

ABSTRACT #:

Title: *Shop Talk Movement: An evidence-based approach to increase colorectal cancer awareness and screening in beauty salons and barbershops in South Carolina.*

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Abstract:

Colorectal cancer (CRC) is preventable and treatable through screening and early detection. CRC remains the second leading cause of cancer death in the United States and South Carolina (SC). The American Cancer Society (ACS) estimates, in SC, approximately 2,230 new CRC cases and 790 deaths this year. Both CRC incidence and mortality are elevated among African Americans. Focused efforts are necessary to address and ultimately eliminate this racial health disparity. This requires novel programs, aimed at increasing awareness and knowledge of CRC in the African-American community that leads to action, i.e. CRC screening (as recommended). “Shop Talk Movement” is an evidence-based, health communication campaign addressing geographical, cultural, and professional nuances of beauty salons and barbershops in SC, which were previously involved in a successful campaign focused on the warning signs of strokes. The overarching goal of this application is to increase public awareness of, and demand for, CRC screening. The project has three specific aims: 1) Develop targeted messages to appeal to the interests and values of stylists, barbers, and clients utilizing a variety of communication methods, 2) Train stylists & barbers to infuse CRC education during natural conversations with clients, 3) Evaluate the Shop Talk program methods and achievement of goals. Stylists and barbers will be trained to deliver appropriate CRC messages to clients and prompt them to sign and return “promise cards,” indicating their intention to share information about CRC with others and get screened (as recommended). An advisory board consisting of barbers, stylists, and community leaders is guiding programmatic and evaluation activities in partnership with FB Enterprises, LLC. Evaluation activities include formative research to develop materials for the program, assess baseline and follow-up knowledge, attitudes, beliefs, and behaviors, and determine program effectiveness. The findings will be used to inform a larger study in the future.

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