

THE

THING

ABOUT

cancer

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Background and context

Research indicates that most patients want to be informed about their situation and try to access as much information as possible. Research also shows that good information exchange and greater health literacy improves patients' health-related quality of life and patient-clinician relationships. However, informational needs are not always met through the health system and people affected by cancer turn to other sources to fill the gap.

While providing printed and online information is one effective strategy to address this gap, there are some barriers to accessing information in these formats. Podcasts are an increasingly popular way for people to consume information, and provide an opportunity to overcome common barriers to information access, including:

- being too fatigued to read
- difficulty concentrating, because of treatment side effects
- lack of time
- a dislike of reading
- low literacy.

Additionally, because podcasts can be downloaded to smartphones and other devices, people can listen when and where they choose – on the way to treatment, in a chemotherapy chair or walking the dog.

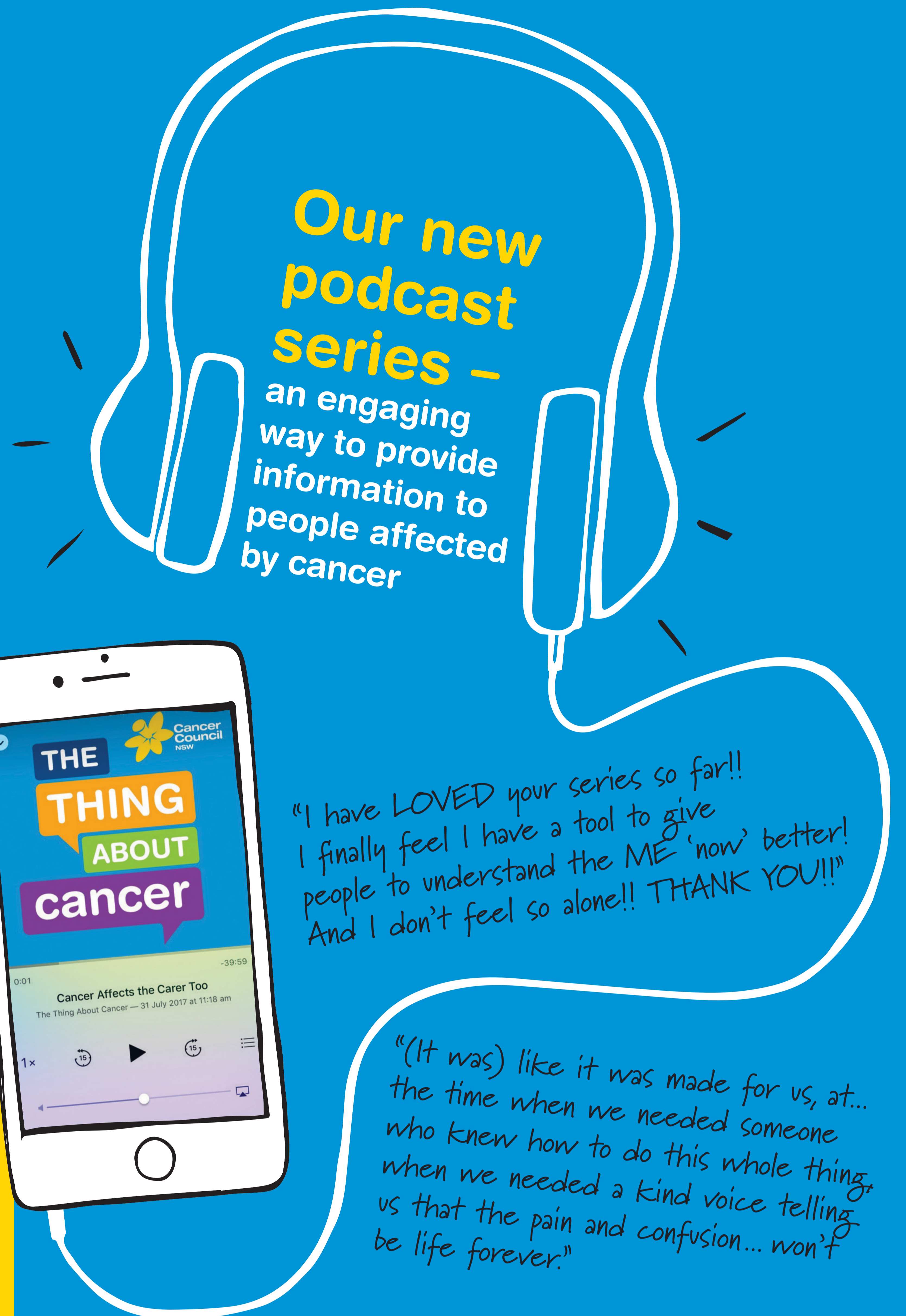
Method

Leveraging Cancer Council's existing expertise in producing evidence-based information resources for people affected by cancer, we identified topic areas of wide relevance, including psychosocial issues and clinically-focused information, and developed interview outlines.

Having chosen an interview-style format, we engaged experienced broadcaster Julie McCrossin to host the series, and then approached health professionals with relevant expertise to be interviewed. People with a lived experience of cancer were also interviewed and their stories interwoven into the podcasts to enrich the content with personal perspectives.

Each podcast is between 20 and 40 minutes in length.

To maximise accessibility, the podcasts are hosted on an external platform and are available free via the Cancer Council NSW website, iTunes, and podcasting apps.



**Our new
podcast
series –**
an engaging
way to provide
information to
people affected
by cancer

*"I have LOVED your series so far!!
I finally feel I have a tool to give
people to understand the ME 'now' better!
And I don't feel so alone!! THANK YOU!!"*

*"(It was) like it was made for us, at...
the time when we needed someone
who knew how to do this whole thing,
when we needed a kind voice telling
us that the pain and confusion... won't
be life forever."*

Results

- 10 cancer information podcasts, plus a welcome episode, launched in July 2017.
- Can be live-streamed through Cancer Council NSW website, or downloaded to a smartphone or personal device from iTunes.
- Diverse topics of wide relevance, including coping with a cancer diagnosis, making treatment decisions, managing fatigue, emerging treatments, and the impacts on carers.
- More than 5,800 plays in the first two months.
- Planning for evaluation and the next series is in progress.

Conclusion

Podcasts may become an increasingly useful medium for improving cancer knowledge and health literacy among people affected by cancer.



LISTEN AT
cancercouncil.com.au/podcasts or
download from iTunes.

