

IMPLEMENTATION GUIDE

The Raybusters Program: Early Interventions for Creating Sun Smart Behavior

*Using an Evidence-Informed Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at:

http://cancercontrol.cancer.gov/use_what_works/start.htm.

I. Program Administration (Type of Staffing and Functions Needed)

Health Educator (recommended: dermatology nurse or other health care professional with expertise in sun safety)

- Collaborates with local hospitals to identify participants
- Administers baseline survey to participants via telephone
- Mails *The RayBusters Bulletins* newsletters (two issues)
- Conducts sun-safety counseling session via telephone

II. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Using What Works”.

A. Program Materials (*All listed materials can be viewed and/or downloaded from the Products Page*):

- **Baseline Survey:** This 60-item survey identifies participants’ current sun protection attitudes, beliefs, and behaviors and establishes current stage of change.
- ***The RayBusters Bulletin, Spring Issue:*** This 4-page mailer provides an introduction to the basics of sun safety, including appropriate use of sunscreen and protective clothing. Community-specific facts on sun safety behavior can be included to personalize this document, but tailoring is not required.

- ***The RayBusters Bulletin, Summer Issue***: This 4-page mailer builds upon knowledge gained from the spring issue through more detailed steps of sun protection. This newsletter also addresses the rationale for sun protection, with personal stories of mothers with skin cancer.
- **Telephone Script**: This document serves as a discussion guide for health educators providing telephone counseling to program participants. Dialogue is organized into three stages of sun protection change that coincide with the questions asked during the baseline survey. Each section includes stage-appropriate guidance for addressing participant obstacles to change, reinforcing current sun protection behavior, and setting sun protection goals.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Health Educator coordinates with local hospitals to identify program participants.

Step 2: Health Educator administers the Baseline Survey to participant via telephone.

Step 3: Health Educator determines participant's stage of change.

- If participant responds to at least one item in Baseline Survey question 34 with often or always, participant is in the Action/Maintenance stage.
- If the participant responds to all items in the Baseline Survey question 34 with never, seldom, or sometimes, the Health Educator asks participant, "Do you intend to use sun protection in the near future?"
 - If yes, participant is in the Contemplator/Preparation stage.
 - If no, participant is in the Precontemplator stage.

Step 4: Health Educator sends participant *The RayBusters Bulletin, Spring Issue* via postal mail in March, April, or May.

Step 5: Health Educator contacts participant via telephone in July for a 15-minute telephone counseling session. The Health Educator uses the telephone script to provide tailored support to participants based on the stage of change indicated in the baseline survey. The following tasks should be completed during this call:

- Reiterate and answer questions on information provided in *The RayBusters Bulletin, Spring Issue*
- Identify obstacles to sun protection behavior change
- Provide stage-appropriate tips and strategies for overcoming obstacles
- Facilitate sun protection goal-setting
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Step 6: Health Educator sends participant *The RayBusters Bulletin, Summer Issue* via postal mail in August.

III. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Using What Works”.

http://cancercontrol.cancer.gov/use_what_works/start.htm

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI’s Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site:

<https://researchtoReality.cancer.gov/discussions>.