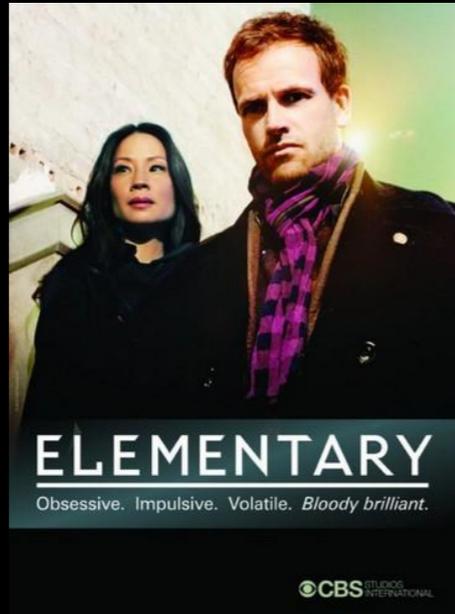




“Grey’s Anatomy”



“Elementary”



“Parenthood”



“The Good Wife”



“90210”

Integrating BRCA Messages Into Popular TV Storylines: The 90210 Experience

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Entertainment Education for Television, Movies & New Media

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2012 Sentinel for Health Awards

Awards Ceremony | Sept. 19, 2012
Writers Guild of America, West



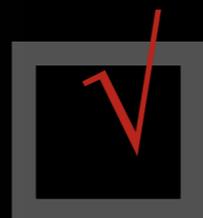
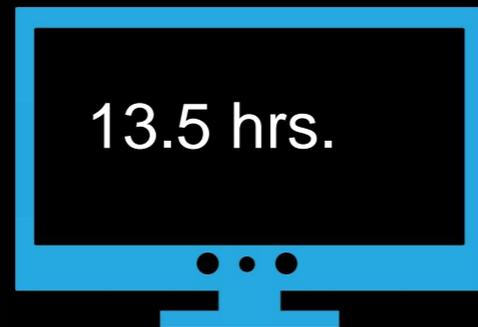
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8-Week (Episode) *Story Arc*
(March 6 – May 15, 2012)

90210 Breast Cancer (BRCA) Gene Study

Study 1 (Median Age 48)

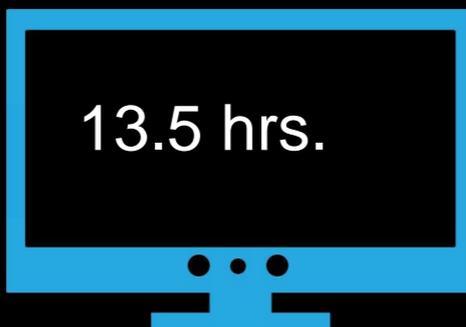


Study 2 (Median Age 22)

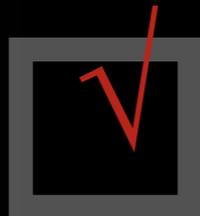


90210 Breast Cancer (BRCA) Gene Study

Study 1 (n = 236)



13.5 hrs.



- Pre/post study of single episode (first episode), conducted by survey firm (Frank N. Magid Associates) on panel of regular TV viewers
- Median Age of 48, range from 20-64
- TV Viewing - median 13.5 hrs/week prime time TV
- 93% never watch 90210
- Geography - Limited to US
- Excluded – those who previously saw one or more of the target episodes and/or were diagnosed with breast cancer
- Total sample - 236 completed both waves (pre and post)

Study 1

Changes from Pre- to Post-Test

■ Knowledge:

- Increase in familiarity with BRCA gene
- Increase in selecting “family history/genetics” as risk factor
- Increase in agreement with “*Having a mastectomy is one possible option for preventing breast cancer,*”

■ Attitudes:

