



Our Mission:

The Saint Louis University School of Public Health is dedicated to the discovery, translation, and dissemination of public health knowledge to improve the health and well being of all.



Reflections of You, Bosanska Zena, and Mujer Latina Breast Cancer Educational Kiosks

The Reflections of You, Bosanska Zena, and Mujer Latina breast cancer educational kiosks aim to increase breast cancer awareness by providing individualized information in a personal health magazine. Using a touch-screen computer kiosk, women complete a brief questionnaire about breast cancer and mammography. The answers they give determine which stories go into the magazine they receive. Thus, every woman gets a unique magazine printed out on the spot. The magazine includes information on breast cancer, mammography guidelines, and where to get a mammogram in St. Louis.

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Discovery

What is the health problem?

- ❖ African American women suffer a higher mortality rate from breast cancer than other groups of women, as well as lower breast cancer survival rates.
- ❖ The impact of breast cancer among Bosnian women living in the U.S. is not currently known, the most recent data (1998-2002) from Bosnian Institute for Oncology (Bosnia's governmental equivalent of the National Cancer Institute) show breast cancer is the most commonly occurring cancer in Bosnian women.
- ❖ The incidence rate of breast cancer in Hispanic women is rising faster than for any other female ethnic group and breast cancer diagnoses among Hispanic women often occur at a later stage of disease than in non-Hispanic women.
- ❖ Though cancer incidence is generally lower for minority populations, cancer mortality is generally higher.

Translation

How do we take what we know and apply it to breast cancer education?

- ❖ The educational kiosks were designed specifically for African American, Bosnian, and Hispanic women, based on the findings of a larger study conducted from 1999 to 2003.
- ❖ Providing tailored information in locations that serve these communities should increase knowledge and awareness of breast cancer.

Dissemination

How did we disseminate the kiosk project?

- ❖ The kiosks have been placed in several locations, such as beauty salons, community health centers, public libraries, churches, bakeries, grocery stores, and community health fairs since 2003.
- ❖ The *Reflections of You* kiosks have been used over 10,000 times in over 70 locations.
- ❖ The *Bosanska Zena* kiosk debuted in July 2005 and has been used over 1,000 times in 10 locations.
- ❖ The *Mujer Latina* kiosk debuted in April 2006 and has been used over 200 times in four locations.

Change

What change occurred because of the dissemination?

- ❖ Previous findings showed that women who received *Reflections of You* magazines were 2.5 times more likely to get a mammogram at an 18-month follow-up than women who did not receive the magazines (Kreuter, et al. 2005, *Prev Med*, 41, 1, 53-62).