





Emotional response

100=100





CENTENNIAL CHURCH
The Church of the Holy Spirit & Grace
SUNDAY SCHOOL 9:30 AM
SUNDAY MORNING SERVICES 10:30
11:00 AM & 5:30 PM
WEDNESDAY 7:00 PM
Pastor: Rev. David H. ...

PARKING

NO LEFT TURN

Living Proof: Can survivor stories increase mammography in African American women?



Research questions

Three randomized studies of survivor stories

1. Active ingredients
2. Narrative vs. informational videos
3. Efficacy trial of mammography use

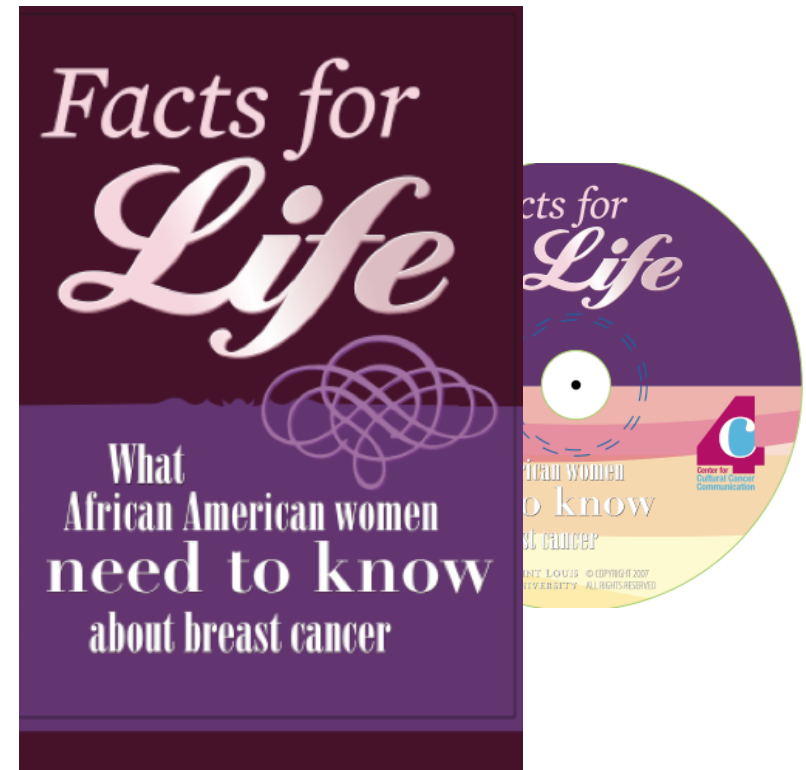
Kreuter MW, Buskirk T, et al., (2008) *J Ca Surv*, 2 (1) 33-44.

Kreuter MW, Holmes K, et al (2010) *Patient Educ Couns*, 81S, S6-S14

McQueen A & Kreuter MW (2010) *Patient Educ Couns*, 81S, S15-21.

McQueen A, Kreuter MW et al (2011) *Hlth Psychol*, 30 (6) 674-82.

Bollinger S & Kreuter MW (2012) *Hlth Educ Res*, 27 (3) 537-43.



Beneficial effects of narratives

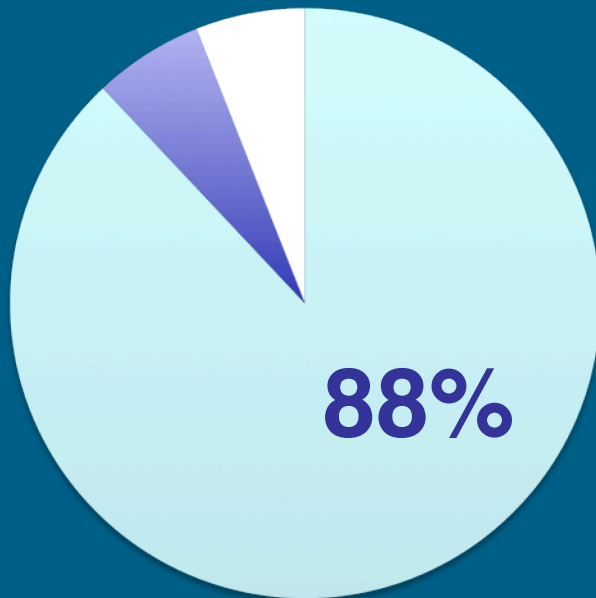
Survivor stories vs. informational video

