Improving Cancer Screening Education and Rates in Conrad, MT Through Social Media

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Hypothesis

A spaced series of educational posts on Facebook will improve cancer screening rates in Conrad, MT

Background

- Population: 2633 (2019)
- Industry: Wheat and barley production
- Nearest major hospital: Great Falls, MT
- 2020 community health needs assessment identified "cancer" as the top health concern
- Patient interviews and discussions with public health officials revealed a lack of education and general hesitancy for cancer screenings in the community

Conrad, MT

Literature Review

- Social media has been shown to be an effective method to promote cancer screening and early diagnosis[1,2]
- Research shows that spacing information rather than delivering it all at once improves recall[3]
- Facebook is still the most widely used social media platform in the U.S. reaching the largest span of age groups[4]
- Pondera Medical Center and Pondera County Health Department Facebook pages have a large local following of 1200 and 1524 people respectively

Pondera Medical Center

Deliverables to Community

- Partnered with Pondera County Health Department and Pondera Medical Center to distribute a series of Facebook posts
- Each post is an infographic highlighting a different cancer screening, including cervical, breast, and colorectal cancer
- The goal is to educate community members on these common cancer screenings available in the community
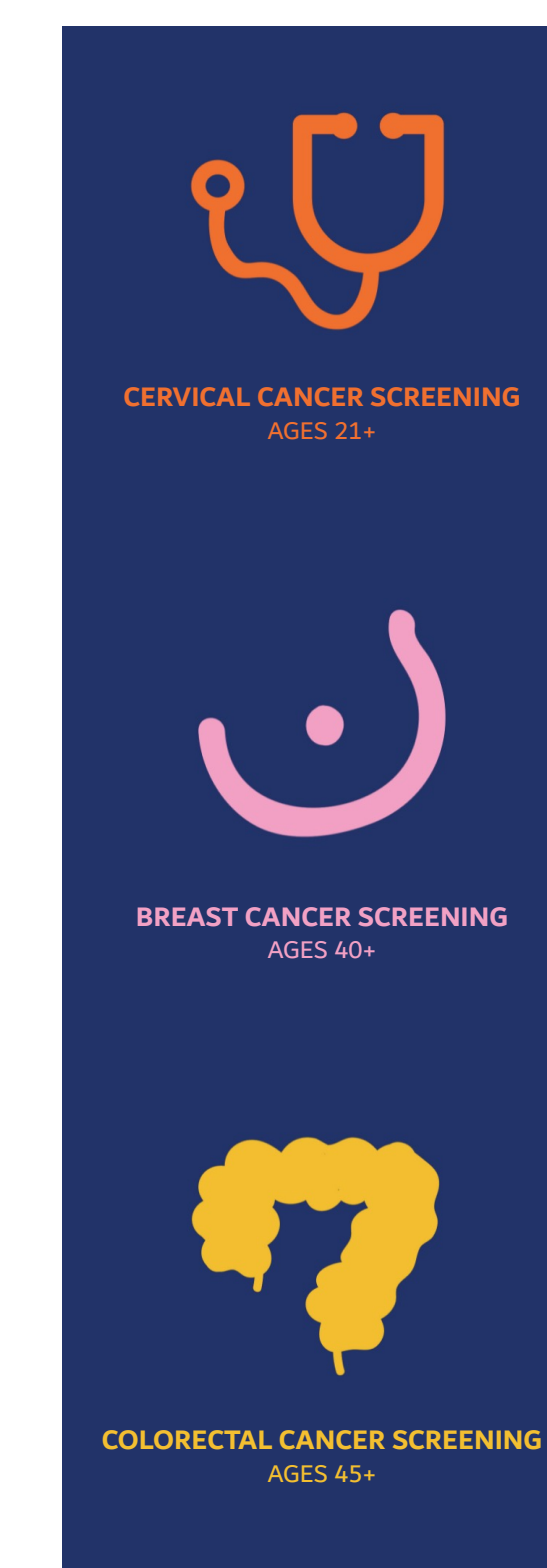
Next Steps

