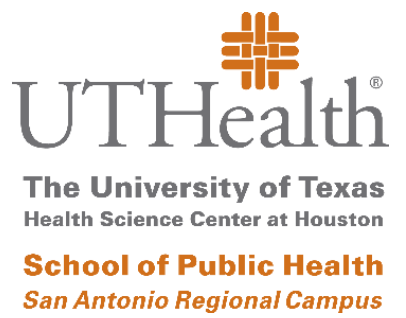




Colorectal Cancer Perceptions among Texas Coastal Bend Residents

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Significance

- Cancer screening disparities in breast, cervical, and colorectal cancer (CRC) persist among minority populations.
- Compared to other racial and ethnic groups, screening rates for CRC are lowest among Hispanics.¹
- Hispanics residing in rural areas are among those who have the highest rates of never been screened.²

Methods

- Researchers from the UT School of Public Health, San Antonio Regional Campus (UTSPH-SARC), the South Coastal Area Health Education Center (SC-AHEC), the Transportation Coordination Network (TCN) of the Coastal Bend, and the Rural Economic Assistance League, Inc. (REAL) partnered to survey and conduct 6 focus groups in four cities across 3 counties of the Coastal Bend region.
- 58 individuals participated in focus groups to discuss their perceptions of CRC and CRC screening.
- Demographic and risk perceptions were collected.

Findings

- A majority of the participants were Hispanic (97%), female (79%), had a high school education or less (65%), and had an income of less than \$30,000 (54%). Average age was 55 years.
- Nearly 80% did not believe they were at risk for CRC.
- A majority believe that CRC screening is effective for preventing CRC and increasing survivability.
- Increasing community awareness via advocacy/projects facilitates screening.

Perceptions of Being Diagnosed with CRC	True % (n)	False % (n)
I believe that the chance I might develop colorectal cancer is high.	21.1% (12)	78.9% (45)
I think that it is very likely that I will develop colorectal cancer or polyps.	38.9% (21)	61.1% (33)
I believe that the chance I will develop colorectal cancer polyps is high.	38.2% (21)	61.8% (34)
Group mean and std. dev.= 0.9615 (S.D. = 1.15405); Female mean and std. dev.= 0.9524 (S.D. = 1.14663); Male mean and std. dev. = 1.0000 (S.D. = 1.24722)		

Perceptions of Screening Efficacy	True % (n)	False % (n)
I believe that if I had a normal cancer screening test, I wouldn't have to worry about developing colorectal cancer.	50.0% (28)	50.0% (28)
I think that when colorectal polyps are found and removed, colorectal cancer can be prevented.	78.9% (45)	21.1% (12)
I believe that when colorectal cancer is found early, it can be cured.	94.7% (54)	5.3% (3)
Group mean and std. dev. = 2.2407 (S.D. = 0.82268); Female mean and std. dev.= 2.3095 (S.D. = 0.78050); Male mean and std. dev.= 2.0000 (S.D. = 0.95346)		

Conclusion

Needs identified included

- Improved advocacy for CRC screening.
- Improved access to specialists and screening facilities.
- Increased funding support for screenings and transportation.

Next steps include

- Partners are working to identify evidence-based recommendations best suited for reaching rural communities.
- Working to identify funding for program design and testing.

References

- 1 National Cancer Institute. SEER Stat Fact Sheets: Colon and Rectum Cancer. Available at <http://seer.cancer.gov/statfacts/html/colorect.html>. Accessed 25 Jun 2015.
- 2 American Cancer Society (2012). Cancer facts & figures for Hispanics/Latinos 2012-2014. American Cancer Society, Inc., Atlanta. Accessed 10 Aug 2015

