



**CPCRN**  
Cancer Prevention and  
Control Research Network

# Center Projects and Strengths: UW

Alliance for Reducing Cancer, Northwest

# Overview

Colon cancer screening

Worksite health promotion

# Colon cancer screening

Partnership with FQHCs through CRCCP

Patient navigation replication project

# FQHCs and CRCCP

We partner with 3 FQHCs in WA

Provide evaluation and implementation assistance

Possible collaborations re: tools and instruments

FIT tracking tool

Provider survey

# Patient navigation replication project

Partnering with 2 CRCCP grantees to replicate NH patient navigation program

Challenges re: navigator role

Opportunities to share measures/evaluation plans with others adopting NH program  
Especially if nurse navigator(s)!

# Worksite health promotion

HealthLinks intervention

RCT results

Readiness and implementation measures



What are we asking employers to do?



# HealthLinks best practices

	Policy	Program	Communications
Cancer Screening			<ul style="list-style-type: none"> <li>Promote guidelines &amp; insurance coverage</li> <li>Promote free screening programs</li> </ul>
Healthy Eating	<ul style="list-style-type: none"> <li>Written policy</li> <li>Food/bev sold</li> <li>Meetings</li> </ul>		<ul style="list-style-type: none"> <li>Promote healthy eating, beverage choices</li> </ul>
Physical Activity	<ul style="list-style-type: none"> <li>Gym discounts</li> <li>PA breaks</li> </ul>	<ul style="list-style-type: none"> <li>Active for Life</li> <li>Pedometer challenge</li> </ul>	<ul style="list-style-type: none"> <li>Promote guidelines, nearby resources</li> </ul>
Tobacco Cessation	<ul style="list-style-type: none"> <li>Tobacco ban</li> <li>Written policy</li> <li>Enforcement</li> <li>Cessation support in policy</li> </ul>		<ul style="list-style-type: none"> <li>Promote state, other free quitlines</li> <li>Promote covered cessation tx</li> </ul>