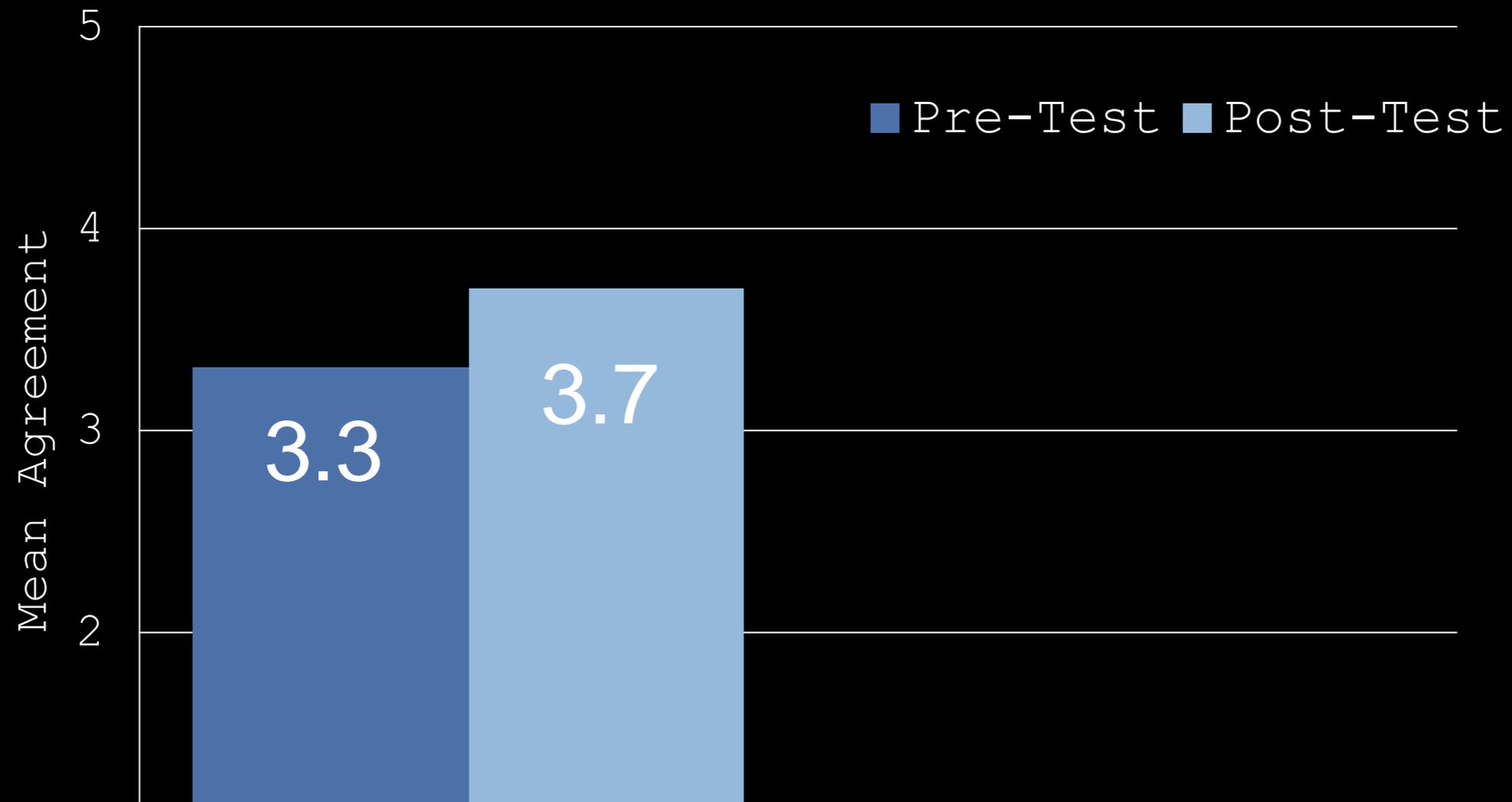
- Increase in fears about consequences of BRCA gene

■ Behavioral Intentions:

- Increase in number who indicated they intend to talk to a doctor about taking the BRCA gene test in the coming year
- Increase in likelihood of talking to a doctor about getting tested for the BRCA gene in the next 2 years

90210 Study 1 Findings

Knowledge (N = 121)

