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Effects of online resource to support laypersons’ understanding of media reports on breast cancer research

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Background
Young women frequently seek health information through the internet and mainstream media (Pugh-Yi et al., 2018; Rowlands et al., 2015), but often find it does not address their particular concerns, that it is difficult to evaluate or interpret, or even misleading (Laugesen et al., 2015; Ferge et al., 2012). Research has suggested that emotional and social function following a breast cancer diagnosis is inversely proportional to age at the time of diagnosis (Anders et al., 2009).

Methods
Knowledge Impact
Knowledge impact was evaluated by multiple choice questions about factual content in three XRAYS summary reports.

Participants
21 participants were included in focus group analysis.

Procedures
Impact of XRAYS on understanding

Table 1. Within groups comparisons.

<table>
<thead>
<tr>
<th>Group</th>
<th>Mean Change Score (x.d.)</th>
<th>t-score (d.f.)</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>5.75 (12.6)</td>
<td>-2.6 (7)</td>
<td>.01</td>
</tr>
<tr>
<td>XRAYS</td>
<td>52.7 (20.5)</td>
<td>7.3 (16)</td>
<td>&lt;.001</td>
</tr>
</tbody>
</table>

Results
Knowledge Impact

- XRAYS users show a significant gain in understanding of media articles. Control group participants do not show significant improvement in understanding.

Outreach Cultural Appropriateness

Cultural appropriateness was assessed by a survey that included content about breast cancer than the average reader.

References
Rowlands U et al., J of Medical Internet Research. 2015. 17(5): e120.