

Preventing Skin Cancer: Mass Media

Summary Evidence Table

Study Details	Population Characteristics	Intervention Characteristics	Outcome measures	Effect Estimates
<p>Author and date: Koster, 2011</p> <p>Study Design: Before After</p> <p>Quality of Execution: Fair</p> <p>Location: Denmark</p>	<p>Target Population: General 15-59 years of age (15-25 yrs. Primary target group)</p> <p>Settings: Community wide</p>	<p>Intervention: Anti-sunbed campaign</p> <p>Implementation period: March, 2007</p> <p>Type of message: Persuasive</p> <p>Type of mass media: Radio, magazines; Social media- YouTube, facebook, Myspace</p> <p>Control group: NA</p>	<p>Baseline: March 2007, Post: Follow-up 1: August 2007, Follow-up 2: August 2008, Follow-up 3: August 2009;</p> <p><u>Sun protective behaviors:</u> 1. Proportion of overall sunbed users 2. Proportion of first time sunbed users (<18 yrs.)</p>	<p>Sun Protective Behaviors: <u>1. Sun bed use:</u> a) <i>Proportion of overall sunbed users</i> Baseline: March 2007 Follow up: August 2009 Overall: OR = 0.61 (0.54–0.69) Age group (15–19): OR= 0.42 (0.30–0.69) Age group (40-49): OR= 0.82 (0.64–1.04)</p> <p>2. <i>Proportion of first time sunbed users among age group 15-19 yrs.</i> Among <13 years olds Baseline: 13%; Follow up: 8% ES= -5 pct pt (p<.001)</p> <p>Among 13–15 years: Decrease 5% (75% to 65%) Baseline: 75%; Follow up: 65% ES= -10pct pt (p<.001)</p>
<p>Author and date: Dobbinson, 2008</p> <p>Study Design: Interrupted Time series</p> <p>Quality of Execution: Good</p> <p>Location: Australia (Victoria)</p>	<p>Target Population: Residents of Melbourne; 14-64 yrs.;</p> <p>Settings: Community wide</p>	<p>Intervention: SunSmart- paid television media on skin cancer prevention</p> <p>Implementation period: Summer 1987–1988</p> <p>Type of message: Persuasive</p> <p>Type of mass media: Television</p> <p>Control group: Pre-intervention group with no exposure</p>	<p>Baseline: Summer 1987-88 Follow-up: Summers of 1991-92; 1994-95; 1997-98; 1999-2000; 2000-01; 2001-02;</p> <p><u>Sun protective behaviors:</u> 1. Use of hat 2. Use of sunscreen 3. Use of ¾ or long sleeved top 4. Use of ¾ or long leg cover</p>	<p>Sun Protective behaviors: <i>(Change in weekend behaviors in previous 4 weeks between 11 am to 3 pm (OR for TARPx100)</i></p> <p>a) Use of hat: OR= 1.24; P<0.001 b) Use of sunscreen*: OR= 1.16; P<0.001 c) Use of ¾ or long sleeved top: OR= 1.08; P=0.109 d) Use of ¾ or long leg cover: OR= 1.05; P=0.225 e) Body exposure index** : OR= -0.02; P<0.001</p> <p>* Evidence for inadequate model fit (via the Hosmer–Lemeshow test) ** Results from multiple regression TARP= target audience ratings point</p>