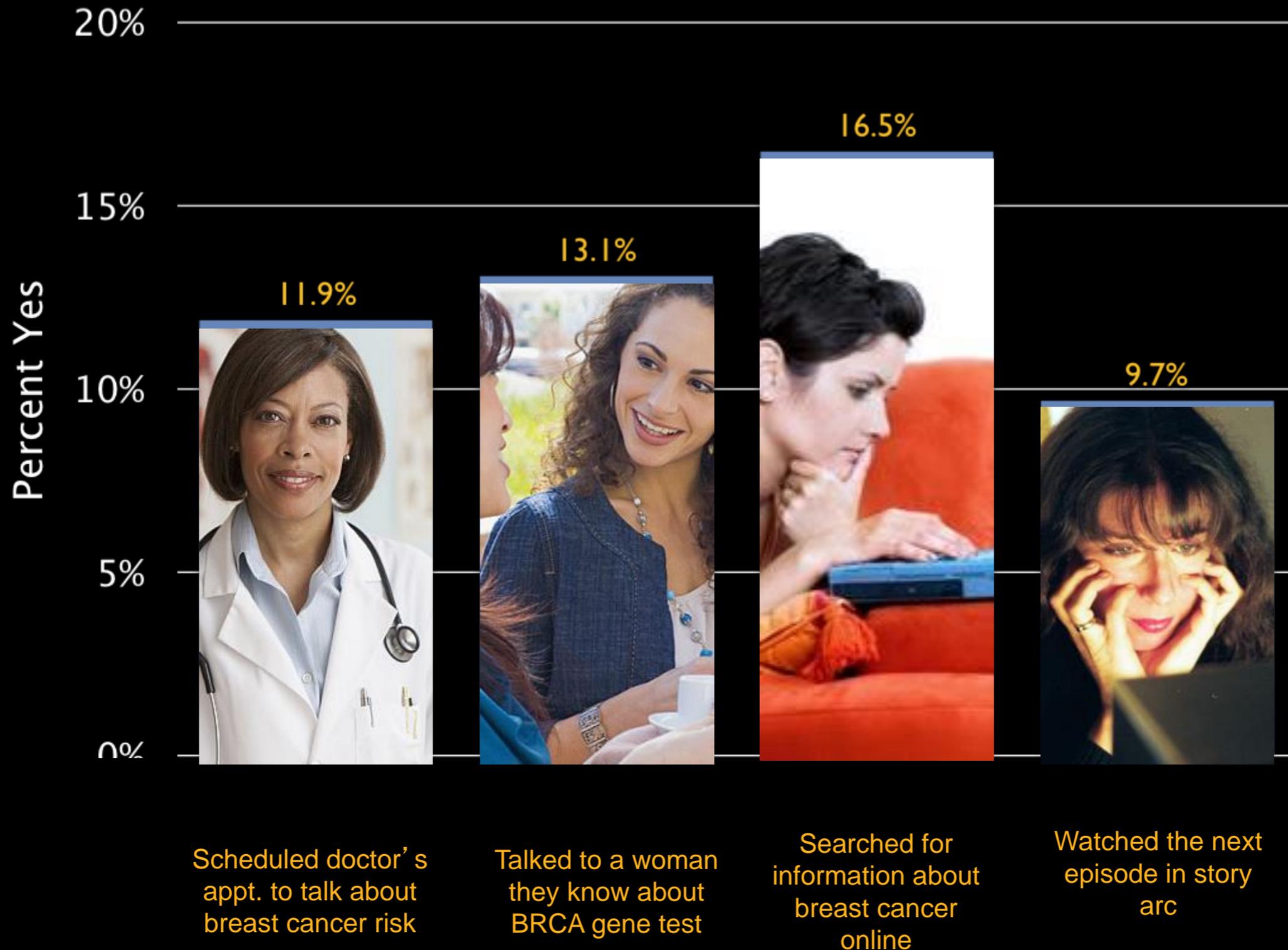


*** $p < .001$

Mastectomy is one possible option
for preventing breast cancer***

90210 Study 1 Findings

Reported Behaviors at Post-Test (N = 236)

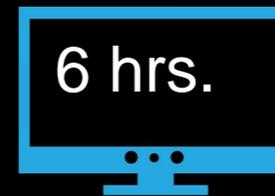


“Did you do any of the following as a result of seeing the episode of 90210 you were asked to watch?”

90210 Breast Cancer (BRCA) Gene Study

Study 2

- **Recruited a convenience sample of regular 90210 viewers**, via links to an online survey instrument placed on 90210's Facebook.
- **Data were collected in two waves**—after the fourth episode (April 5 through 17, 2012) and after the eighth episode (May 16 through June 12, 2012).
- **Participants were NOT instructed to view any episodes of 90210.**
 - They were asked to indicate which (if any) of the relevant episodes they had seen.
- **Our intent was to compare wave 1 and wave 2 data** for those who completed both waves, but data could only be matched for 18 participants.
 - A decision was made instead to **exclude the wave 2 data for those who completed both.**



