Increasing Knowledge: Community Based Cervical Cancer Prevention Education

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Empowering Communities. Saving Lives.

Purpose

Pima County Cervical Cancer Prevention Partnership (PCCCPP) is a community–campus partnership funded by OSG REACH grant addressing cervical cancer disparities facing Mexican-American women living in a county located along the US Mexico Border. The mission of the PCCCPP is to increase awareness and knowledge of HPV and cervical cancer prevention. Outreach activities are designed to be accessible to diverse populations and to provide community-based solutions to reduce health disparities related to cervical cancer. The partnership has engaged, recruited, and trained as promotoras. These women prepared and held this training program to educate and empower the community with current accurate information about cervical cancer.

Methodology

Stage One: Barriers to accurate information for Mexican-American women and parents on HPV and cervical cancer prevention were identified through a multimodal needs assessment. The results indicated a heightened level of awareness of HPV accompanied by lack of understanding of HPV and cervical cancer in addition to barriers related to language, culture, and access to care. A training program was developed by health care providers, experienced promotoras and other partners to meet the identified needs. The group provided existing and created new educational materials and developed training materials that are linguistically, culturally and community responsive.

Curriculum Overview: Modules

Section I: General Cervical Cancer Prevention Curriculums

Module One: Promotora – Community responsive.

Section II: Promotoras – Training, outreach, and community involvement.

Module Four: Promotora – Community responsive.
Module Seven: Promotora – Community screening and treatment.

Stage Two: A satisfaction survey was provided to a subsample of 559 participants who had received services.

Successes:

- 54 promotoras have completed this training program.
- 77% of clients identified as Hispanic. Participation in the survey was voluntary.

Challenges:

- Challenges in collecting evaluation data for the outreach activities proved to be challenging at first. Initial surveys were mailed out to clients and many were returned because people were no longer living at that address or had provided incomplete addresses. This may be due to the fact that many of our clients may be undocumented and thus fearful to provide an address or other means have been discontinued due to economic factors. To overcome this, surveys are completed in private and returned in a sealed envelope.

Conclusions and Lessons Learned:

- Using community-based needs assessments to tailor the educational intervention for the community participating in the partnership as the primary educational and outreach agents enabled the partnership to effectively reach the target population and provide services that meet their needs. This poster provides a glimpse of the initial evaluation results. Currently, the promotoras have completed the training program and have provided services to more than 2000 residents of Pima County.

Client rating of the services provided