Study Details	<u>Population characteristics:</u> Target population; Age; Setting;	<u>Intervention Characteristics:</u> Intervention; Time of implementation; Type of messages; Intervention component; Control group	<u>Outcome measures:</u> Time of survey; Outcomes of Interest	<u>Results</u>																																
<p>Author and date: Broadwater, 2004</p> <p>Study Design: Before After</p> <p>Quality of Execution: Fair</p> <p>Location: United States (Utah)</p>	<p>Target Population: Adults with children from Utah households (18-49 years)</p> <p>Settings: Community wide</p>	<p>Intervention: Utah Cancer Action Network (UCAN): Skin and Colon cancer media campaign</p> <p>Implementation period: April 2003</p> <p>Type of message: Persuasive</p> <p>Type of mass media: Radio, television ads, billboards, small media- posters, rack cards, print ads, banners;</p> <p>Control group: NA</p>	<p>Baseline: January 2003 (prior to launch of UCAN advertising campaign) Follow-up: 4-6 weeks after the intervention May 2003;</p> <p><u>Sun protective behaviors:</u></p> <ol style="list-style-type: none"> 1. Change in behavior (based on information in the announcement.) 2. Use of sunscreen 3. Use of protective Clothing(started to wear more protective clothing) 4. Became more careful about sun protection for children. 	<p><u>Sun Protective behaviors</u></p> <ol style="list-style-type: none"> 1. Sunscreen use (proportion data) Base line (n=130/407) :61%; Follow up(n= 119/426) :60% Absolute: -1.0 pct pt; (95% CI -13.2, 11.2) 2. Protective clothing use Base line (n=130/407):13% Follow up (n= 119/426): 23% Absolute change: 10.0 pct pt; (95% CI 0.5, 19.5) 3. Overall protective behaviors (Became more careful about sun protection for children) Base line (n=130/407):30% Follow up (n= 119/426): 19% Absolute change: -11.0 pct pt (95%, CI -21.6, -0.4) 																																
<p>Author and date: Smith, 2002</p> <p>Study Design: Before After</p> <p>Quality of Execution: Fair</p> <p>Location: Australia (New South Wales)</p>	<p>Target Population: Adults with at least one child under the age of 12 years;</p> <p>Settings: Community wide</p>	<p>Intervention: Sun protection mass media campaigns; Summer -1998-99;</p> <p>Type of message: Persuasive</p> <p>Type of mass media: television (30 minutes commercial), transit advertizing (bus sides); billboards; radio community service announcement Small media- Local</p>	<p>Campaign 1 – Baseline: Nov. 1997; Follow-up: Jan, 1998</p> <p>Campaign 2- Baseline: Nov. 1998; Follow-up: Jan, 1999</p> <p>Campaign3- Post only after Jan;</p> <p><u>Sun protective behaviors:</u></p> <ol style="list-style-type: none"> 1. Use of sunscreen use 2. Use of protective 	<p><i>Sun Protective Behaviors:</i> <i>Adult Behavior (re. Parent/ Caregivers Behaviors):Proportion of respondents</i></p> <table border="0"> <tr> <td>1.Sunscreen use: (n=803)</td> <td>C1</td> <td>C2</td> <td>C3</td> </tr> <tr> <td>Base line:</td> <td>51.6%</td> <td>44.3%</td> <td></td> </tr> <tr> <td>Follow up:</td> <td>54.7%</td> <td>54.2%*</td> <td>59.1%*</td> </tr> <tr> <td>ES: Absolute change (CI)</td> <td colspan="3">3.1pct pt (-1.8, 8.0) 0.9 pct pt(-4.0, 5.8)</td> </tr> </table> <table border="0"> <tr> <td>2. Clothing use:</td> <td>C1</td> <td>C2</td> <td>C3</td> </tr> <tr> <td>Base line:</td> <td>27.6%</td> <td>29.2%</td> <td></td> </tr> <tr> <td>Follow up:</td> <td>31.8%</td> <td>29.5%</td> <td>35.9%*</td> </tr> <tr> <td>ES: Absolute change (CI)</td> <td colspan="3">4.2 pct pt (-0.3, 8.7) 0.3pct pt(-4.2, 4.8)</td> </tr> </table>	1.Sunscreen use: (n=803)	C1	C2	C3	Base line:	51.6%	44.3%		Follow up:	54.7%	54.2%*	59.1%*	ES: Absolute change (CI)	3.1pct pt (-1.8, 8.0) 0.9 pct pt(-4.0, 5.8)			2. Clothing use:	C1	C2	C3	Base line:	27.6%	29.2%		Follow up:	31.8%	29.5%	35.9%*	ES: Absolute change (CI)	4.2 pct pt (-0.3, 8.7) 0.3pct pt(-4.2, 4.8)		
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