

Cancer Control Website for CSUN Women

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Project Goals

- **Ultimate goal:**
Increase cancer control activities among CSUN female students
- **Relationship to other projects:**
 - CSUN Student Health Center (SHC) outreach activities
 - SHC web page
 - Health fair
 - Cancer screening in clinic
 - Student education

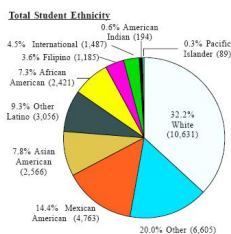
Description

- Dr. Highfield received a CSUN grant to fund a cancer control project targeting CSUN women.
- 2 components of project
 1. Development of an educational web page
 2. Writing a grant for additional money to fund students as peer educators about common cancers among women

Evidence used

- **Need:** The following show a need for young women to learn early cancer detection and prevention skills
 - American Cancer Society.....
 - National Cancer Institute....
 - Review of 4 randomized controlled trials (RCTs), 1 systematic review, and 2 expert consultations
- **Target audience:** Demographics of CSUN female population

Student Demographics



- **Average age**
 - Undergrad 23.6 yrs
 - Graduate 34.5 yrs
 - All 26.1 yrs

Competitive Analysis, cont.

- **Competitors**
 - Many websites are related to cancer control
 - NO sites target CSUN female students
- **Strengths**
 - Specific target audience
- **Weaknesses**
 - Our site provides only links to other sites. No substantive content has yet been written for our website

Major competitor examples: <http://www.cancer.org>, <http://www.cancer.gov>

Technology

- Student computers on campus allow easy accessibility for anyone
- Standards adopted for website
 - Health On the Net Foundation Code of Ethics
 - CSU/Humboldt criteria for information competence
 - Copyright law

Team/Resources

- **People:** BSN senior student & faculty to initiate & maintain page development
- **Equipment:** The project team can access required software & hardware, including CSUN server space for hosting the website
- **Locations:** The team can work on website from home or office
- **Support & outside services:** Technical support given by CSUN helpdesk, faculty technology support staff, & free CSUN software classes for students & faculty
- **Sales/marketing:** The team will promote the website by collaborating with CSUN Student Health Center, using bulletin boards, & using faculty/student announcements

Procedures

1. **Grant funding obtained**
2. **Senior BSN student hired to develop page in collaboration with faculty**
3. **Evidence collected & reviewed including especially CSUN female student demographics & cancer incidence among like demographics**
4. **Page set up on CSUN server.**
5. **Components included:**
 - Links to authoritative sites as allowed by copyright rules
 - Counter added to webpages

Procedures (cont.)

- **How is this project different from other teaching projects?**
 - Information disseminated via computer webpage rather than written or verbal
- **What are requirements, benefits, and issues of using new procedures**
 - 24/7 access to reliable cancer control information
 - Information available on "need to know" basis
 - Requirements: see resources

Schedule milestones

- Fall 2002
 - Week #3, Identify student to develop/maintain page
 - Week #8: Contacted Student Health Center about collaboration
 - Week #10: Complete needs assessment
 - Week #16: Plan & proposed evaluation completed
- Spring 2003
 - Week # 2 Implementation of project begins
 - Week #11 Evaluation of project begins
 - Week #16 Submit final project report with recommendations
 - Ongoing communication with faculty advisor

Current Status

- **Progress against schedule**
 - **On-track** in what areas: Switch to new student or to faculty
 - **Behind in what areas:** Need development of substantive content
- **Unexpected delays or issues:**
 - Difficulty finding experts willing & able to develop substantive content

Outcomes measured

- Counters placed on each webpage to identify the number of “hits”
- Consulted senior BSNs about impressions

Results

- _____ total persons viewed one or more of the webpages
- Feedback from reviewers included:....
 - [comments here]

Conclusion

- Development of a cancer control website uniquely targeting CSUN women was completed on time with resources indicated.
http://www.csun.edu/~nursing/LiveWell/cancer_mainpage.htm
- Next steps
 - New students to assume project
 - Substantive content
 - Marketing

The screenshot shows a web browser window with the address bar displaying http://www.csun.edu/~nursing/LiveWell/cancer_mainpage.htm. The page content includes a navigation menu for Northridge (Home, Main, Breast Cancer, Skin, Cervical Cancer, Student Health Center) and a main heading: **Cancer Prevention & Early Detection: A Life-Saving Guide for CSUN Women**. Below the heading, there is a section titled "What is cancer?" followed by a "Did you know" section with bullet points: "Cancer is the second leading cause of death among U.S. women" (citing American Cancer Society, California Cancer Facts and Figures, 2003), "You can lower your cancer risk by following prevention & early detection guidelines?", "You can help save lives of other women by spreading the word!", and "You can get cancer advice through the CSUN Student Health Center?". A "Purpose of page:" section states the goal is to reduce cancer incidence and severity through education by teaching and encouraging helpful habits that promote health by improving prevention and early detection, focusing on the prevention and early detection of breast, cervical, and skin cancers, the two cancers most likely to occur among women who fit the profile of the [college student @ CSUN](#). The "Target Population:" section specifies the page is designed for [women attending California State University, Northridge](#). A "Disclaimer:" section states that all information is for general education only and is not to be used for self-diagnosis or to replace the services of medical professionals. At the bottom, it notes the page was developed by [Dagmar Solbu, BS, CGP](#) in collaboration with [Betsy Bost, PhD, RN, ANCC](#) in part funded by a 2003-2004 Creative Research & Inquiry Grant.