

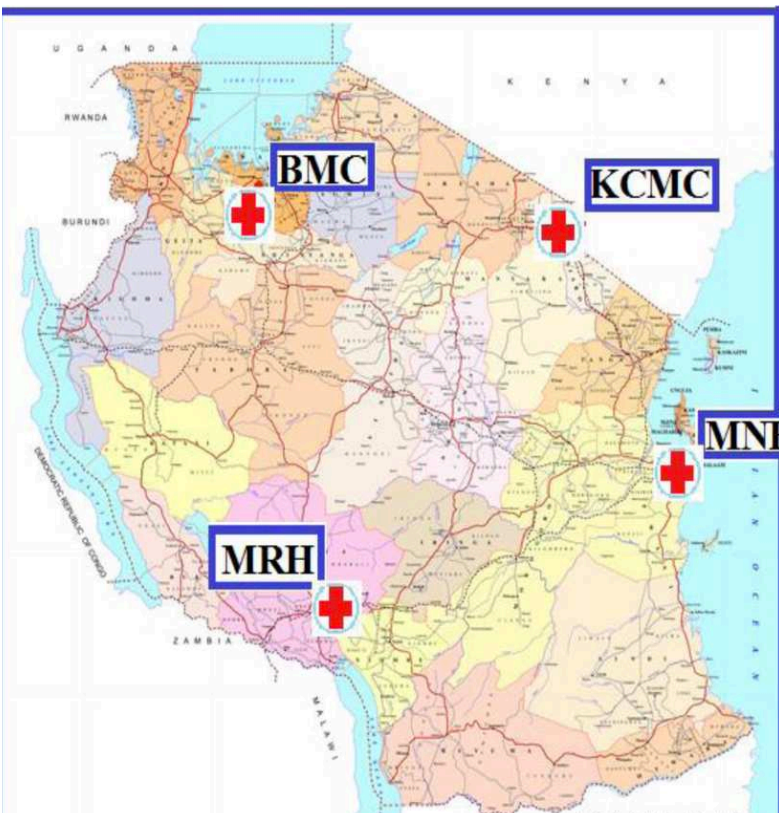
Media Awareness Campaign to Address Barriers to Pediatric Cancer Treatment in Tanzania

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BACKGROUND

Majority of pediatric cancer cases diagnosed, estimated at 400,000 new cases a year, happen in low-and-middle income countries.

Tanzania has five cancer treatment centers with only 20% of estimated children with cancer presenting for treatment.



Barriers to pediatric cancer treatment in Tanzania include treatment cost, transportation to and from clinic, and lack of awareness on pediatric cancer, which is the focus of this research project.

OBJECTIVES

The goal of this project is to implement an awareness campaign using media strategies created with information collected from focus group discussions with local community members.

- Objectives:
- Understand the cultural beliefs affecting lack of presentation and treatment abandonment for pediatric cancer.
 - Develop a targeted media campaign to increase awareness using cultural beliefs identified.
 - Evaluate whether developed media is targeting knowledge message as intended.

METHODOLOGY

Seven focus group discussions were conducted with local community members to guide media awareness campaign content and strategies.

Transcripts from focus group discussions were analyzed for emerging themes and mismatch between local knowledge vs expert knowledge.

Implementation and feasibility measures were conducted to evaluate the effectiveness of delivering key awareness messages.

Pre-and-post knowledge questionnaires were developed using the Consolidated Framework for Implementation Research (CFIR).

RESULTS

Of the media campaign strategies suggested, three were chosen to deliver key pediatric cancer awareness around local communities in Tanzania.

Through feasibility and impact measures examined by local pediatric cancer experts, strategies selected include posters, radio messages, and social media messages.

	Song with known artist	Radio messages	Add to school curriculum	Community health worker education	Talk with local government authorities	Posters	Social media messages	Talks in school	Talk during religious service	Community based organizations
Impact	5	5	5	5	3	3	4	4	4	4
Feasibility	2	5	2	4	5	5	5	5	5	4

KEY MESSAGES

- Children can get cancer.
- Pediatric cancer treatment is available at five different health centers in Tanzania.
- Parents should seek hospital care if child has:
 - Growing mass.
 - White part growing in the eye.
 - Sudden weight loss.

FUTURE PLANS



Bugando Medical Centre- Cancer treatment
Mwanza, Tanzania

Assess implementation of messages using developed surveys and interview guides.

Conduct pre-and-post survey to evaluate effectiveness of media awareness campaign.

Evaluate outcome disparity for survival rates between high and low-and-middle income countries.