

I.7 NCI's ¹³¹I/NTS Communications Campaign and Process Evaluation Plan

I.7.1 NCI's ¹³¹I/NTS Communications Campaign

The goals of NCI's ¹³¹I/NTS Communications Campaign were:

- To inform health care providers (via health provider organizations) who conduct thyroid screening and education about the availability of NCI's I-131 materials, especially those practicing in significant fallout areas
- To inform consumer organizations that focus on health education needs of people ages 40 and older, with particular emphasis on groups responsible for thyroid education, about the availability of NCI's I-131 materials
- To inform federal agencies about the availability of NCI's I-131 materials for incorporation into their communication channels
- To make information about I-131 materials easily accessible for use by interested consumers, the public at large and advocacy organizations for inclusion in their communication channels

In December 2002, the NCI released communication materials for the Project, developed with extensive input from advocacy groups, community representatives and health officials, as well as extensive focus group testing. Materials included:

- **Get the Facts About Exposure to I-131 Radiation**--This general information brochure provides information about the Nevada tests and identifies individuals at particular risk.
- **Making Choices: Screening for Thyroid Disease**-- This decision aid workbook/brochure is for individuals concerned about their exposure to I-131 from fallout (Based on decision support format of the Ottawa Health Decision Center at the University of Ottawa and Ottawa Health Research Institute, Ontario, Canada)
- **Radioactive Iodine (I-131) and Thyroid Cancer**--This flip chart, designed for use in small groups of up to 10 people, addresses concerns specific to Native Americans.
- **I-131 Web Site** (www.cancer.gov/i131), which includes tools for partners ("swiss cheese" press release, promotional brochure, etc.)

In order to accomplish these goals, by June 2003, NCI had accomplished the following

- Held a national teleconference (Dec 2002), at which NCI staff and invited experts discussed pertinent I-131 issues and plans for public promotion and dissemination of the materials
- Disseminated materials to project partners
- Within key exposure areas¹, disseminated materials through email and US postal service. Efforts concentrated on reaching key intermediaries-- health provider associations, community health clinics, advocacy and support groups, community-based networks, state health agencies, schools of public health, social workers, and federal agencies (including local clinics of the Indian Health Service.) (Full list follows). These intermediaries were provided tools to reach secondary audiences, which include individual health care providers and the concerned public aged 40 and older, particularly those who lived in areas of highest exposure and who consumed milk during the testing period.
- Conducted follow up calls to key organizations to ascertain interest in additional activities

In sum, the NCI conducted direct outreach with over 1000 local, regional and national organizations (see attached list).

I.7.2 NCI's ¹³¹I/NTS Process Evaluation Plan

In evaluating the promotion and dissemination efforts of the NCI's ¹³¹I/NTS Communications Campaign, the NCI developed the following measurable objectives:

1. By January 31, 2003, NCI will send promotional materials and educational products to all organizations on the original recruitment list.
2. By January 31, 2003, NCI will send promotional materials and educational products to health professional, consumer health, advocacy, and federal organizations identified by key stakeholders².
3. NCI will send promotional materials to 100% of organizations who request information on the educational products.
4. By December 31, 2002, NCI will conduct a teleconference to launch the materials with the media and key stakeholders.

¹ Twenty states received the highest fallout and include: Montana, Nevada, Utah, Colorado, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Missouri, Arkansas, Minnesota, Iowa, Wisconsin, Illinois, Wyoming, Idaho, Indiana, Texas and Vermont. There are 7 states (Massachusetts, Tennessee, New York, Oregon, Ohio, Michigan and Louisiana) in which only a few counties within each state were affected.

² Group of key informants representing health professional, consumer health, advocacy and federal organization who are interested in I-131 issues and who were identified by NCI at the project's inception. Largely consists of members of NCI's I-131 listserv.

5. By February 3, 2003, NCI will send I-131 promotional materials to 100% of specified NIH and NCI-affiliated groups
6. By February 10, 2003, NCI will send I-131 promotional materials and educational products to 100% of specified core thyroid health groups
7. By February 17, 2003, NCI will send I-131 promotional materials and educational products to 100% of specified general medical societies and primary care institutions
8. By February 27, 2003, NCI will send I-131 promotional materials and educational products to 100% of specified consumer health organizations
9. By February 21, 2003, NCI will send I I-131 promotional materials and educational products to 100% of specified Federal agencies (see Appendix B. Promotion Plan).
10. By July 3, 2003, NCI will follow-up with 100% of specified core thyroid health specific groups

A Process Evaluation Template, which includes evaluation questions, indicators, measures, process objectives, data sources, and frequency of data collection was developed. Data is to be analyzed in 2003.

This list represents over 450 national organizations/groups who received I-131 promotional materials disseminated by the Office of Cancer Communications in December 2002 [in addition to 121 Members of Congress].