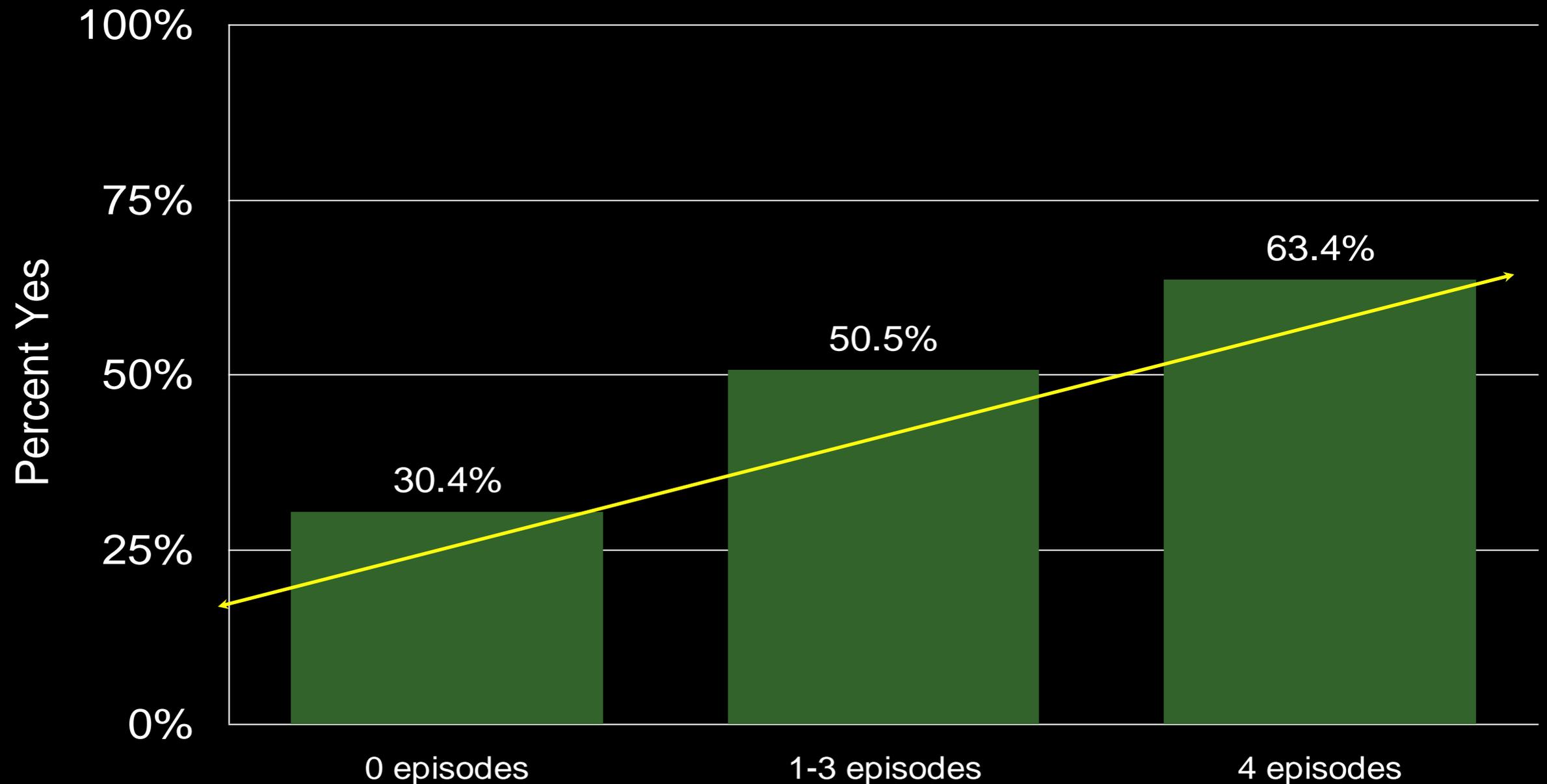
90210 Study 2 Findings

Knowledge: (N = 494)

- **Significant association between number of episodes viewed (dosage) and familiarity with BRCA gene**, linear trend – increasing in ordinal fashion; exposure to each individual episode (*of the 4 most content rich four most content-rich episodes -- 4.17, 4.18, 4.19, and 4.23*) significantly associated with familiarity with BRCA gene.
- **Significant negative association between dosage and agreement with “If someone tests positive for the BRCA genes, it means they already have breast cancer”**, all four episodes – lower agreement than those who saw 1-3 episodes, exposure to each individual episode significantly negatively associated with agreement

90210 Study 2 Findings

Knowledge: "Have you ever heard of the BRCA gene?" (N = 494)

