

A pair of glasses with a magnifying glass over the right lens, resting on a wooden surface. The background is a blurred document with text.

AMERICAN CANCER SOCIETY

Evidence Based & Informed Interventions



AMERICAN CANCER SOCIETY

Agenda

Overview of Evidence-Based/Informed Interventions

How the evidence is generated

Advantages of using EB/Is

Using your data for EB/I Selection

Interventions by Strategy

Questions



Overview: Evidence-Based and Informed Interventions

Evidence-based interventions

are practices or programs that have peer-reviewed, documented empirical evidence of effectiveness. Evidence-based interventions use a continuum of integrated policies, strategies, activities, and services whose effectiveness has been proven or informed by research and evaluation.

Evidence-informed practices

use the best available research and practice knowledge to guide program design and implementation. This informed practice allows for innovation while incorporating the lessons learned from the existing research literature. Ideally, evidence-based and evidence-informed programs and practices should be responsive to cultural backgrounds, community values, and individual preferences.

How the Evidence is Generated

Evidence Derived from Research



Interventions that have been tested in a
research study

Systematic review of multiple interventions

Policy analysis

Evidence Derived from Practice



Intervention developed, implemented and
evaluated in an organization, community or
geographic region

Advantages of using EB/I Interventions

Success

- Increases likelihood of a successful initiative

Resource Conservation

- Increase cost benefit by saving time and resources, including during planning and implementation phases

