



# Project HEAL: Health through Early Awareness and Learning

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# Purpose

- Project HEAL is an implementation trial
  - Funded through the National Cancer Institute (CA147313)
  - Conducted in 14 African American churches
    - Prince George's County, MD
  - Aims to compare two approaches to training lay peer community health advisors
    - Traditional in-person/classroom
    - Online training

# Method

- Community health advisors complete training
  - certified by knowledge exam
- Conduct 3 educational workshops on cancer early detection (breast, prostate, colorectal)

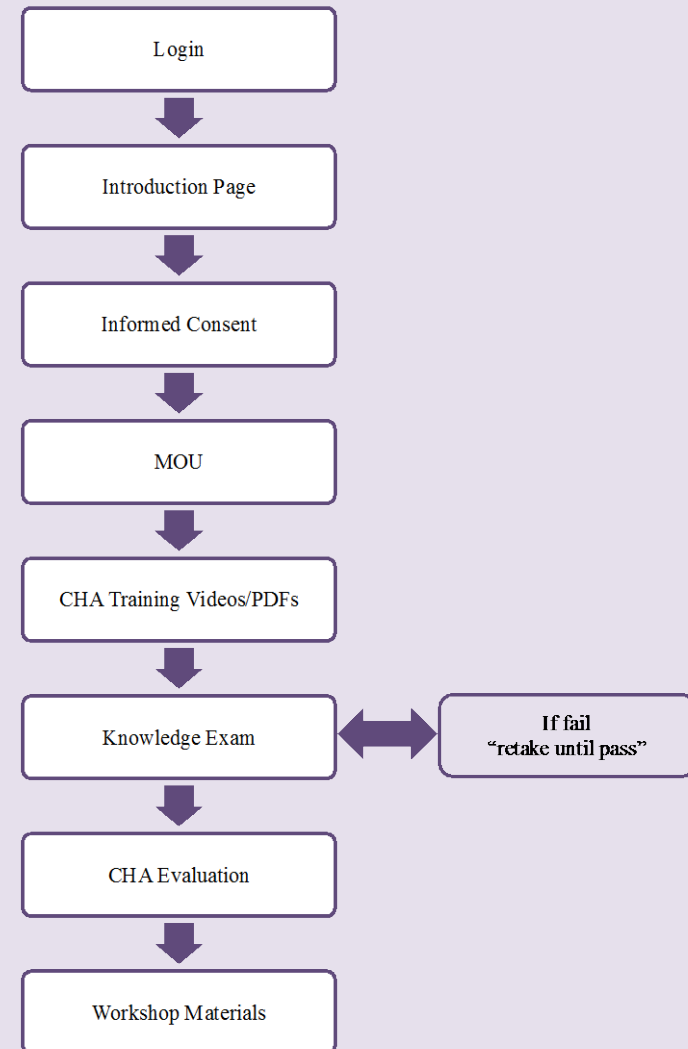
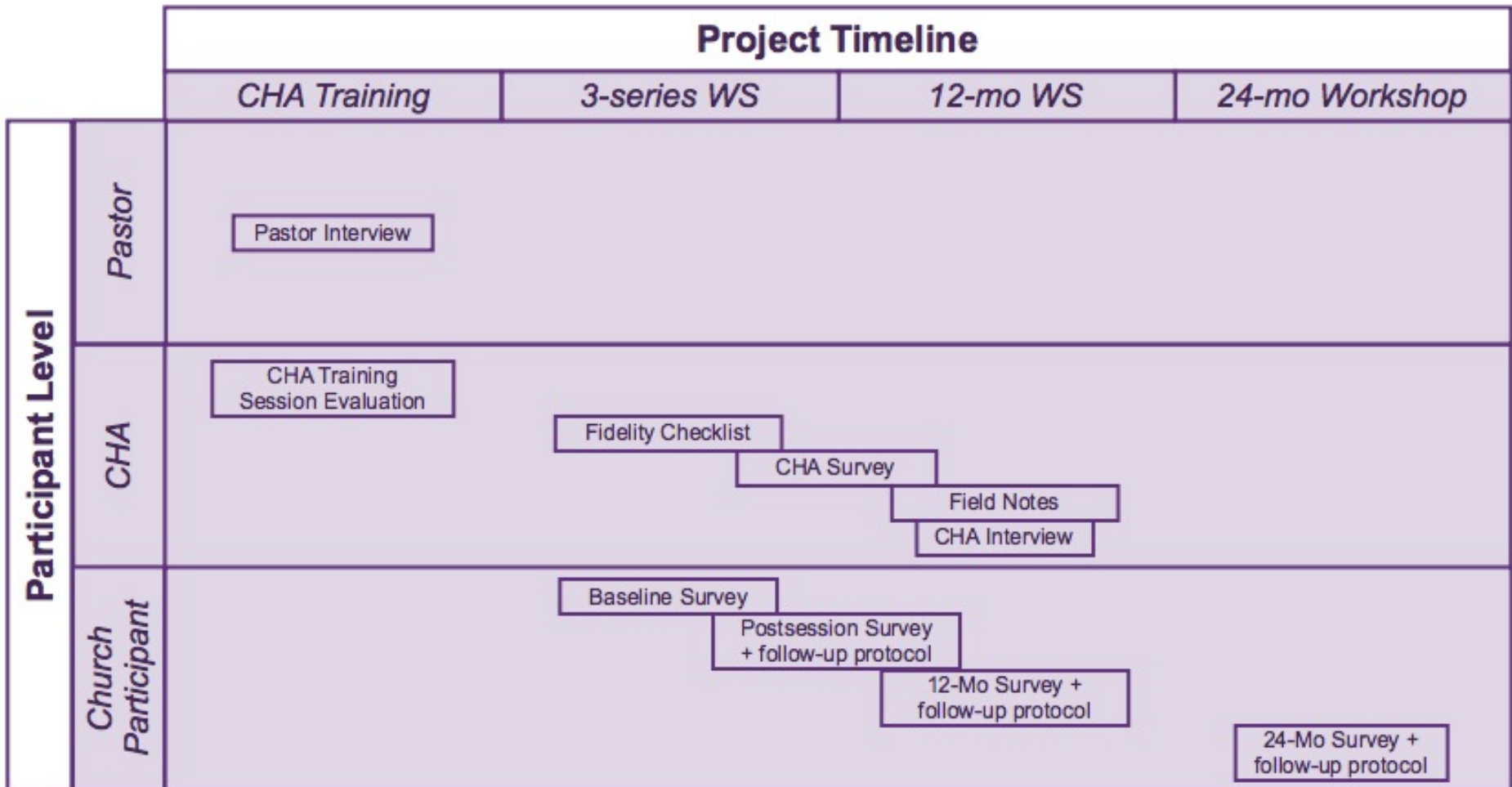


FIGURE 1—Project HEAL Web-Based Training Flow Diagram

# Data Collection





# Preliminary Findings

- Online community health advisor training was feasible but human technical assistance was needed
- Reach: 43% traditional; 22% online; but hard to accurately estimate the denominator
- Efficacy: Both groups increased in knowledge and some screenings over time; group difference NS
- Adoption: Once churches enrolled, they were retained (except 2 out of 14)
- Implementation: Workshops implemented; but timeline by church varied
- Maintenance: Evidence for sustainability (e.g., additional health activities in the churches)

# Challenges/Lessons

- Community based participatory research
  - Variable implementation by church
  - Variation among community health advisors
- Online training still needed technical assistance
  - Future use of a “hybrid” design

# Next Steps

- Examine role of context (e.g., church/organizational factors) in study outcomes
  - Participant level
  - Organizational level
- Cost comparison of the training/intervention approaches



A photograph of a beach with waves crashing on the shore. The words "THANK YOU" are written in the sand in the foreground.

THANK YOU