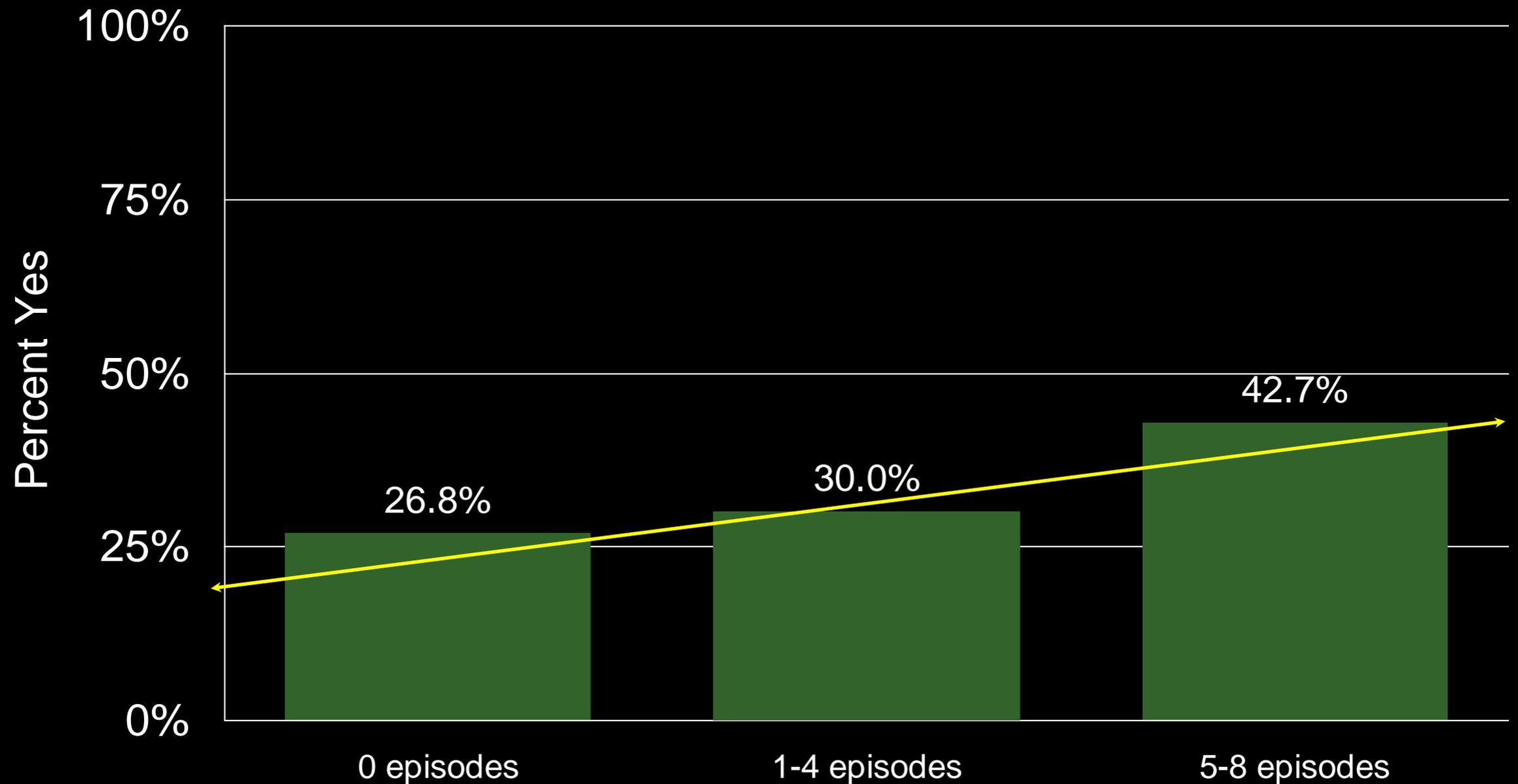


$\chi^2(2) = 23.586, p < .001$

Linear-by-linear: $\chi^2(1) = 23.199, p < .001$

90210 Study 2 Findings

Behavior: “Find out about my family history regarding breast cancer” (N = 494)



$\chi^2(2) = 8.588, p = .014$

Linear-by-linear: $\chi^2(1) = 7.985, p = .005$

90210 Study 2 Findings

Attitudes, Intentions and Behavior: (N = 494)

■ **Attitudes**

- Exposure to episode 4.23 associated with reduction in perceived barriers to testing

■ **Behavioral Intentions**

- Exposure to episode 4.19 associated with likelihood of getting a mammogram, independent of other episodes
- Exposure to episode 4.19 associated with likelihood of talking to doctor about BRCA gene test, independent of other episodes

■ **Behavior**

- Significant association between dosage and finding out about family history, significant linear trend; all four episodes greater than 1-3 episodes greater than 0 episode, exposure to 3 of 4 individual episodes (4.18, 4.19, 4.23) associated with likelihood of reporting found out about one's family history

Questions?