

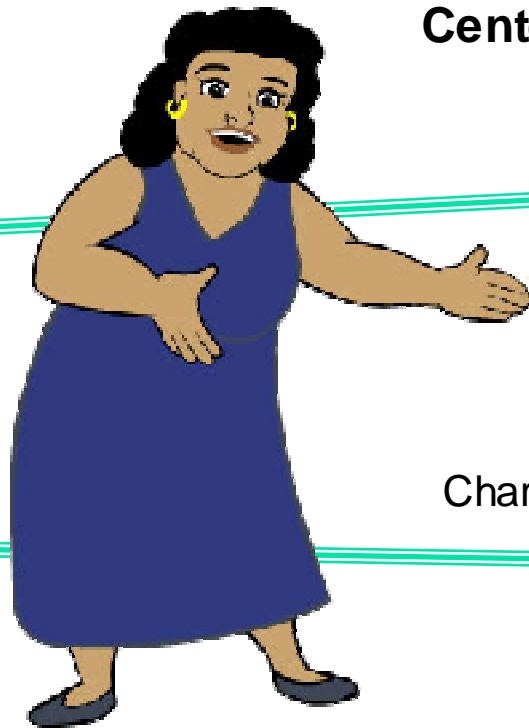


South Los Angeles Breast Health Promotion Project

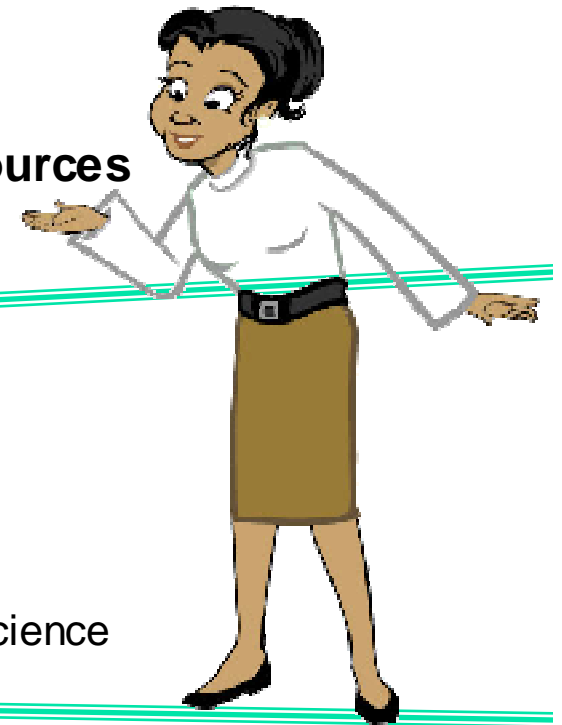
(Lay Title)

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US BREAST CANCER STATISTICS

- 12% of American women will be diagnosed in their lifetime
- 270,000 women diagnosed in 2005 (59,000 in situ)
- >41,000 estimated to have died in 2006
- Second leading cause of cancer death among women

*Cancer Facts & Figures – 2006, American Cancer Society (ACS), Atlanta, Georgia, 2006.

** median age of cancer patients at death, 2000-2003 by primary cancer site, race and sex; Ries LAG, Harkins D, Krapcho M, Mariotto A, Miller BA, Feuer EJ, Clegg L, Eisner MP, Horn er MJ, Howlader N, Hayat M, Hankey BF, Edwards BK (eds). SEER Cancer Statistics Review, 1975-2003, National Cancer Institute. Bethesda, MD, http://seer.cancer.gov/csr/1975_2003/, based on November 2005 SEER data submission, posted to the SEER web site 2.006.



Leading Cause of Cancer Death for Latinas

Latinas have lower incidence of breast cancer but are 20% more likely to die at similar age and stage of diagnosis compared to NHW

- Incidence increases with longer residence in US
- Incidence is higher in successive generations
- Less disease free survivorship
- Quality of life issues that impacts family and communities

Community-level Social Indicators of Health



The Women of South Los Angeles experience:

- Poverty
- Lack of health insurance
- Limited English proficiency [**English and Spanish speakers**]
- Limited educational attainment
- Poor reading and writing skills



Breast Health Promotion Project (BHPP) Objectives

Specific Aims

- Enhance breast cancer health literacy
- Promote Positive Breast Health Behaviors
 - Breast self-exam, clinical breast exam, screening mammography