- Emotions & connections
- Beliefs & barriers
- Perceptions & intentions
- Recall of core content
- Use of mammography

Survivor stories online, by race

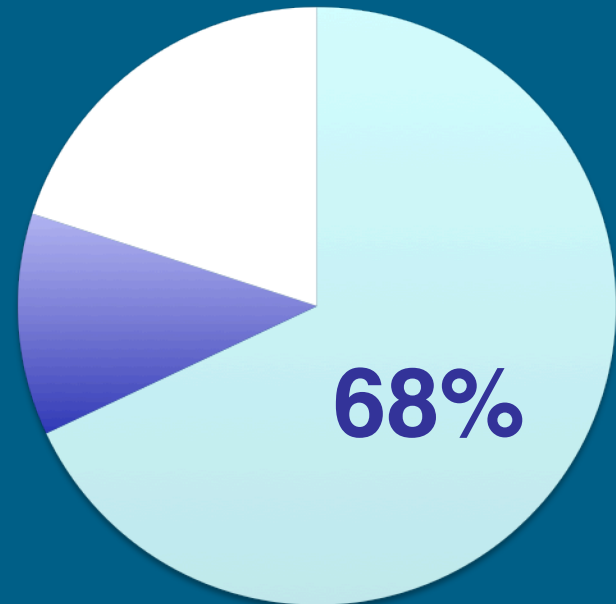
Reviewed 738 sites, 7995 stories

Survivor stories



■ White ■ Black ■ All other

U.S. population



■ White ■ Black ■ All others



Survivor Stories

Search by
Cancer Survivor

Search by
Cancer Topic

View storytellers by age at diagnosis

Women less than
40 years old



Women between
40 and 49



Women between
50 and 59



Women 60
and over



[previous
screen](#)

[back to
home](#)



Storytellers less than 40 at diagnosis



Earlene



Gwen



Helen



Janet



Kathy



Loleatha



Melva



Wanda

[previous screen](#)

[back to home](#)



Gwen



Age at diagnosis: **Less than 40**
Marital status at diagnosis: **Unmarried**
Type of surgery: **Lumpectomy**
Children: **Young children at home**
Employment status at diagnosis: **Employed**
Years since diagnosis: **Between 10 and 15 years**



are you going to die?



you tell me what we need to do to fight this



we need to be sharing



I tried to have joy



it will be ok mom



see more stories

previous screen

back to home





Survivor Stories

Search by
Cancer Survivor

Search by
Cancer Topic

**My Faith
and Spirituality**



**Coping with My
Breast Cancer
Diagnosis**



**Health Care
Experiences**



**Receiving Support
from Others**



**Dealing with
Hair Loss**



Quality of Life



**Breast Cancer
Advocacy**



**Having Reconstruction
or Prosthesis**



**Follow-up Care and
Thoughts about
Recurrence**



**Dealing with Radiation
and Chemotherapy
Side Effects**



Support Groups



**Telling Others
I Have Breast Cancer
and Their Reaction**



[previous
screen](#)

[back to
home](#)