<p>AARP Agency for Toxic Substances and Disease Registry Alliance for Nuclear Accountability Alliance of Atomic Veterans American College of Preventive Medicine American Thyroid Association (1000) Association of State and Territorial Health Officials ATSDR (1000) Baltimore City Department of Health Center for American Indian Research and Education Center for Global Security & Health, Physicians for Social Responsibility CDC: State Radiation Directors (54) CDC: Division of Health Communication-Childhood Cancer Research Institute and Clark University Colorado Department of Public Health and Environment Conference of Radiation Control Program Directors Consumers Union Council of State and Territorial Epidemiologists Decision Research US Department of Health and Human Services Vanderbilt University-Department of Radiology Dine Care Group Downwinders, Inc. Elder Voices, Inc. Hanford Health Information Network Resource Center HRSA: radiation education grantees (36) HRSA: Bureau of Primary Health Care: Primary and community health centers in high-exposed counties (390) Idaho Division of Health Indigenous Environmental Network Institute for Energy and Environmental Research Institute for Energy and Environmental Research Interpretive Consultations, Inc, Risk Communication and Environmental Education Iowa Dept. of Public Health Johns Hopkins University School of Hygiene and Public Health Mallinckrodt Institute of Radiology-Washington University School of Medicine Mayo Medical School-Mayo Clinic Rochester Memorial Sloan-Kettering Cancer Center Miamisburg Environmental Safety and Health Migrant Clinicians Network</p>	<p>Migrant Head Start Quality Improvement Center Morgan County Medical Center Morgan County Medical Center NAACP-Oak Ridge, TN National Association of County and City Health Officials National Association of Radiation Survivors National Center for Environmental Health National Center for Farmworker Health National Committee for Radiation Victims National Congress of American Indians National Institute of Diabetes and Digestive and Kidney Diseases National Medical Association Natural Resources Defense Council Navaho Uranium Radiation Victims Committee Directors Consumer Liaison Group-National Cancer Institute Nevada State Health Division New England Journal of Medicine New York Presbyterian Hospital- Weill Medical College of Cornell University New York State Department of Health Nuclear Information & Resource Service Oak Ridge Environmental Justice Committee Oregon Department of Human Services Oregon Health Division Environmental and Occupational Epidemiology Pew Environmental Health Commission Physicians for Social Responsibility Porter Novelli Public Interest Research Group- United States Radiation and Public Health Project Radiation Health Effects Archives Radiological Health Section, Nevada State Health Division Redish & Associates, Inc. Rutgers University Scarboro Community Environmental Justice Council SENES Oak Ridge, Inc. Short Cressman & Burgess PLLC Sinai Hospital of Baltimore Sisters of Charity of Ottawa Health Services Snake River Alliance Social and Environmental Research Institute Standing for the Truth About Radiation Support and Education for Radiation Victims Tennessee Department of Environment and Conservation The Endocrine Society</p>
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The National Academies
Thyroid Disease Information Source
Tufts University, Editor in Chief, Medicine and
Global Survival
U.S. Department of Health and Human Services
University of Colorado School of Medicine
University of North Carolina at Chapel Hill School
of Public Health
UPMC News Bureau

Uranium Education Program
Utah Department of Health, Bureau of
Epidemiology
Vanchieri Communications
Western States Legal Foundation
Women's Action for New Directions
World Health Organization-Regional Office for
Europe

This list represents over 200 national organizations/groups and their affiliates or chapters who received I-131 promotional materials disseminated by the Office Education and Special Initiatives in Spring 2003.

Alaska Native Tribal Health Consortium
American Academy of Family Physicians (chapter heads in 20 states)
American Academy of Nurse Practitioners
American Academy of Physician Assistants
American Association of Cancer Education
American Association of Retired Persons (local chapters and clearinghouse)
American Board of Internal Medicine
American Cancer Society (divisional offices)
American College of Obstetricians and Gynecologists
American College of Preventative Medicine
American Indian Institute
American Medical Association
American Nurses Association (state/local chapters in priority regions)
American Public Health Association
Association of American Indian Physicians
Association of Community Cancer Centers
Center for Medicaid and Medicare Services
Centers for Disease Control and Prevention
Chronic Disease Directors (communications committee)
Environmental Protection Agency (American Indian Environmental Office)
Indian Health Service (American Indian Environmental Office)
National Association of Community Health Centers (20 risk states)
National Association of County and City Health Officials
National Association of Social Workers
National Association of State Directors of Migrant Education
National Black Nurses Association
National Center for Farmworker Health
National Council of La Raza
National Hispanic Medical Association
National Hispanic Nurses Association
National Indian Health Board
National Medical Association (local and state societies)
National Rural Health Association
Native American Cancer Initiative
Native American Health Issues
Office of Minority Health (HHS clearinghouse)
Office of Minority Health Affairs
Older Women's League
Oncology Nursing Society – Special interest committees: Cancer Program Development, Management: Patient Education and Prevention, Early Detection Special Interest Groups
Thyroid Cancer Survivors' Association (local chapters)
Veterans Administration