cancer.
- ★ 3. Number of calls to Palmetto Medical Research center directly due to information given out on the air.
- ★ 4. The latter's score on a brief quiz on prostate cancer to take place during said call.



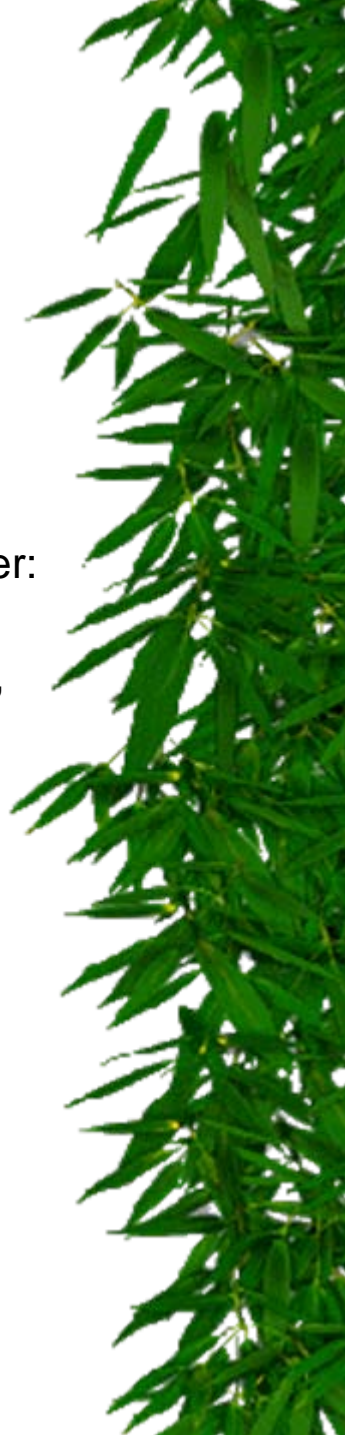
# Possible Changes for Improvement

- ★ The community will become more educated about prostate cancer and will learn where the population at risk can be screened at no charge
- ★ **Drivers:** The recent establishment of Palmetto Medical Research which is able to provide free screening and possibly chemoprophylaxis.
- ★ **Barriers:** The information will only be dispensed to those listening to radio at time of broadcast.



# Plan

- \* Contact PMR and gain info about the ongoing SELECT study and eligibility requirements for free prostate cancer screening.
- \* Contact 5 local radio stations and pitch a 15 min program on Prostate Cancer: 5 minutes of education and 10 min of listeners' calls and questions.
- \* Research Prostate Cancer ...include recent papers on screening, treatment, and prevention (inc. SELECT study publications)
- \* Create questionnaire consisting of 3 simple true or false questions covering the main points made during my 5 min education session.
- \* Give questionnaires to secretary at PMR with instructions to fill out one survey for every caller that is responding directly to my radio program.
- \* Get on the air-provide education, field questions and give info about free screening opportunity.
- \* Return to PMR at the end of rotation to collect surveys



# Do

- \* Arranged and attended a meeting at PMR with Dr. Shealy and Buck Harvey, who gave me info about SELECT, the criteria for free screening, and local radio stations that I should contact.
- \* Called the program managers of WDOG in Allendale, WBHC in Hampton, WBAW and WIIZ in Barnwell, and WALLY in Walterborough. I pitched my idea to mixed reviews, but was assured a spot during the morning shows at WDOG and WBHC.
- \* Using Lange textbook of urology and many recent papers printed from PUBMED, I read and read and created a 5 min synopsis.
- \* I created a 3 question quiz covering age of onset, symptoms and treatment of prostate cancer and delivered it to Mary at PMR with the aforementioned instructions.
- \* I got on the air at WDOG and WBHC and did my 15 min program, which lasted 10 min at BHC and 30 min at DOG.
- \* I collected all surveys from Mary on Monday June 16.



# Study

- ★ # radio stations contacted...5
- ★ # of stations that welcomed me on the air...2



# Study

Number of Calls To Me During Show

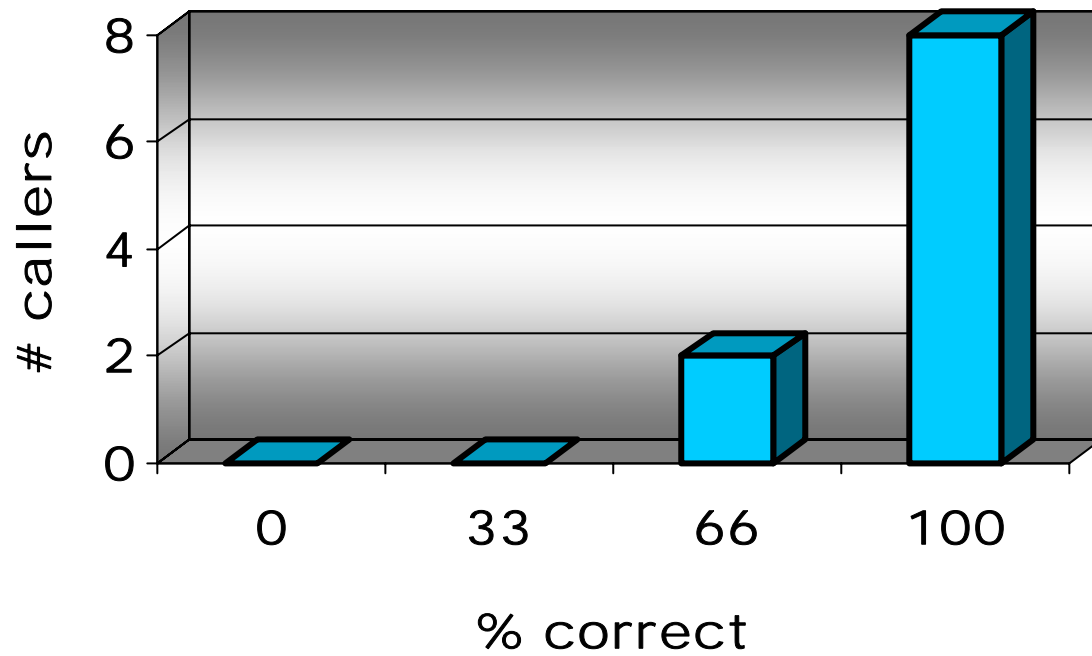


# Study

- ★ Number of Calls to PMR directly due to radio programs...10



## Score on Questionnaire



# Act/Next Steps

- ★ Local radio stations are clearly an effective means by which to educate.
- ★ In the future, students should appear on more diverse stations (e.g. jazz, hip-hop) to reach different subsets of the community.
- ★ Students should investigate other free screening opportunities through PMR and incorporate them into projects.



# Lessons Learned

- ★ Know your topic inside and out before you pretend to be an authority on it.
- ★ Don't condemn for-profit research centers until you find out how they can benefit the community.
- ★ Learn more about Bush hogs-you never know when they will come up.