Overarching Aims

- Improve breast cancer outcomes
- Diminish breast cancer health disparities***

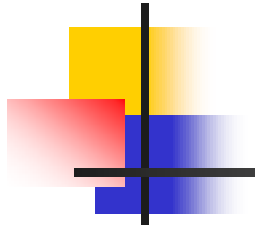


Breast Health Promotion Project Recruitment

Immigrant Latinas are a marginalized population

- Passive and Proactive Recruitment
- Promotoras
 - Health Promoters/Health Navigators
- Collaboration with neighborhood stakeholders
- Snowball Recruitment
 - Word of mouth





Breast Health Promotion Project (BHPP) Study Design

	<u>Control</u>	<u>Intervention</u>
Baseline:	Interview Component	Interview Component Educational Component
3 months	Follow-up Interview Educational Component	Follow-up Interview

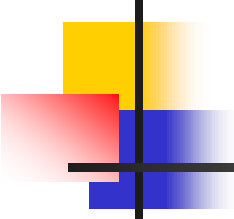
All received detailed information on where to receive free CBE and mammograms



Breast Health Promotion Project (BHPP) Implementation

- 400 Women: [200 Control & 200 Intervention]
- Age \geq 30
- Schools, churches, homes, community centers, Drew HSRC
- South Central Family Health Center [100 Control]





BHPP Study Design Interview Component

Mixed Research Methods

Surveys

- Disease Specific Health Literacy Survey (Breast)
- SF-12, PHQ, Drew Social Indicator Survey

Focused Discussion Groups

- Script, Audio-taped, transcript, Mixed method analysis:
Manual and computerized (Atlas.ti)







BHPP Study Design
Educational Component

Animated Video

"La Importancia de la salud de los Senos."

"The Importance of Breast Health."

- Story telling (Health Edu-tainment)
- Live action testimonials from breast cancer survivors and family

Animated Trailer:

www.HealthLAMPanimation.com





BHPP Study Design
Educational Component

Breast Self-exam Training

Breast models: nodules, skin changes

Audio, Visual, Tactile





Results: Qualitative Study

When you hear about breast cancer what comes to mind?

- Death
- Fear
- Pain
- Sadness
- Depression

Perception of Hopelessness

“If I have it what am I going to do?”

“Who will help me?”

“What will become of me?”

“Who will care for my children?”

“I’m going to die.”

“I have no money to get cured.”



Results: Qualitative Study

Where have you heard about breast cancer?

- "My neighbor lost a breast to cancer."
- "Lumps were found in my friend's breast."
- "My aunt died of breast cancer."
- "My sister died."
- "My cousin died."
- "My mother died."
- "My grandmother died."
- "Breast cancer runs in my family."
- Television

Personal Experience and Word of Mouth



Results: Qualitative Study

Has a doctor or nurse examined your breasts?

- "I don't go because I'm embarrassed."
- "It's important because a doctor can detect better than me."
- "Now I'm going to go because I believe it's important."
- "I didn't know it was so important."
- "A lack of money (prevents me)."
- "I don't go because I don't have money."
- "Now I understand how important it is."

Digression of Discussion



Results: Qualitative Study

Have you heard about Mammography? What is it?

- "I know that it hurts the breasts."
- "I don't like it because they pulled my breast and it hurt a lot."
- "It's a machine that hurts the breasts."
- "I have one done every year." [a small minority]
- "I haven't done one." [majority]
- "I need to do one because I feel 'small balls'." [bolitas]
- "After this class I'm going to have it done."



Conclusions: Qualitative Study

- Immigrant Latinas are uninformed about breast cancer
- Breast cancer health literacy comes predominantly from personal experience
- Perceive breast cancer as a death sentence
- Believe breast cancer is curable
- Lack of access to healthcare and cost greatest barriers to screening clinical breast exam and mammography

Marginalized!



Conclusions: Qualitative Study

- Promotoras can be trained as effective research assistants
- Snowball recruitment effective method for marginalized pops
- Focused Discussion Groups are an educational intervention
- Animation was considered a culturally appropriate venue for health education
- Hands on training was considered very important to learning



Ongoing Research and Deliverables

- Psychometric testing of Breast Health Literacy Survey-**Spanish**
- Assessment of intervention on breast cancer health literacy
- Implementation of study among African American women
- Validate English version of the BHLS
- Submission of grant application Ca Breast Cancer Research Program
- Dissemination of findings through partnership with the American Cancer Society



Participant Outcomes

- Three women found to have abnormal CBE
- One women with local breast cancer
- One women with metastatic breast ca: chemoRx
- One is independently acting as a promotora