NIH NATIONAL CANCER INSTITUTE
Division of Cancer Control & Population Sciences

Evidence-Based Cancer Control Programs (EBCCP) Connection

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Featured Program

Colorado Kids Sun Care Program

Designed to increase awareness and promote sun protection behavior among children, this intervention consists of mailed parent newsletters, some of which are tailored to the child's skin cancer risk; child newsletters; and sun protection resources (e.g., sun shirt, hat, sunscreen, backpack). The study showed an increase in sun protection behavior and a decrease in nonsevere and severe sunburns.

Do you have questions about how to implement the program? View the program's materials or contact the developer to learn more.

Spotlights

Meet the Developer

Lori Crane, Ph.D., M.P.H.

Dr. Lori Crane is a professor and associate dean for academic affairs at the Colorado School of Public Health, University of Colorado Anschutz Medical Campus.

Dr. Crane has a bachelor's degree in pharmacology from the University of California, Santa Barbara. She received her M.P.H. in behavioral sciences and health education at the UCLA School of Public Health, where she also earned her Ph.D. in the same field. Dr. Crane joined the Department of Preventive Medicine and Biometrics at the University of Colorado Denver in 1996, and when this department became the lead partner for the Colorado School of Public Health in 2008, she became the chair of the Department of Community and Behavioral Health.

Dr. Crane's main research interest is in cancer prevention. She has researched and created programs related to cervical, breast, colon, and prostate cancer screening behaviors. For the past 20 years, she has been focusing primarily on skin cancer prevention, with the development and evaluation of programs to prevent overexposure to the sun for infants, young children, adolescents, and young adults. She has a long-term grant from the National Cancer Institute to fund the study of risk factors for mole development, which is the number one risk factor for melanoma, the deadliest form of skin cancer. She also is leading a study funded by the Centers for Disease Control and Prevention that is examining the influences of advertising, policies, and availability of tanning facilities on indoor tanning among young adults.

Dr. Crane is an expert in survey methodology and program evaluation and has taught courses in program planning and implementation, survey research, program evaluation, and the theoretical foundations of health promotion.

Dr. Crane answered some implementation questions about the Colorado Kids Sun Care Program:

What aspects of the program can be adapted without it losing its effectiveness? Are there specific audiences (beyond those included in the research study) that you feel this program could be adapted for?

This program can be used for many populations meeting the age recommendation (children aged 6–9 and their parents). However, it does assume that the audience has reading skills, so it would not be appropriate for a low-literacy audience. It is most relevant for populations that are at increased risk for skin cancer. Non-Hispanic white populations are at the highest risk, although skin cancer can occur in any racial group, and the intervention addresses this issue. The program can be adapted visually, such as including pictures that relate to the target population. Personal stories in newsletters should be locally adapted. The current stories include Colorado families.

What do you view as the facilitators to implementation? What might be some challenges?

The intervention can be easily disseminated to participants by mail, email, or internet. Large and spread-out populations can be easily reached because the intervention includes only written materials and supplemental resources such as hats and sunscreen. The intervention does not require much staff time to implement. Program "impact" has been defined multiple ways, but one of those ways is Reach x Efficacy = Impact. We were striving for high reach so the program could have high impact.

Do you have suggestions for questions that practitioners should include when they evaluate the adaptation/implementation of your program? Do you have specific evaluation tools that would be appropriate for practitioners when they evaluate this program?

We have developed a survey that can be used to assess changes in sun protection behaviors, as well as so-called "moderators" of these changes, including self-efficacy, risk perceptions, perceived barriers, and perceived social norms.

What is your current research focused on?

I continue to work in the area of skin cancer prevention. The cohort that was involved in the Colorado Kids Sun Care Program has been followed for an additional five years to look at risk factors for skin cancer, most prominently the development of nevi (moles) on the skin, which is the main risk factor for melanoma of the skin. We have identified some interesting relationships between nevus development and factors such as waterside vacations, daily sun exposure, use of sun protection, and genetic factors. I recently completed a study looking at environmental influences on indoor tanning behavior in young adults, including advertising, pricing, availability of tanning facilities in apartment complexes and gyms, legislation and enforcement, and other environmental factors.

EBCCP Is Accepting New Programs

The Evidence-Based Cancer Control Programs (EBCCP) website is now accepting new programs! If your intervention has positive outcomes in the areas of breast cancer screening, cervical cancer screening, colorectal cancer screening, diet and nutrition, HPV vaccination, informed decision-making, obesity, physical activity, prostate cancer screening, public health genomics, sun safety, survivorship and supportive care, or tobacco control, consider submitting your program for inclusion on the EBCCP website. We also ask that you share this call of submissions with your colleagues and partners. For more information on evidence-based program submission, see "EBCCP Submission and Review Process: A Guide for Program Developers."

What Is Your EBCCP Story?

Have you implemented an EBCCP program? Is your program featured on the EBCCP website? Do you have a connection to the EBCCP website? If you answered yes to any of these questions, please use the image below and tweet about your EBCCP story. Be sure to use the hashtag #MyEBCCPStory and follow EBCCP on Twitter (@NCI_ImplSci).

Also, if you have implemented one of the 202 EBCCP programs and you wish to share your implementation story to be featured as a case study in Insights from the Cancer Control Field, contact us to be interviewed.

Next Issue

Share the newsletter with your colleagues and peers and stay engaged with us by subscribing to this newsletter! You can also follow us on Twitter (@NCI_ImplSci) to stay current with EBCCP website updates. If you were sent this newsletter by a peer, you may subscribe here: https://ebccp.cancercontrol.cancer.gov/newsletter.do If you no longer wish to stay up to date with EBCCP, you may unsubscribe here: https://ebccp.cancercontrol.cancer.gov/newsletter.do

Feedback

We want your feedback! Do you like what you see? Do you have any recommendations to improve the EBCCP website? Do you plan to share the website with your colleagues and peers? Submit your feedback here—we would love to hear from you.