- Through a series of three posts spaced over a three-month period, we hope to offer multiple exposures in order to educate and encourage community members to get these screenings done when appropriate
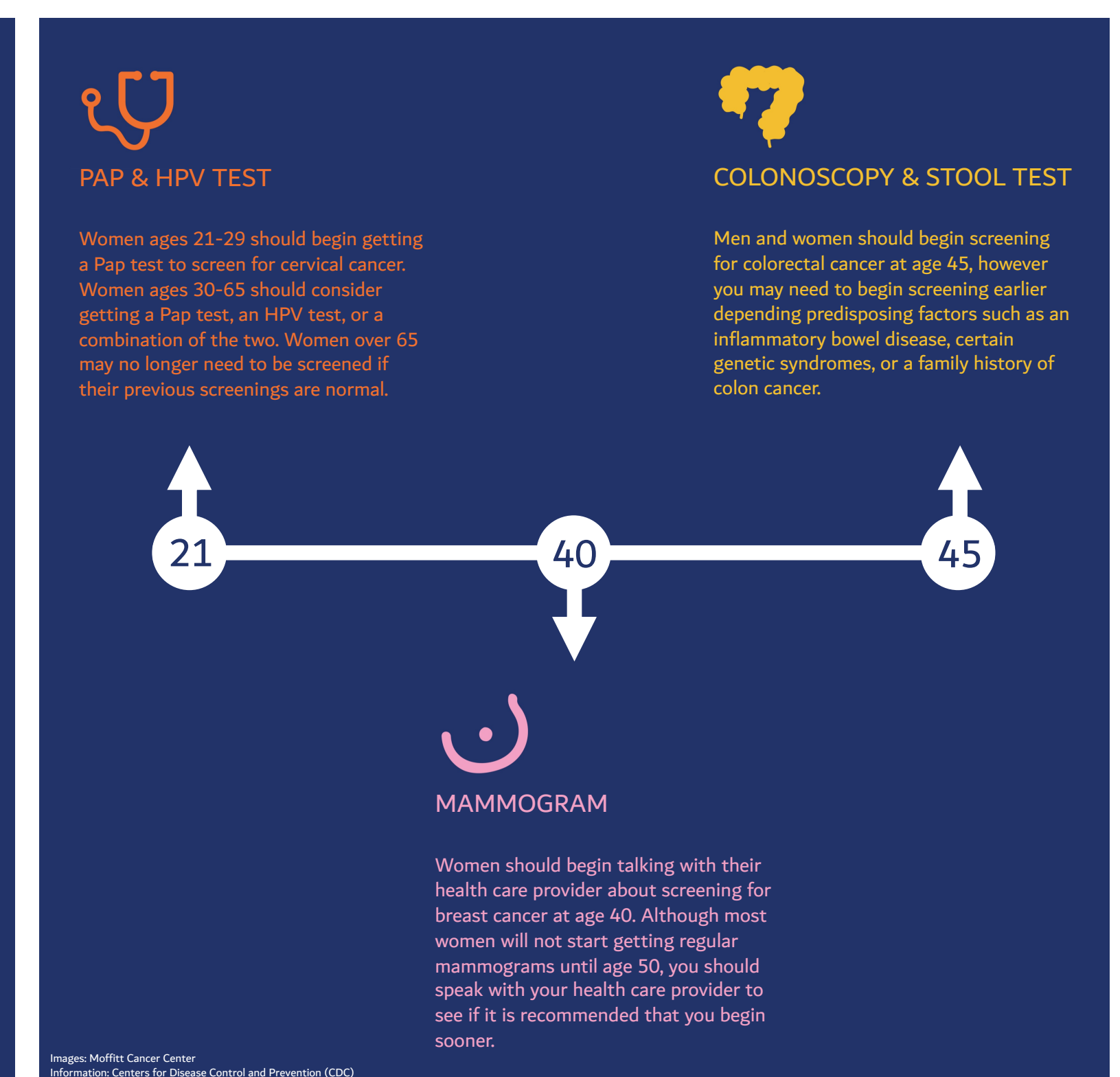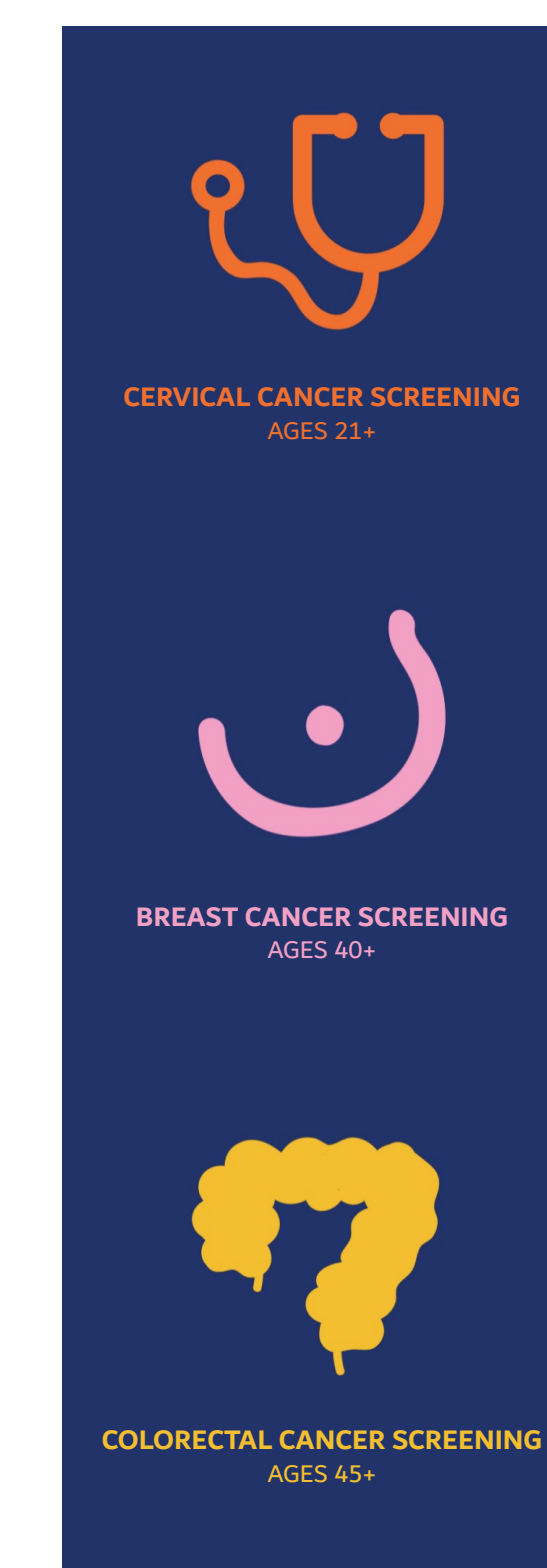- This series of posts is meant to reach as many community members as possible, especially those ages 40-50+

Three series Facebook post

[1] Han, C. J., Lee, Y. J., & Demiris, G. (2018). Interventions Using Social Media for Cancer Prevention and Management: A Systematic Review. *Cancer nursing*, *41*(6), E19–E31. https://doi-org.offcampus.lib.washington.edu/10.1097/NCC.0000000000000534.
[2] Plackett, R., Kaushal, A., Kassianos, A. P., Cross, A., Lewins, D., Sheringham, J., Waller, J., & von Wagner, C. (2020). Use of Social Media to Promote Cancer Screening and Early Diagnosis: Scoping Review. *Journal of medical Internet research*, *22*(11), e21582. https://doi-org.offcampus.lib.washington.edu/10.2196/21582.
[3] Ebbinghaus H. (2013). Memory: a contribution to experimental psychology. *Annals of neurosciences*, *20*(4), 155–156. https://doi.org/10.5214/ans.0972.7531.200408.
[4] Greenwood, S., Perrin, A., & Duggan, M. (2020, July 31). *Demographics of social media users in 2016*. Pew Research Center: Internet, Science & Tech. https://www.pewresearch.org/internet/2016/11/11/social-media-update-2016/.