



Engaging the community to understand  
barriers and facilitators to lung CT cancer  
screening

### Target Audience (s)

- Aged 55 to 80 years old
- 30 pack year smoking history
- Current smoker OR former smoker who quit within last 15 years

*The majority of community members were recruited via an ad in the Tampa Bay Times or referred to us by coordinators of other advertised Tobacco Research studies. Some participants were recruited via participant referrals, Craigslist, and local flyers.*

### Objectives

1. To engage the community to understand barriers and facilitators to uptake of lung cancer screening.
  - (a) Knowledge of CT screening and guidelines
  - (b) Impediments and concerns related to screening
  - (c) Facilitators/motivators to engaging in screening

### Obstacles

- Lack of knowledge of existence of lung CT screening test
- Lack of provider recommendation
- Lack of knowledge about difference between x-rays and CT for screening purposes
- Lack of knowledge of screening guidelines (who qualifies)
- Concerns about insurance coverage for testing
- Fear of results

## Key Promise

The lung cancer CT scan is a more precise form of screening and early detection saves lives.

## Tone

Positive, welcoming, inquisitive, balanced. Culturally sensitive and motivating (without a fear based message – no references to prior behaviors such as smoking or ignoring warning signs of cancer)

## Media

News stories, short videos shown in providers offices, brief handouts distributed after discussion with provider.

## Openings

- O The majority of high risk participants were interested in lung cancer CT screening
- O Participants unaware of screening want to hear about it from their **primary care provider**
- O Many participants were surprised to learn about the existence of lung cancer CT screening and **wondered why their doctor never recommended it, considering their long smoking history.**
- O After learning about lung cancer CT screening, some participants stated they would call MCC on their own .

**Recommendation:** There are two distinct promotional needs: educating the community in general about “new” CT screening for lung cancer and working with primary care providers to discuss with high risk patients. Actual uptake of CT screening is most likely to occur a physician offers screening option to a primed patient and the message is individualized

*Due to your smoking history you should consider getting the new CT screening for lung cancer*

## Creative Considerations

There is low awareness of lung cancer CT screening among high risk participants. Participants were familiar with other forms of screening, such as mammograms, colon cancer screening, and prostate cancer screening.

Lack of knowledge about lung cancer CT screening modalities was coupled with lack of awareness of eligibility criteria.

There were low levels of knowledge and high levels of uncertainty about the actual process.

There was a lack of knowledge related to what happens after the screening test – participants wanted to know the type of results provided and potential steps for follow-up.

### Video Reactions:

Perceptions of **MAYO Clinic** Video:

- SES of woman in video not relatable (poor, grandchildren)
- Elicits guilt about smoking and not taking care of one's health
- Not enough information about cost
- Seemed to be selling the concept of screening (pushed too hard)
- Liked the information about benefits of **early detection**

