

AD \_\_\_\_\_

Award Number: DAMD17-00-1-0016

TITLE: Changing the Attitudes and Behaviors of Black Men to  
Screening for Prostate Cancer

PRINCIPAL INVESTIGATOR: Maxwell Twum, Ph.D.

CONTRACTING ORGANIZATION: Fayetteville State University  
Fayetteville, North Carolina 28301-4298

REPORT DATE: March 2002

TYPE OF REPORT: Annual

PREPARED FOR: U.S. Army Medical Research and Materiel Command  
Fort Detrick, Maryland 21702-5012

DISTRIBUTION STATEMENT: Approved for Public Release;  
Distribution Unlimited

The views, opinions and/or findings contained in this report are those of the author(s) and should not be construed as an official Department of the Army position, policy or decision unless so designated by other documentation.

20021001 008

**REPORT DOCUMENTATION PAGE**Form Approved  
OMB No. 074-0188

Public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing this collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0188), Washington, DC 20503

<b>1. AGENCY USE ONLY (Leave blank)</b>	<b>2. REPORT DATE</b> March 2002	<b>3. REPORT TYPE AND DATES COVERED</b> Annual (1 Mar 01 - 28 Feb 02)
---	-------------------------------------	--

<b>4. TITLE AND SUBTITLE</b> Changing the Attitudes and Behaviors of Black Men to Screening for Prostate Cancer	<b>5. FUNDING NUMBERS</b> DAMD17-00-1-0016
--	---

<b>6. AUTHOR(S)</b> Maxwell Twum, Ph.D.
--

<b>7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES)</b> Fayetteville State University Fayetteville, North Carolina 28301-4298  E-Mail: mtwum@uncfsu.edu	<b>8. PERFORMING ORGANIZATION REPORT NUMBER</b>
---	---

<b>9. SPONSORING / MONITORING AGENCY NAME(S) AND ADDRESS(ES)</b> U.S. Army Medical Research and Materiel Command Fort Detrick, Maryland 21702-5012	<b>10. SPONSORING / MONITORING AGENCY REPORT NUMBER</b>
--	---

<b>11. SUPPLEMENTARY NOTES</b>
--------------------------------

<b>12a. DISTRIBUTION / AVAILABILITY STATEMENT</b> Approved for Public Release; Distribution Unlimited	<b>12b. DISTRIBUTION CODE</b>
--	-------------------------------

<b>13. ABSTRACT (Maximum 200 Words)</b> The objectives of the project are a) to explore the prevailing attitudes toward screening for prostate cancer among Black men in the Cape Fear region of North Carolina b) to determine the comparative effectiveness of a one-time presentation of information advocating prostate cancer screening to that of repeated presentation of the message, and c) to determine the characteristics and impact of the agent of information delivery on the attitudes and behaviors of Black men toward screening for prostate cancer. The study involves the presentation of uniform messages advocating the benefits of prostate cancer screening to a group of 120 Black men 40 years and older who have never screened for prostate cancer, not participated in a prostate cancer screening education program. Researchers, health professionals, and peer facilitators will deliver educational messages once to one group, and three times to a second group. The comparison of attitudes before exposure to the messages to that after exposure will help determine the impact of the program on attitudes in the groups. The number of men screened following exposure to the messages will determine the impact of the program on behavior change. The study is at the stage of recruiting eligible individuals for participation in the project.
--

<b>14. SUBJECT TERMS</b> Prostate Cancer, Screening, Black Men, Attitudes, Behaviors	<b>15. NUMBER OF PAGES</b> 11
	<b>16. PRICE CODE</b>

<b>17. SECURITY CLASSIFICATION OF REPORT</b> Unclassified	<b>18. SECURITY CLASSIFICATION OF THIS PAGE</b> Unclassified	<b>19. SECURITY CLASSIFICATION OF ABSTRACT</b> Unclassified	<b>20. LIMITATION OF ABSTRACT</b> Unlimited
--	---	--	--

## Table of Contents

<b>Cover.....</b>	
<b>SF 298.....</b>	
<b>Table of Contents.....</b>	
<b>Introduction.....</b>	<b>1</b>
<b>Body.....</b>	<b>2</b>
<b>Key Research Accomplishments.....</b>	<b>4</b>
<b>Reportable Outcomes.....</b>	<b>5</b>
<b>Conclusions.....</b>	<b>6</b>
<b>References.....</b>	<b>7</b>
<b>Appendices.....</b>	<b>8</b>

