

Project Brotherhood: A Black Men's Clinic



Oral Cancer Screening Efforts among Black Men on the Southside of Chicago

Bonnie "Pete" Thomas, M.D., Marcus Murray, Thomas A. Mason, M.D., Matthew Greene, BA., Craig Spivey, MSW, Charles W. LeHew, PhD

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Epidemiology of Oral Cancer: The National Picture

- 11th most common cancer site in U.S.
- 7th most common in U.S. **men**
- 4th most common in **African American men**

Some Basic Facts about Oral Cancer

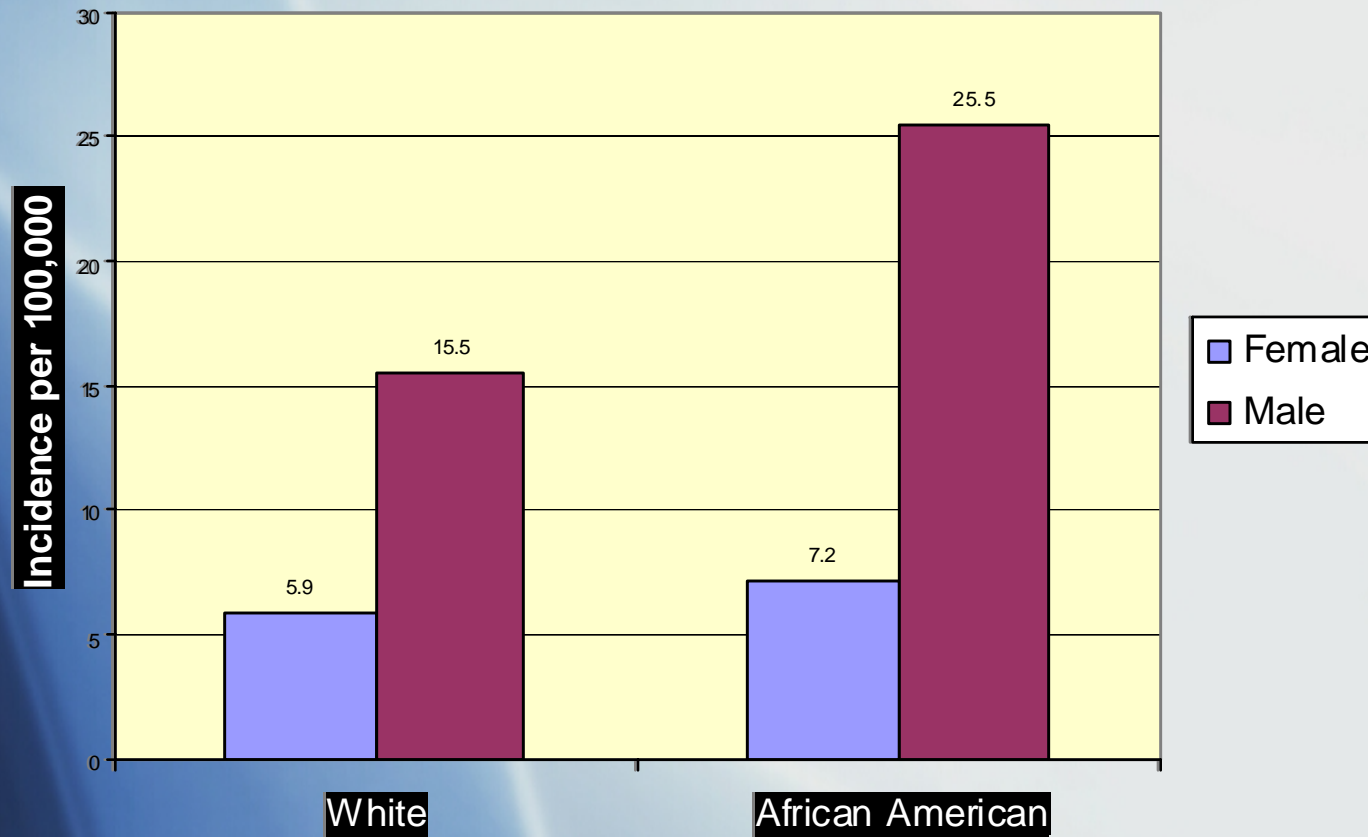
- Major risk factors are
 - Tobacco
 - Alcohol
 - Combined use
 - Sunlight (lip)
- Remains asymptomatic (pain free/no swelling, nothing) until advanced

