OVERVIEW

Retratos de la Vida Real is a culturally sensitive and linguistically appropriate multimedia program on breast cancer aimed at Spanish-speaking women with limited reading capabilities. We used a combination of photo novella (pictures), soap opera (video), and interactive learning modules (ILMs) for presenting the information. These approaches are culturally accepted mediums for information delivery in the Hispanic population. While viewing the program, women learn about the recommended screening guidelines for the early detection of breast cancer,\(^1\) and they may calculate their personal risk of developing invasive breast cancer utilizing an adapted version of the National Cancer Institute’s Breast Cancer Risk Assessment Tool.\(^2\) The breast cancer screening guidelines provided in the program are based on the American Cancer Society screening guidelines.\(^1\)

The story centers around two Hispanic sisters, one in her 40s and the other in her 50s. The startling news that a friend has breast cancer prompts them to wonder if they should see a physician for a checkup. If the viewer selects "yes" when asked whether the woman should visit her doctor and have a mammogram, the story has a happy ending. If the response is "no," that character does not appear in the final scene because she is not feeling well. Should the viewer not like the final outcome of the story, the program allows her to go back and change the decisions she made earlier (see flowchart on page 3 below).

The health messages presented in the story are targeted to the viewer’s status for a clinical breast examination. Using a stage-based approach, women are given health messages that are appropriate to their current level of adherence with recommended guidelines for obtaining a clinical breast examination.\(^3\)

EDUCATIONAL OBJECTIVES

The storyline engages women on topics related breast cancer screening exams, personalized breast cancer risk assessment,\(^2\) misconceptions, screening decision making, and communications with family and physician. At the conclusion of the program, the viewer should:

- Understand breast cancer screening exams
- Know her personal breast cancer risk
- Be more willing to have clinical breast exams and mammograms (if woman is ≥ 40 years of age or older)
- Feel more comfortable in discussing breast cancer early detection with doctors, family and significant others.

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TARGET AUDIENCE
This program is designed to meet the educational needs of Spanish speaking women who are 20 years old or older about breast cancer screening and provide a tool for calculating their risk of developing invasive breast cancer. The program was designed to meet the needs of novice computer users and individuals with reading limitations.

METHOD OF VIEWING
The program content is presented utilizing a combination of photo novella (pictures) and soap opera (video) formats. Content and instructions are fully narrated so on-screen text is used minimally. A printout may be obtained at the end of the program containing elements which may be used by patients to share their concerns about their breast cancer risk assessment and screening options with their doctor and/or significant others. A web-based version (www.bcm.edu/retratos) and CD-ROM version of the program are currently available.

SYSTEMATIC DEVELOPMENT / UPDATE
1. Spanish-speaking women (n=118) field tested the original program (Jibaja et al., J Cancer Educ. 2000)
2. Women who tested the program were very satisfied with its design and content (Jibaja et al., J Cancer Educ. 2000)
3. Program was understood by those with limited reading skills (Jibaja et al., J Cancer Educ. 2000)
4. Update of the program was conducted under the guidance of a content panel of experts in breast cancer screening and medical decision making (see Contributors)
5. Program is not text-based, thus minimal reading ability is required. It can be understood by the majority of individuals.
6. Program is fully narrated. Information is provided in other ways: videos, picture stills, illustrations, animations, and minimal headline-type text.
7. Program provides a step-by-step way to move through the screens/pages
8. Printing is not possible since the program is not text-based and multiple media assets are involved
9. Characters involved in the story were paid actors
10. One of the learning modules includes a tool that calculates a woman’s risk of developing invasive breast cancer. This risk assessment tool was adapted from the NCI Breast Cancer Risk Assessment Tool available at www.cancer.gov/bcrisktool. The algorithm used to make the calculations was accessed July 17, 2008 from this website. Extensive detailed information about the tool and its development may be found at the mentioned website.

EFFECTIVENESS
11. Program improved breast cancer screening knowledge and beliefs among underserved Spanish-speaking Hispanic women (Jibaja et al., J Cancer Educ. 2000)
Flowchart of “Retratos de la Vida Real” Targeted to Spanish Speaking-Women

Start

Opening Animation / Title

Program Introduction

Age Assessment

Clinical Breast Exam Status Assessment

Adapted Story Episodes 1-9

Decision Point: Clinical Breast Exam

YES

Story Episodes 10-22

Decision Points: Mammogram

YES

Final Scene: Desirable

Final Scene: Undesirable

GO BACK to earlier point in story?

ILM A: Clinical Breast Exam
ILM B: Breast Self-Exam
ILM C: Risk Assessment Tool
ILM D-G: Mammography
ILM H: Mammography Decision Guide
ILM I: Misconceptions

Tailored - stages of change questions
• 20-39 yrs old
• >40 yrs old


Screening messages are staged-based (targeted) derived from responses to the staging questions in section (a) above.


Episodes are tailored to choices made at various Decision Points along the story.


Retratos de la Vida Real
A Breast Cancer Education Program in Spanish

TECHNICAL REPORT

PUBLICATIONS

PRESENTATIONS

Other Sources / References
### Retratos de la Vida Real
A Breast Cancer Education Program in Spanish

#### TECHNICAL REPORT

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<th>Sponsors</th>
<th>Original funding from the National Cancer Institute (5 R03 CA70542-02) Update, packaging and dissemination funded by the Dan L. Duncan Cancer Center at Baylor College of Medicine (internal funding)</th>
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Portions of this program were excerpted from the video, El Auto Examen del Seno: un hábito saludable (1998) with the permission of the Susan G. Komen for the Cure, 1-800 I'M AWARE.
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- MARTA (younger) Lidia Porto

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