A Framework Approach for Combining Qualitative and Quantitative Data: Lessons from The Cultural Concepts Of Cancer Mammography Access and Adherence

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INTRODUCTION

This is part of a series of presentations from the Cultural Concepts of Cancer, Mammography Access and Adherence study (CCCMAA).

Presentation Goals

• Demonstrate how to analyze policy-relevant qualitative data using the framework approach
• Demonstrate conceptual and empirical properties of lay concepts of cancer
• Demonstrate predictive validity of lay concepts of cancer in explaining mammography use

CONCEPTUAL FRAMEWORK

Integrated Culture-Sensitive Mammography Access and Adherence Model (IC-SMART) Model

METHODS

Research Design

• Populational, cross-sectional study

Population

• scoop: Wberean, African Americans, Latinos and Latina

Sample size: 750

Setting: Eastern Massachusetts—Greater Boston

Qualitative survey questions

1. What is cancer?
2. What can cause cancer?
3. What can cure cancer?

QUALITATIVE ANALYSIS METHODS

The framework approach (Pope and Mays)

• Theory driven
• Preserves original lay accounts
• Suitable for combining qualitative and quantitative

Steps:

1. Familiarization
2. Identifying thematic frames
3. Indexing—thematic coding
4. Charting
5. Mapping
6. Interpretation

SUMMARY

The CCCMAA proposes a knowledge structure approach and focuses on interpersonal and structural influences rather than individual behavior.

Conceptual and Empirical Properties of Self-reported Knowledge

Bivariate association of self-reported knowledge with mammography use

CONCLUSION

There is great interest in culturally tailored interventions to help overcome disparities in breast cancer mortality and mammography screening.

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