## Introduction

This project has been designed on the premise that the attitudes of many Black men to screening for prostate cancer present enormous barriers to the control of the disease among Blacks. The objectives of the project are a) to explore the prevailing attitudes toward prostate cancer screening among Black men in the Cape Fear region of North Carolina b) to determine the comparative effectiveness of a one-time presentation of information advocating prostate cancer screening to that of repeated presentations of the message, and c) to determine the characteristics and impact of the agent of information delivery on the attitudes and behaviors of Black men toward screening for prostate cancer. The design of the study involves the presentation of uniform messages advocating the benefits of prostate cancer screening to a group of 120 Black men 40 years and older who have never been screened for prostate cancer, nor participated in a prostate cancer education program. Participants are to be recruited from area Black churches, barber shops, and various job sites. Researchers, health professionals, and peer facilitators will deliver educational messages once to one group, and three times to a second group. The comparison of attitudes before exposure to the messages to that after exposure will help determine the impact of the program on attitudes in the groups. Furthermore, the number of men screened following exposure to messages will help determine the impact of the program on behavior change. It will also be possible to determine the relative effectiveness of the agent of the message and its interaction with the frequency of exposure on attitude and behavior change. Findings from this investigation will help researchers, health care professionals, and community leaders determine important variables that need to be considered in the design and delivery of educational programs for changing the attitudes and behaviors of Black men to screening for prostate cancer.

## Body

The following are the timelines proposed for the Statement of Work:

### Month 1-3

The recruitment effort for this project will occupy the first three months of the project. The PI will contact and solicit support from Black churches, pastors and group leaders in these churches. Contacts the PI has already established with some area churches will make a positive contribution toward obtaining support from the Black community.

Effort in the first 3 months would also be geared toward the gathering, and preparation of educational materials to be used in the project. A final version of questionnaire to be used to obtain information about attitudes towards screening for prostate cancer among potential participants will be developed.

Black men 40 years and older will be eligible to participate in this program. The starting age of 40 is important because individuals who may not have been aware of the risk of prostate cancer would start thinking about how to combat it through screening once they have been exposed to the facts. If one obtains a positive attitude and behavior change following participation at a relatively early age, it is likely the individual may continue on that path and obtain screening when appropriate.

### Month 4-6

Between months 4 and 6, questionnaires would be administered to all participants. Students from the university will be trained to administer the questionnaires in direct interviews. The interviews will be performed either in the homes of participants or in churches. While the preliminary information on attitudes is being obtained, the peer leaders and nurses or other health professional in the different churches will be identified and trained in how to present the materials, and manage the educational sessions in the respective churches.

### Month 7-18

Between months 7 and 18, there will be discussions of educational materials in the different churches (see Instrumentation for a description of materials). While the educational programs are going on, initial data obtained on the attitudes questionnaires will be coded and analyzed. Preliminary results will be presented and published.

### Month 19-23

Between months 19 and 23, a second direct interview questionnaire will be administered. The focus of the second interview will be to determine whether participation in the educational activities has had any significant impact on the attitudes of participants towards screening for prostate cancer. It would also be possible to determine whether as a result of the educational activities, the participants have followed through and obtained screening from their physicians. Data from doctors would be of particular interest at this stage.

### Month 24-30

Month 24 to 30 will be devoted to coding and analysis of the data, and the publication of

findings. Possible problems that one may encounter may be that some individuals may not be persistent or consistent in their attendance to these educational sessions. There could also be illness and other emergencies that may cause some individuals in the repeat presentation groups to drop out. Plans will be in place to deal with these problems (see Procedures for dealing with attrition relative to the post-test)

#### Month 31-36

Month 31-36 will be used for an intensive educational program in area churches. The results of the project will be presented to participants and to congregations that were not included in the study through seminars and workshops. The data and results from the project will be made available to other interested researchers through publicity on the World Wide Web.

#### Status of the Project

Fayetteville State University was formally granted Single Project Assurance approval for the project in October 2001. Because the approval came near the end of a semester in which the PI was carrying a full teaching load, the project that requires a 50% release time from teaching could not be initiated. The project was formally initiated in January 2002. In accordance with the statement of work outlined in the proposal, letters soliciting participation in the projects have been sent to pastors, deacons, and church secretaries in all area Black churches. Recruitment of participants is also being done through radio, TV advertising, mass mailing of letters to prospective participants, and through contacts with local recreation centers, barber and beauty shops, and job sites. Thirty eligible participants have so far signed up to participate in the project.

Efforts to identify and train qualified student interviewers for administration of questionnaire is on-going. Some peer leaders and medical personnel to serve as delivery agents of information on prostate screening have been identified. Training for these individuals and administration of questionnaires to participants will begin in April 2002.

### Key Research Accomplishments

- Recruitment of participants for the project continues.
- Key research personnel, i.e., qualified peer leaders, and medical personnel are being identified.
- Student interviewers have been identified and are being prepared for training in questionnaire administration.

Reportable Outcomes

None to report at this time.

## Conclusions

None

## References

None

None

Appendices