# HealthLinks RCT (DIRH mechanism)

King County, WA

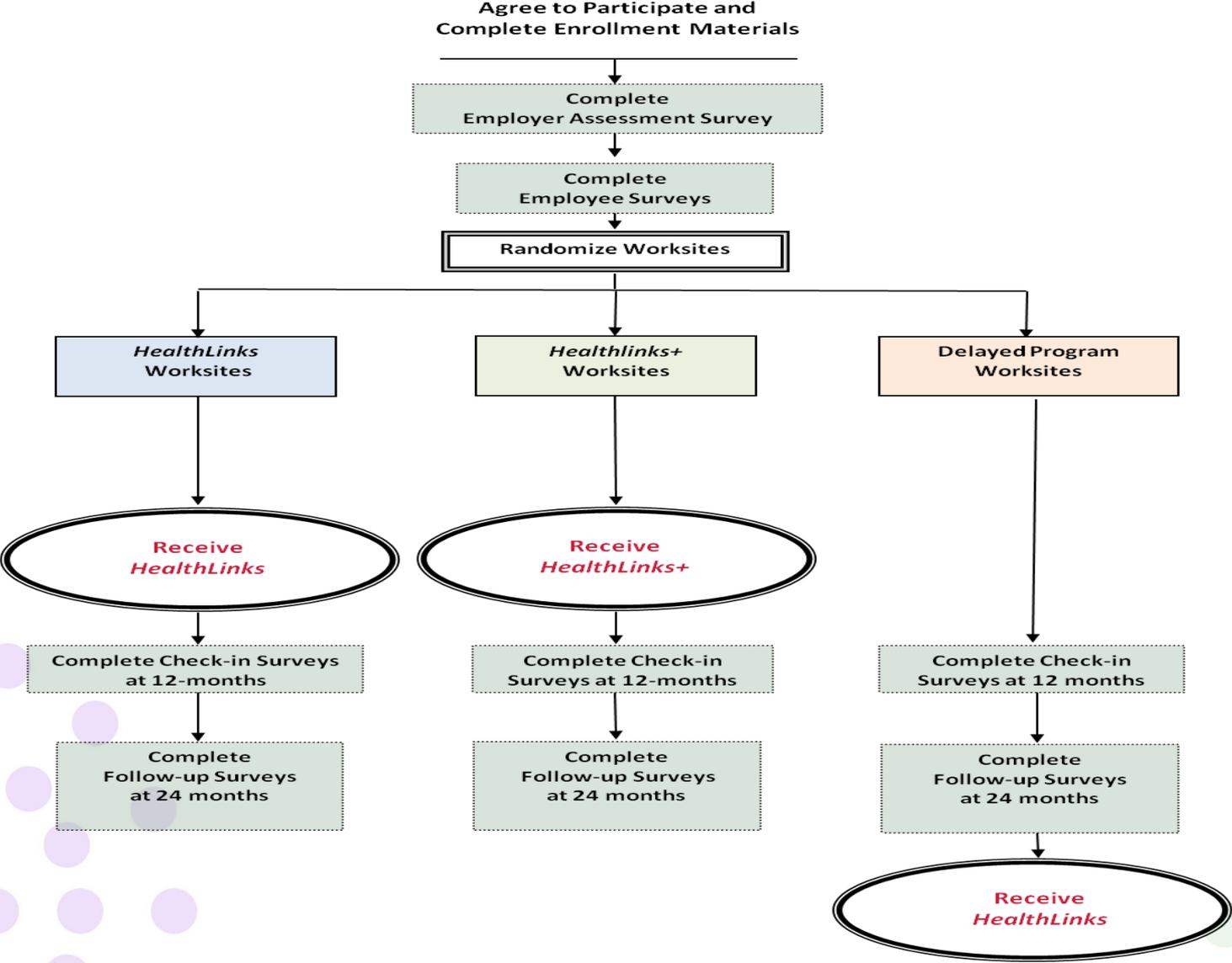
20-200 employees

6 large, low-wage industries

78 worksites (baseline)

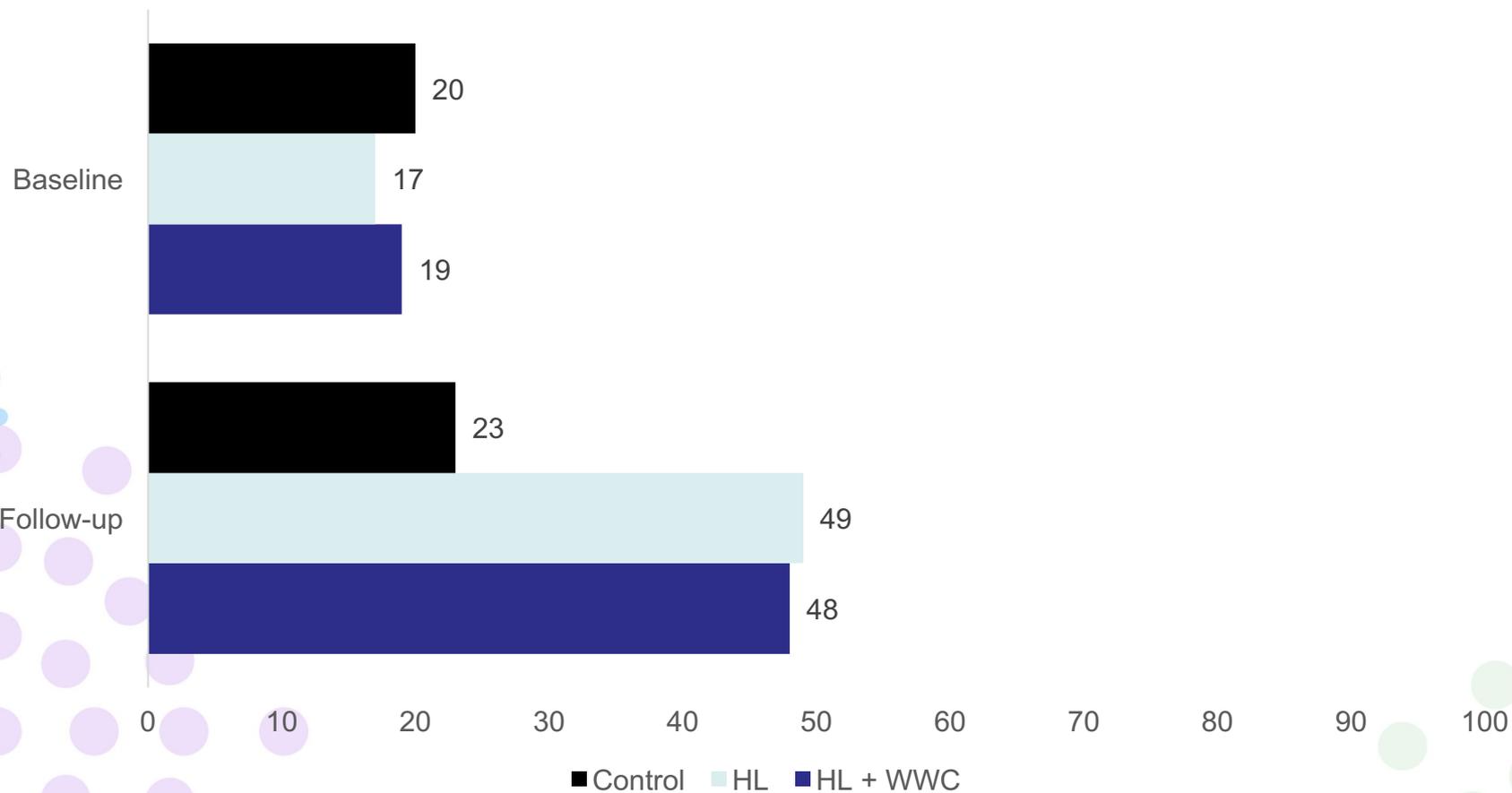
69 worksites (final follow-up 2 years later)

