



Short Communication

Implementing targeted cervical cancer screening videos at the point of care



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ABSTRACT

Objective: To develop and implement educational videos to improve cervical cancer health literacy for patients within a safety net healthcare system.

Methods: Testimonial-style videos were developed with the goal of describing the Pap test to low literacy patients and motivating them to participate in regular cervical cancer screening. Nurses were trained to use the electronic medical record to identify patients due or past due for a Pap test according to the current screening guidelines. They played the video for all eligible patients as they waited to be seen by their physician in clinical examination rooms.

Results: Four 2-minute videos were developed in English, Spanish, and Vietnamese. Videos were made available on desktop computers in 458 exam rooms at 13 community health centers.

Conclusion: Integration of educational videos into the workflow of high-volume community health centers is feasible. Future work will focus on optimizing uptake of the videos as well as assessing their efficacy for improving cervical cancer health literacy.

Practice Implications: Integrating targeted videos into patient flow may be a feasible way to address health literacy barriers to cervical cancer screening within a busy workflow environment.

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1. Introduction

Despite the availability of effective screening tools, cervical cancer remains a significant public health problem. In the U.S. and other countries with national screening strategies, the majority of cervical cancers are diagnosed in women who have not been screened for the disease within the last three to five years [1]. Multiple factors impact women's adherence to screening guidelines, including geography, race/ethnicity, education, nativity, access to and utilization of healthcare services, and health literacy [1]. Low health literacy is a particularly important contributor to screening non-adherence [2–4], as many women who have not been screened are often unable to read text-based patient education materials provided to them [3]. Accordingly, the

Community Preventive Services Task Force recommends the use of one-on-one education provided or accompanied by small media (i.e., videos) as an effective client-directed strategy to encourage the uptake of cervical cancer screening [5].

As part of a comprehensive cancer prevention project to reduce cancer health disparities in Harris County, Texas, we developed and implemented point-of-care videos aimed to integrate cervical cancer patient education into routine operation at primary care clinics. Here we describe the development and implementation of these videos at community health centers within a safety net healthcare system.

2. Methods

2.1. Video development

The point-of-care videos described here were developed by the Community Network for Cancer Prevention, an academic-community

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partnership between Baylor College of Medicine, Harris Health System, and several other institutions that aims to address cancer health disparities in Harris County, Texas [6]. Harris Health System is the county's safety net healthcare system and the primary healthcare provider for the 33% of adult Harris County residents who lack health insurance [7]. In 2012, Harris Health System logged over 1,055,000 outpatient visits, most of which occurred in the system's community health centers (personal communication, Ms. Loretta Hanser). The project protocol was reviewed by the Baylor College of Medicine Institutional Review Board and exempted from Human Subjects review.

Development of the videos was modeled after an evidenced-based video designed to improve patients' knowledge and

attitudes toward colorectal cancer screening [8]. The content of the videos was delivered through a testimonial-style format and consisted of a clinical component (how and why the Pap test is done) and a motivational component to encourage women to obtain a Pap test and discuss the test with their physician. Motivational messages addressed key constructs of the Extended Parallel Process Model [9,10], including perceived threat and perceived efficacy. A clinical advisory board of physicians, nurses, and public health professionals iteratively reviewed the content of the videos to ensure that the information provided was accurate and up-to-date.

Once the content of the video was finalized, an English-language prototype script was drafted and pre-tested with key



Fig. 1. (a) Navigation screen displaying menu of available point-of-care videos promoting use of the Pap test; (b) Screenshot of scene from the African American-targeted point-of-care video.

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