Community Members’ Input into Cancer Prevention Campaign Development and Experience Being Featured in the Campaign

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What Is the Purpose of this Study/Review?

• To describe a partnership of cancer disparities researchers and community members who developed county-specific media campaigns to improve colorectal cancer screening rates and increase fruit and vegetable consumption.

• To obtain input from community participants about their experience being featured in the local cancer prevention campaigns.

What Is the Problem?

• Increased colorectal cancer incidence and mortality rates among residents of Appalachia Ohio.

• Low colorectal cancer screening rates within recommended guidelines and low rates of fruit and vegetable consumption among residents of Appalachia Ohio.

What Are the Findings?

• Maintaining academic–community partnerships requires ongoing, honest communication and effort from all partners.

• Community members enjoyed contributing to campaigns to promote health in their community.

Who Should Care Most?

• Scientists and community members who develop health promotion campaigns.

• Cancer disparities researchers.

• Residents of underserved, rural communities.

Recommendations for Action

• Academic–community partnerships require ongoing honest communication.

• Obtaining information from community members featured in local health promotion campaigns will assist in strengthening future community-level interventions.