

UPDATES ON PATIENT ADVOCACY GRANTS 2014-2015

Paul Hom Asian Clinic’s Cervical Cancer Awareness Campaign

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On behalf of the Paul Hom Asian Clinic, we are pleased to share our progress to date (January-July 2015) for our Cervical Cancer Awareness Campaign, funded by the 2014 ASC Foundation Advocacy Grant. As we had described in our grant application, our goal is to educate underserved Asian women about the importance of cervical cancer screening, motivate them to get screened and gain knowledge about their understanding and attitudes towards cervical cancer screening. According to the American Cancer Society, Asian American females are the first American population to experience cancer as the leading cause of death. Southeast Asian women in particular have higher invasive cervical cancer incidence rates and lower Pap testing frequencies than most other ethnic groups in the US. We are honored to be able to make a difference in this population via the support from the American Society of Cytopathology Foundation.



Below is a summary of our efforts to date, including development of educational and survey materials, description of events, survey results, budget and plans for the remaining grant period. We meet regularly with Dr. Lydia Howell, Chair of the Department of Pathology and Laboratory Medicine at the UC Davis School of Medicine, who serves as our mentor for this project. She reviews and approves all of our materials and provides guidance and advice on our efforts.

Development of Educational Materials and Survey Instruments

To support our outreach efforts, we developed the following:

1. Pre- and post-education, and pre- and post-exam surveys: These were distributed to women who were educated about the Pap test and/or who received the Pap test, respectively.
2. Education Pamphlets
3. Educational PowerPoint presentation
4. Supplemental Education Sheet

All surveys, pamphlets and educational materials were translated into Chinese and Vietnamese.

Outreach and Educational Events

As of June 30, 2015, we completed five Pap test education events in Sacramento, and educated a total of 89 participants from all age groups who have completed the pre- and post-educational surveys. Survey responses were recorded by hand on paper surveys and data was entered using Google Forms and exported to Excel.

Our most successful outreach and educational events were those in which we partnered with other community organizations. The Asian-Pacific Islander (API) Health Fair held on June 5, 2015 is an example of a successful outreach partnership. We were invited by TOFA (To’utupu ‘oe ‘Otu Felenite Association), Inc. to participate through tabling at their first annual API Health Fair whose theme was “Passport to Wellness.” Our main advertising method was via the organization’s publicity of the event. More than 10 other Asian and health organizations were also present at this health fair. Over one hundred people attended



the event, and we educated 61 women, with 61 pre- and post-surveys completed. Our approach was very successful at this event. We had a prize wheel, with the possibility of winning notebooks, hand soaps, our clinic tote bags and up to a \$15 Target gift card, after completion of pre- and post-education surveys. We also had small healthy snacks and free pens with attached Paul Hom Clinic business cards describing services. We provided puzzles and bubbles activities to amuse their children while we educated the mothers. Our team’s presence at the health fair was also very eye-catching, with red shirts with our clinic’s logo, which matched our red banner and tote bags.

Other events were held at Asian Resources Inc., a non-profit community-based organization that provides social support services and English and health education courses to immigrant and refugee Asian populations of Sacramento; the Bayanihan Clinic, one of the seven UC Davis student-run

clinics in Sacramento; and two independent self-organized events held in the conference room of a County Sheriff’s Office located adjacent to an Asian market where we had placed posters, in Sacramento’s “Little Saigon.”

Preliminary Data

Of the 89 survey participants, 66 (74%) were in the recommended screening intervals of 21-64 years. A substantial minority (25.8%) of the participants reported being overdue for a Pap test (17.7% with last Pap test >3 years ago) or having never had a Pap test (8.1%). Our educational intervention appears to be successful since participants reported in our survey increased knowledge about the Pap test, increased likelihood of scheduling a future appointment, and recommending the Pap test to a family or friend member.

Dia de la Mujer Latina,™ Inc.

Venus Ginés, MA, CEO/Founder
Houston, Texas

Cancer prevention, detection and risk-reduction interventions are usually grouped into three categories (a) educational, (b) organizational and (c) behavioral. A culturally and linguistically proficient, community-based approach suggests that integration of educational, organizational and behavioral approaches are most effective in addressing the health needs of Latino populations. Dia de la Mujer Latina’s (DML) patient-centered team of Promotores and Community Health Workers (P/CHW) promote education, early detection and risk-reduction strategies through integrated educational, behavioral and organizational approaches with amazing results at the Dia de la Mujer Latina health fiestas.

Since 1997, Venus Ginés, Founder of Dia de la Mujer Latina health fiestas, has dedicated her time and energy in the empowerment of Latinos by providing them with easy to understand education on prevention of chronic diseases. Venus is a 23-year breast cancer survivor who lost a sister to cervical cancer due to HPV 16. This cultural intervention program is successful due to the amazing dedication of Promotores/Community Health Workers. They participate in the Univision TV’s Banco de Llamadas (Phone Banks) to talk to viewers about risk factors, signs and symptoms of specific cancers during the important timeframe of the popular evening novelas/soap operas. DML’s Promotores register men and women who want to participate in the signature health fiestas and subsequently provide patient navigation if needed.

Next steps:

1. Complete additional education events and surveys for larger subgroup comparisons
 - 7/7/15 My Sister’s House
 - 8/22/15 Oakland Chinatown Street Festival
 - 10/18/15 Paul Hom Asian Clinic Health Fair
 - TBD: Partnership with Hmong Clinic and Bayanihan Clinic
2. Analyze data from clinic surveys (given before and after education, and before and after Pap test at Paul Hom Clinic), including statistical analysis.
3. Consider creating additional education materials (videos, pamphlets, etc.)
4. Create a web site “toolkit” or resource page to make educational materials and other experiences available to support similar outreach to Asian communities by others, including community organizations and partners, and professional organizations.



On January 31, 2015, thanks to the funding by the ASC Foundation, DML was able to provide cancer screening to over 300 women, navigating 18 of them through their treatment.

Between April and June 2015, 162 Houston Promotores were taught about women’s cancers and how to advocate for more research during the May 17th training. 35 Promotore students completed their outreach assignments, distributing flyers in neighborhoods that have a sizeable number of Latino population, announcing and registering our health fiesta. 15 DML Promotores promoted the event and registered 154 women for cervical cancer

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