Measuring Health Beliefs about Lung Cancer Screening in Long-Term Smokers: Pilot Testing Recruitment via Social Media versus Traditional Methods

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Dates of Support: 06/01/2015-05/01/2016 Total Award Amount: $1,000.00

Funding Agency: Sigma Theta Tau International, Iota Zeta Chapter

Abstract:

Guidelines for screening patients at high risk for lung cancer, which is responsible for more deaths in the United States every year than breast, colorectal, pancreatic, and prostate cancers combined, have only recently been developed. Most patients with lung cancer are diagnosed at an advanced stage with a 1% five-year relative survival rate. Lung cancer screening (LCS) is currently being implemented; however, for screening programs to be effective, it is critical to understand factors that may influence screening behavior. Health Belief Model constructs have predicted participation in screening for other cancers and are likely to predict LCS participation. In order to understand individuals’ perspectives and their beliefs about screening, valid and reliable, theoretically based measures are needed. Building upon preliminary work, we developed four scales to respectively measure perceived risk of lung cancer and perceived benefits of, perceived barriers to, and self-efficacy for LCS. Recruitment of long-term smokers can pose unique challenges related to smoking-related stigma. We must identify effective recruitment methods that consider the impact of stigma. We will compare recruitment by social media advertisement versus traditional methods to determine which is most successful in this population. At the study’s conclusion, we will have evidence supporting the effectiveness of recruitment methods as we move forward to psychometrically test the scales in a larger sample needed for psychometric analysis. Further, we will have preliminary data to evaluate internal consistency reliability of the four scales as well as a description of current stage of adoption for LCS in the target population.