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Smoking and Breast Cancer: Girls’ and Boys’ Reactions to Tailored, Internet Delivered Messages

Joan L. Bottorff
University of British Columbia – Okanagan Campus, Canada

Chris G. Richardson
University of British Columbia, Canada

Rebecca Haines-Saah
University of British Columbia

John Oliff
University of British Columbia, Canada

Peter Hutchinson
University of British Columbia – Okanagan Campus, Canada

See next page for additional authors

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Smoking and breast cancer: Girls’ and boys’ reactions to tailored, internet delivered messages

Joan L. Bottorff1, Chris G. Richardson2, Rebecca Haines-Saah3, John L. Oliffe3, Peter Hutchinson1, Pam A. Ratner3, Chizimuzo T.C. Okoli4, Carolyn Gotay5, Kenneth Johnson5

1 Faculty of Health & Social Development, UBC Okanagan, Kelowna, BC; 2 School of Population and Public Health, Faculty of Medicine, UBC, Vancouver, BC; 3 School of Nursing, UBC, Vancouver, BC; 4 University of Kentucky; 5 Centre for Chronic Disease Protection & Control, Public Health Agency of Canada, Ottawa

Background

- Active smoking and exposure to secondhand smoke (SHS) are causally linked to premenopausal breast cancer (BC).
- To date, there have been few efforts to raise awareness of active smoking and SHS as risk factors for BC.

Purpose

- To develop and evaluate messages for Aboriginal and non-Aboriginal adolescent girls and boys to raise awareness about tobacco exposure as a risk factor for BC.

Methods

Message Development

- Preliminary messages were designed based on our previous research (Bottorff et al., 2010; Haines et al., 2010), the literature, and gendered norms among youth.
  - The messages were presented for feedback on design and appropriateness to 43 youth (18 were female, 20 were of Aboriginal descent) in 8 focus groups.
  - The findings informed the development of tailored messages.

Message Evaluation

- Nested randomized trial within a web-based cohort study of 1,273 youth from 74 secondary schools in British Columbia (BC Adolescent Substance Use Survey).
  - Participants within each school were randomly assigned to either a control or intervention group (n=1,498).
  - The intervention group received a message tailored according to each participant’s gender and Aboriginal status about the risk for BC associated with tobacco.
  - The control group received a standard message about the risk of cancer associated with smoking.

Key Findings

- Exposure to a web-based message (control or intervention) did not significantly influence intentions to consistently reduce SHS exposure in the future.
  - Compared to the control group, non-Aboriginal boys in the intervention group were more likely to indicate that they planned to reduce their SHS exposure.
  - Exposure to the intervention was associated with an increase in requests to receive additional web-based information regarding the link between tobacco exposure and BC in both Aboriginal and non-Aboriginal girls, but not in boys.

Conclusions

- Few teens are aware of the increased risk of breast cancer associated with tobacco smoke exposure.
- Brief gender and Aboriginal-specific messages have the potential to stimulate information seeking about tobacco exposure and breast cancer risk.

Acknowledgements

Funded by the Canadian Breast Cancer Research Alliance and the Canadian Breast Cancer Foundation.

Sample Description

<table>
<thead>
<tr>
<th>Sample Description</th>
<th>Aboriginal</th>
<th>Non-Aboriginal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age in years (%)</td>
<td>Male (n=74)</td>
<td>Female (n=93)</td>
</tr>
<tr>
<td></td>
<td>13 (28)</td>
<td>14 (26)</td>
</tr>
<tr>
<td></td>
<td>14 (28)</td>
<td>15 (28)</td>
</tr>
<tr>
<td></td>
<td>15 (28)</td>
<td>16 (28)</td>
</tr>
<tr>
<td>Have tried smoking tobacco (%)</td>
<td>Yes 22 (30)</td>
<td>Yes 20 (33)</td>
</tr>
<tr>
<td></td>
<td>Does anyone smoke in your home every day or almost every day (%)</td>
<td>Yes 18 (29)</td>
</tr>
<tr>
<td>Past month exposure to second hand smoke (%)</td>
<td>Every day 3 (4)</td>
<td>Yes 21 (30)</td>
</tr>
<tr>
<td></td>
<td>Almost every day</td>
<td>12 (17)</td>
</tr>
<tr>
<td></td>
<td>At least once a week</td>
<td>25 (36)</td>
</tr>
<tr>
<td>Cigarette smoke identified as a risk factor for BC (%)</td>
<td>Yes 19 (26)</td>
<td>Yes 19 (26)</td>
</tr>
<tr>
<td>Family member has had breast cancer (%)</td>
<td>Yes 19 (27)</td>
<td>Yes 19 (27)</td>
</tr>
</tbody>
</table>

Table 1. When you are exposed to SHS, do you consistently do things to reduce your exposure to the smoke? (%)

<table>
<thead>
<tr>
<th>Staff Description</th>
<th>Aboriginal</th>
<th>Non-Aboriginal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aboriginal (n=93)</td>
<td>6 (16)</td>
<td>5 (15)</td>
</tr>
<tr>
<td>Non-Aboriginal (n=93)</td>
<td>3 (16)</td>
<td>2 (12)</td>
</tr>
</tbody>
</table>

Table 2. Interest in more information about the link between tobacco and BC (%)

For more information: www.ubc.ca/okanagan/start

Acknowledgements

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