Tobacco And Alcohol: Deadly Combination

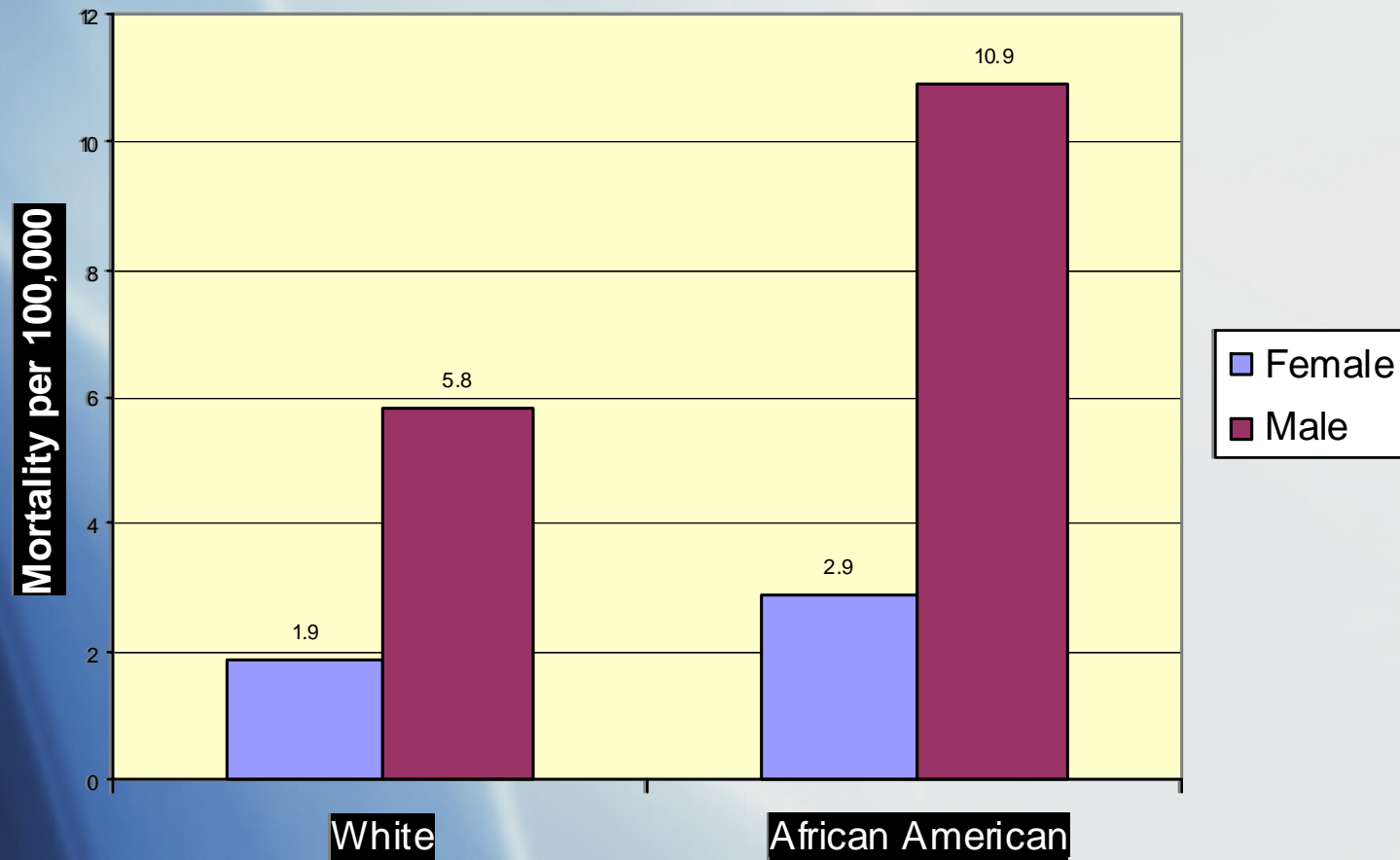
- **It is estimated that tobacco smoking and alcohol drinking combined account for approximately 75% of all oral and pharyngeal cancers in the U.S. (ACS, 2004)**