# Project Overview

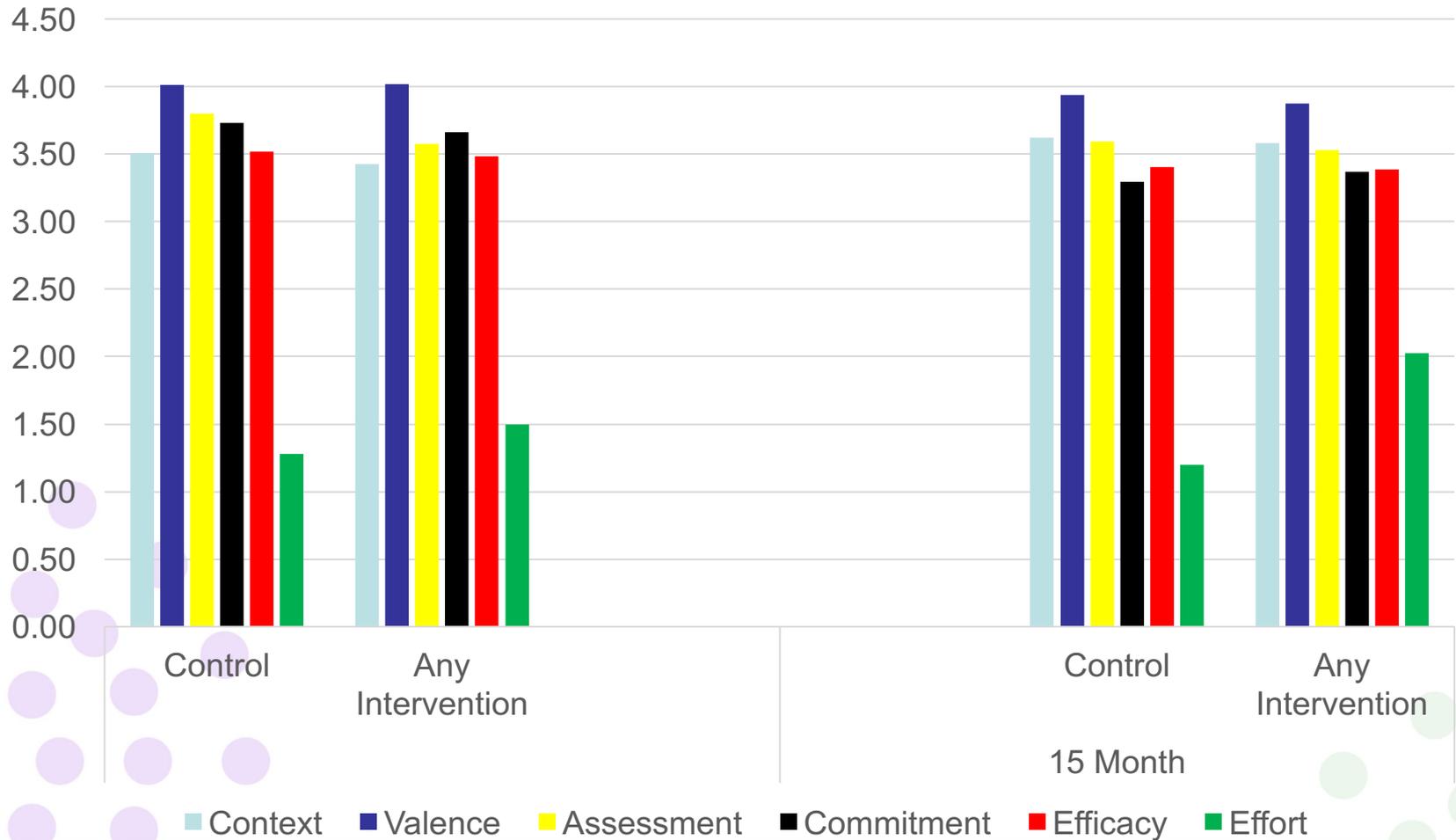


# Worksite Best Practice implementation Baseline and 15 months follow-up

# Total score



# Little change in readiness



# Readiness challenges

We measured readiness at baseline and follow-up

Instrument we developed based on Weiner's theory of organizational readiness to change

Baseline readiness did not predict implementation change

Worksites no more ready at follow-up, even if they implemented twice as much

--Effort scale did increase

# Hypotheses and next steps

Most worksites doing so little at baseline that readiness items answered “hypothetically”?

How you feel about change doesn't matter, just your actions and resources you put into it (effort)?

Analyses ongoing...

Is it reasonable to expect a readiness instrument to predict implementation change?

# Collaboration opportunities

HealthLinks intervention materials/training

Readiness and implementation measures

Dissemination and implementation strategies

Exploring (improving?) readiness measure

# Contact

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