Dealing with radiation and chemotherapy side effects



Age at diagnosis: **Between 40 and 49**

Marital status at diagnosis: **Married**

Type of surgery: **Mastectomy**

Children: **Grown children away from home**

Employment status at diagnosis: **Employed**

Years since diagnosis: **Between 10 and 15 years**



you need to learn to bank your energy so you don't get too tired



I still kept up all the things I was doing



it was difficult but I made it through



Even when I'm feeling bad I'm going to dress up



dealing with lymphedema



see more stories

previous screen

back to home



dictionary



iPad

10:43 AM

Not Charging

Living Proof

African American Breast Cancer Survivor Stories

Sort Stories by Age

Sort Stories by Category

Back

Living Proof



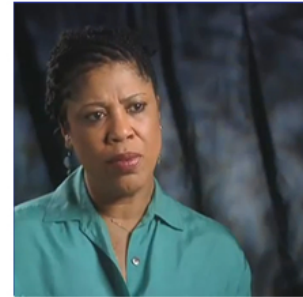
Today It's Not About Hair



It Fell Out Over Night



She Bought Me a Wig



It Will Be Okay Mom



I Still Kept Up All the Things I Was Doing



Wigs Specific for African-Americans



Deal With It



Hats Galore

Back

Living Proof



Wigs Specific for African-Americans

Carolyn is 40-49 years old and was diagnosed 5-10 years ago. She had a masectomy.

She is currently **married** and **unemployed** with **young kids at home**.



I Still Kept Up All the Things I Was Doing

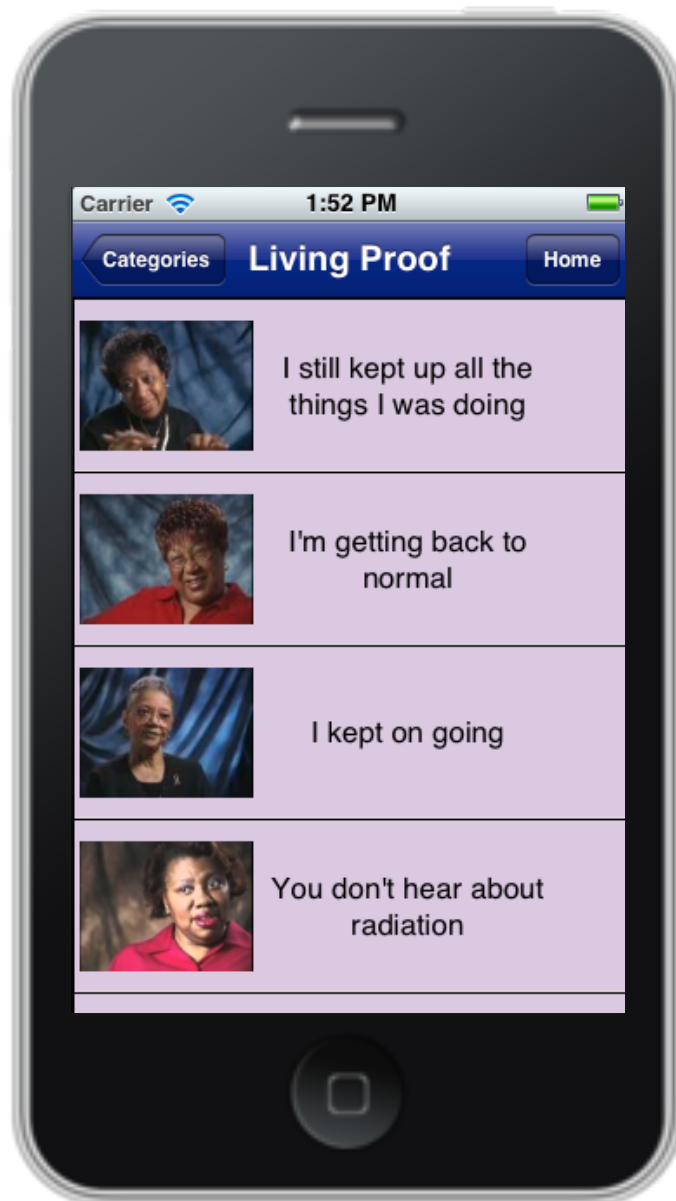


Wigs Specific for African-Americans



Deal with It





I still kept up all the things I was doing



I'm getting back to normal



I kept on going



You don't hear about radiation

Process and timeline

From product to launch

- Tech transfer (9 months in advance)
- Public affairs (1-2 months)
- Technology review committee (1-2 months)
- Apple (1-2 weeks)

September 2012

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

