

# Responses to Behaviorally vs Culturally Tailored Cancer Communication Among African American Women

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**Objective:** To examine whether tailored cancer communication for African American women can be enhanced by tailoring on 4 sociocultural constructs: religiosity, collectivism, racial pride, and time orientation. **Methods:** In a randomized trial, participants (n=1227) received a women's health magazine tailored using behavioral construct tailoring (BCT), culturally relevant tailoring (CRT), or both (COMBINED). Two follow-up interviews assessed responses to the magazines. **Re-**

**sults:** Responses to all magazines were positive. The health focus of the magazines was initially obscured in the CRT condition, but this disappeared over time, and CRT magazines were better liked. **Conclusions:** Implications for developing and understanding effects of tailored cancer communication are discussed.

**Key words:** cancer prevention, health communication, health education, health attitudes, culture, minority health

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