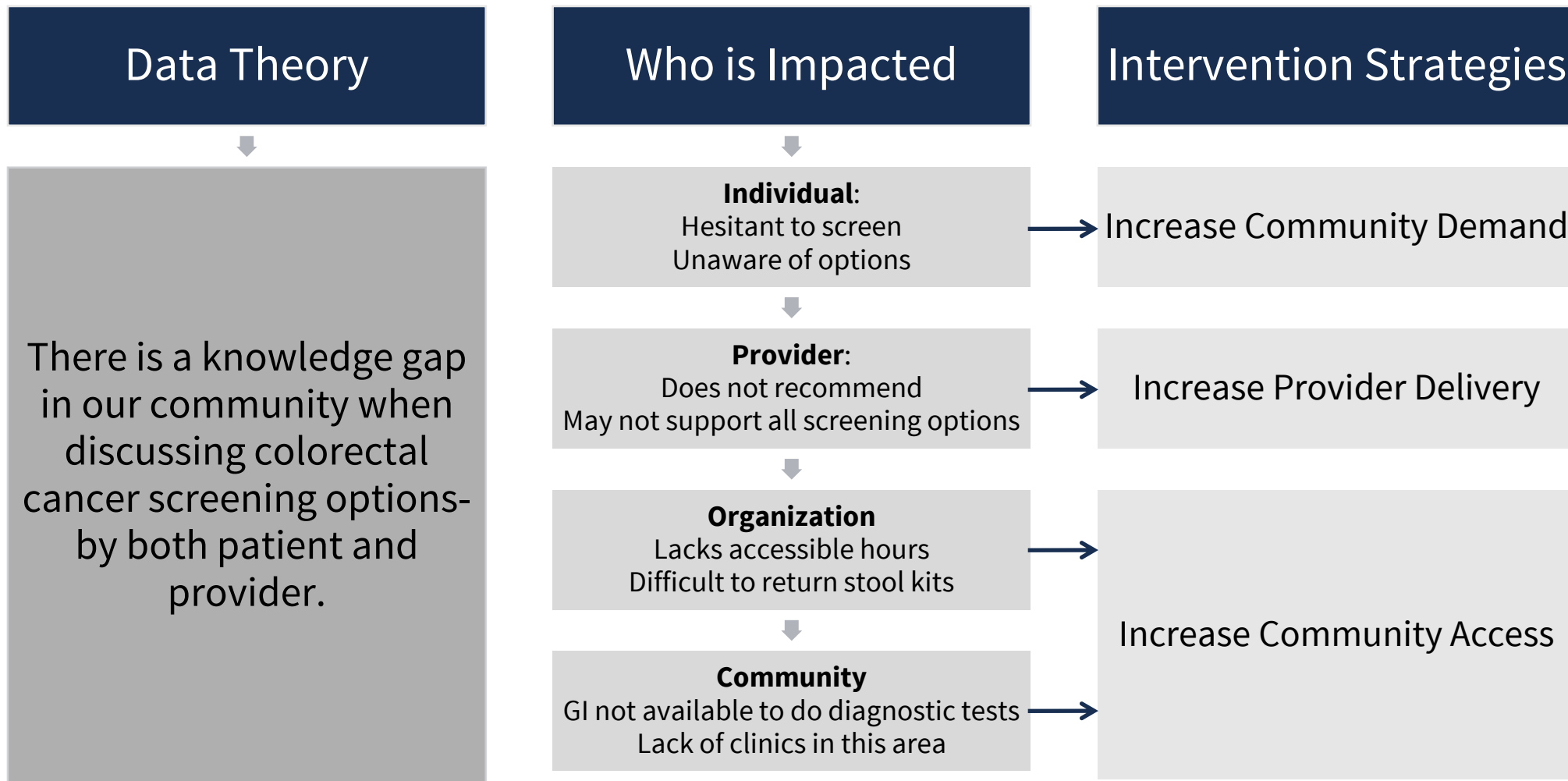
Value

- When describing your program and sharing your plan with various partners

Evaluation Focus

- Defines what to evaluate and where you are looking for impact

Intervention Selection: EXAMPLE



Recommended Evidence-Based/Informed Interventions by Strategy

Increase Community Demand

CLIENT REMINDERS

- Breast, Cervical, Colorectal, HPV Vaccination

CLIENT INCENTIVES

- Colorectal

SMALL MEDIA

- Breast, Cervical, Colorectal

PATIENT EDUCATION

- Breast, Cervical, Colorectal, HPV Vaccination

Increase Provider Delivery

PROVIDER REMINDERS/ RECALL

- Breast, Cervical, Colorectal, HPV Vaccination

PROVIDER ASSESSMENT & FEEDBACK

- Breast, Cervical, Colorectal, HPV Vaccination

PROFESSIONAL EDUCATION

- Breast, Cervical, Colorectal, HPV Vaccination

PROVIDER INCENTIVES

- Colorectal

STANDING ORDERS

- HPV Vaccination

Increase Community Access

REDUCE BARRIERS

- Breast, Cervical, Colorectal, HPV Vaccination

REDUCE OUT-OF-POCKET COSTS

- Breast, Colorectal

Interventions are MOST effective when done in combination


 **24.2%** **MOST Effective**
All 3 Strategies

Multicomponent interventions that used all three strategies increased cancer screening by a median of 24.2 percentage points

Interventions to increase
community demand

Interventions to increase
provider delivery

Interventions to increase
community access

 **11.2%** **Effective**
2 Strategies

Multicomponent interventions that used strategies to increase community demand and community access increased cancer screening by a median of 11.2 percentage points

Interventions to increase
community demand

Interventions to increase
community access

NOTE for HPV VACCINATION
A strong provider recommendation from a child's healthcare provider is the most significant factor in a parent's decision to vaccinate their children
¹Opel et al: 'Presumptive Recommendation

Lung Cancer Screening

USPSTF Recommended Screening Guideline- as of March 9, 2021

Adults aged 50 to 80 years who have a 20 pack-year smoking history and currently smoke or have quit within the past 15 years

According to the USPSTF:

Increasing lung cancer **screening discussions** and **offering screening** to eligible persons who express a preference for it is a key step to realizing the potential benefit of lung cancer screening.

Although there is very little evidence that aligns to a proven intervention, based on this statement, focusing in these areas would provide guidance on how your project may begin.

Increase Community Demand

PATIENT EDUCATION

Increase Provider Delivery

PROFESSIONAL EDUCATION

Resources



[ACS Comprehensive Cancer Control Resource Page](#)



[National Colorectal Cancer Roundtable Resource Page](#)



[National Lung Cancer Roundtable Resource Page](#)



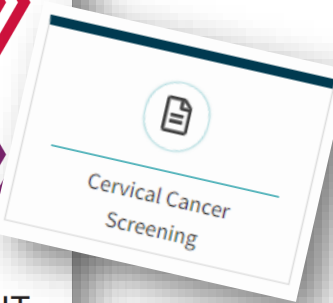
[National HPV Vaccination Roundtable Resource Page](#)



[National Navigation Roundtable Resource Page](#)



[NCI Evidence-Based Cancer Control Programs \(EBCCP\) Website](#)



NAVIGATION METRICS TOOLKIT

August 2020

