National Conference on Health Communication, Marketing, and Media

Expanding Networks • Increasing Knowledge • Advancing Public Health

Using the Media to Change the Point of Contact of People with the Health Care System: The Cancer Preventorium Concept
THE REALITY
Most of the world has a disease-based medical system model.
Extremely busy, illness-loaded, primary care system

They often use the emergency room...

People waiting for symptoms to appear
Changing the Paradigm
Extremely busy, illness loaded, primary care system

People waiting for symptoms to appear

Often the emergency room...
To develop a health promotion/disease prevention-based system

How do we convince people to seek medical care when asymptomatic?

To develop a less illness-loaded primary care system
How to go from...

That saturates a cancer health system with incurable, advanced cases

Advanced disease
to...

A cancer health system more focused on the care of early disease cases

Early disease
In order for that change to occur, one should understand that the frequency of cancer in a locality, not only depends on the biology of the tumor, but also on:

- Cancer control programs
- Laws
- Health policies
- Community health programs, and
- Individual behavior
In other words...
We should not concentrate only on the study of the tumor ...
But also on the **person** with the tumor...
Lack of information

Poverty
Fears
Fatalism

Lack of medical insurance
False beliefs

Language

Knowledge  Attitude  Behavior
How can we convince people that an ounce of prevention is worth a pound of cure...?
I am convinced that coherent, consistent, media-based, public education programs need to be created.
Our Media Principles...

1. Use the media CONSISTENTLY

2. Develop COMPREHENSIVE health education programs

3. Use all media channels available for the community

4. Develop a TRUSTED MESSENGER
1. *Taking Care of Your Health*, One minute (National/International)

2. *The Community Clinic of The Air*. Daily, one-hour talk show (Local)

3. *To Prevent is Health*. Weekly, one-hour talk show (nationally syndicated)


5. *The Community Clinic of The Air International Edition*. Monthly, one-hour talk show (Bolivia)
1. *Lets Talk About Health*. One hour, weekly call-in show. Carried by the EchoStar Satellite system (Channel 9407)


Media Tools

C. INTERNET

www.prevencion.org

D. PRINT

1. Bimonthly health column. NEXOS in-flight magazine American Airlines

2. Bimonthly health column. Segunda Juventud. AARP
After the public has been convinced to take preventive steps...
They need a place to go...
Creation of a “Cancer Preventorium”
SANATORIUM

NOUN: 1. An institution for the treatment of chronic diseases or for medically supervised recuperation. 2. A resort for improvement or maintenance of health, especially for convalescents. Also called sanitarium.

ETYMOLOGY: From neuter of Late Latin sanatorius, curative, from Latin sanatus past participle of sanare, to heal, from sanus, healthy.
In 1884 in New York, "Little Red", the first TB Sanatorium in the country was opened.
Interior view of “Little Red” New York 1884
PREVENTORIUM

A non-existent word in the dictionary
PREVENTORIUM

NOUN: 1. An institution for the prevention and early detection of chronic diseases or for medically supervised patient education. 2. A resort for maintenance of health, especially for people without evident illness.

Our proposed definition
people of the future will visit “preventories” to receive health education, undergone cancer screening tests, and even engage in community activism...
The Preventorium has two main goals:

☐ To find and treat early asymptomatic conditions (cancer, diabetes, high blood pressure)

☑ To find and manage risk factors for those chronic conditions
The Cancer Preventorium Model has its Theoretical Frame on the Diffusion of Innovations Theory

Figure 1. Bell shaped curve showing categories of individual innovativeness and percentages within each category.
The Washington Cancer Institute at Washington Hospital Center

Cancer Preventorium

✓ Date Started: July 27, 1994
✓ Patients Seen (as of 08/21/07): 21,169
The Washington Cancer Institute at Washington Hospital Center

Cancer Preventorium

✓ GENDER:
  Male: 5,883 (22%)
  Female: 15,286 (78%)

✓ Asymptomatic Patients: 80%
### The Washington Cancer Institute at Washington Hospital Center

#### Cancer Preventorium

**Number of cases of cancer found, 1994-2007**

<table>
<thead>
<tr>
<th>Organ</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast</td>
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<tr>
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<td>Prostate</td>
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<tr>
<td>Colon</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>19</td>
</tr>
</tbody>
</table>

*N=71*
BI-PARTISAN LEGISLATION INTRODUCED TO ASSIST PATIENTS IN UNDERSERVED AND MINORITY COMMUNITIES

Patient Navigator, Outreach, and Chronic Disease Prevention Act of 2005

Signature of the Public Law 109-18
Preventorium Model

- Media outreach by trusted health professional
- Culturally-appropriated, ethnically-sensitive health education messages

Preventorium

Affiliated to Health Center

Registration and data collection

Personalized follow-up for Diagnosis and Treatment

Navigation process

Revisit for continuous care

Health Management Tools

Examples of Interventions

- Referal to primary care settings
- Genetic Testing
- Clinical trials recruitment
- Lifestyle & Behavioral Change Interventions
Opportunities to replicate the Preventorium
In the Washington, DC Metro Area
In Latin America
Knowledge exists in two forms - lifeless, stored in books - and alive in the consciousness of men. The second form... is the essential one.

Albert Einstein
Guidelines

Report

Papers

The Ivory Tower of Science