



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP110061

Project Title:
The Rural Texas Physician Cancer Screening Education Program in High-Risk Cancer Cluster Regions

Award Mechanism:
Health Behavior Change Through Public and Professional Education and Training

Principal Investigator:
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Entity:
University of North Texas Health Science Center at Fort Worth

Lay Summary:

While cancer rates in rural and urban areas are similar, those living in rural Texas are found with more advanced cancer at the time of diagnosis. Therefore, it is critical for rural physicians to be up-to-date with the most recent knowledge about cancer screening guidelines and be armed to offer prevention to patients at every opportunity. To address these needs a 1-hour DVD with lectures on seven cancer screening guidelines will be delivered to approximately 2,600 rural physicians in Texas. The included cancer screening guidelines are for breast, colorectal, lung, skin, cervical and ovarian, and prostate cancers. Rural physicians practicing in regions with high-cancer rates will be targeted and include 78 Texas counties. The lectures on the DVD are delivered by respected Texas specialists and the DVD offers medical education credit to the physicians. These DVDs will be mailed to the rural physicians and the program will assess changes in the opinions about cancer screening of these physicians using surveys. Fifteen separate clinics will be used to evaluate the effectiveness of the DVD, and rural medical students will be involved in this evaluation process. The program will assess whether the DVD changes the cancer screening practices of the physicians by performing reviews of 750 medical charts.