Title: SPECIAL SESSION: Computer-Tailored Interventions to Increase Cancer Screening: Building a Program of Research

Presenter: Susan M. Rawl, PhD, RN, FAAHB, FAAN

Type: Oral

Keywords: cancer screening, colorectal cancer and computer-tailored interventions

Summary: The presenter will share her extensive program of research that is focused on developing and testing computer-tailored interventions that are designed to increase cancer screening. Her research has primarily centered on screening for colorectal cancer, a preventable disease that is the third-leading cancer killer in the United States.

Final Number: J 15b
Slot: J 15b: Saturday, 29 July 2017: 2:15 PM-2:45 PM

References:


Schwartz PH, Perkins SM, Schmidt KK, Muriello PF, Althouse S, & Rawl SM. Providing Quantitative Information and a Nudge to Undergo Stool Testing in a Colorectal Cancer Screening Decision Aid: A Randomized Clinical Trial (in press)


discussion of colon cancer risk and testing: The Cancer Risk Intake System Trial. Preventive Medicine Reports; April 30, 4: 6-10. PMID: 27413654


Christy SM, Mosher KE, Rawl SM. (2014). Integrating Men’s Health and Masculinity Theories to Explain Colorectal Cancer Screening Behavior. American Journal of Men’s Health, 8 (1); 54-65. PMID: 23813927


## Learning Activity:

<table>
<thead>
<tr>
<th>LEARNING OBJECTIVES</th>
<th>EXPANDED CONTENT OUTLINE</th>
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<tr>
<td>Describe the global impact of colorectal cancer.</td>
<td>Global incidence and mortality rates from colorectal cancer will be presented with countries with highest and lowest rates identified.</td>
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<td>Describe the development of a program of intervention research that uses computer-tailoring to motivate behavior change (i.e. colorectal cancer screening)</td>
<td>Highlights of a 20-year program of research will be provided to illustrate progression from early descriptive research, to measurement projects, to development of computer-tailored interventions delivered on a variety of platforms, and testing in randomized clinical trials.</td>
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Susan M. Rawl, PhD, RN, FAAHB, FAAN, is a Professor of Nursing at Indiana University and Co-leader of the Cancer Prevention and Control Program at the Indiana University Simon Cancer Center. For the past 20 years, Rawl has conducted patient-centered research testing interventions to increase cancer screening among people at increased risk, including those with limited resources, low literacy levels, and minority populations. Rawl’s research has been funded by the National Cancer Institute, the National Institute for Nursing Research, the American Cancer Society, and the Walther Cancer Foundation. She has developed and tested tailored print, telephone, and computer-based interventions to promote screening. Currently, she is conducting a comparative effectiveness trial, funded by the Patient Centered Outcomes Research Institute (PCORI) to increase colorectal cancer screening among low-income and minority patients who have cancelled or did not attend their colonoscopy appointment. She is also collaborating on a multi-behavior intervention trial to increase colon, breast, and cervical cancer screening among rural women in Indiana and Ohio. During this presentation, she will provide an overview of the global impact of colorectal cancer – a preventable cancer that remains the third leading cancer killer in the United States. She will describe the theoretical rationale for tailoring, evidence of the effectiveness of computer-tailored interventions to help people change a variety of health behaviors, and future directions for research in this area. Rawl will describe the development of her program of research beginning with descriptive studies, instrument development work, the process of developing computer-tailored interventions, as well as the results of randomized clinical trials testing their effects. Lessons learned along the way will be shared with the goal of providing guidance for young nurse scientists who are early in their careers. As the daughter of Irish immigrants, Dr. Rawl is deeply honored to be named to the International Nurse Researcher Hall of Fame this year in Dublin.