Oral Cancer Incidence Rates in Illinois 1986-2000 by Race and Gender



Oral Cancer Mortality Rates in Illinois 1986-2000 by Race and Gender



Stage at Diagnosis Men by Race

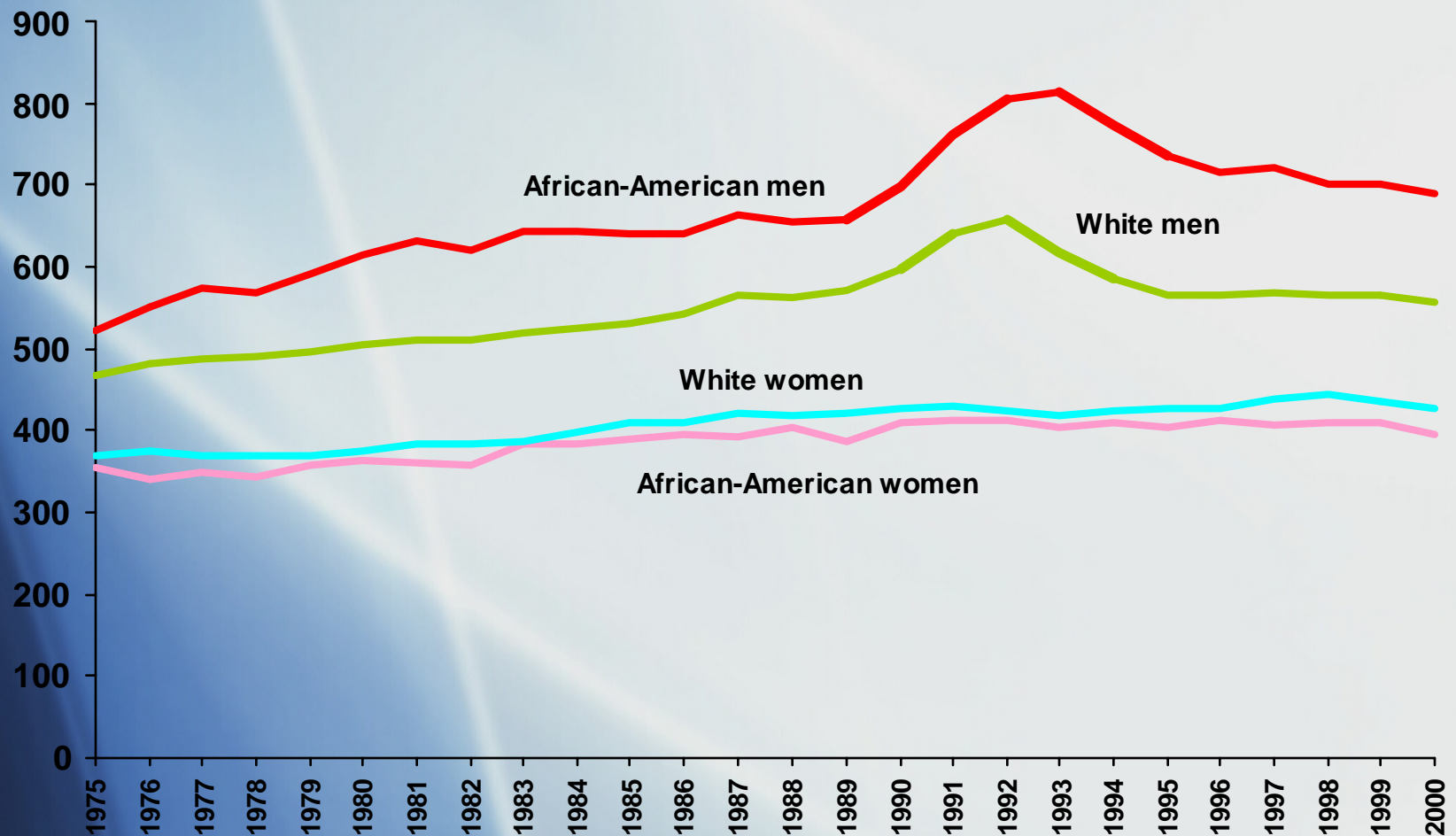
	Early (I&II)		Late (III&IV)	
	White	African American	White	African American
U.S.	36.5%	18.2%	53.0%	71.8%
Illinois	39.2%	22.5%	53.5%	69.6%
Cook	32.6%	22.0%	59.9%	70.1%

Why is it Important?

- Early lesions treatable
 - Stage I&II → 80% survive 5 years
- Late lesions deadly
 - Stage III&IV → 20% survive 5 years

Cancer Incidence Rates* by Sex and Race,

Rate Per 100,000 All Sites, 1975-2000

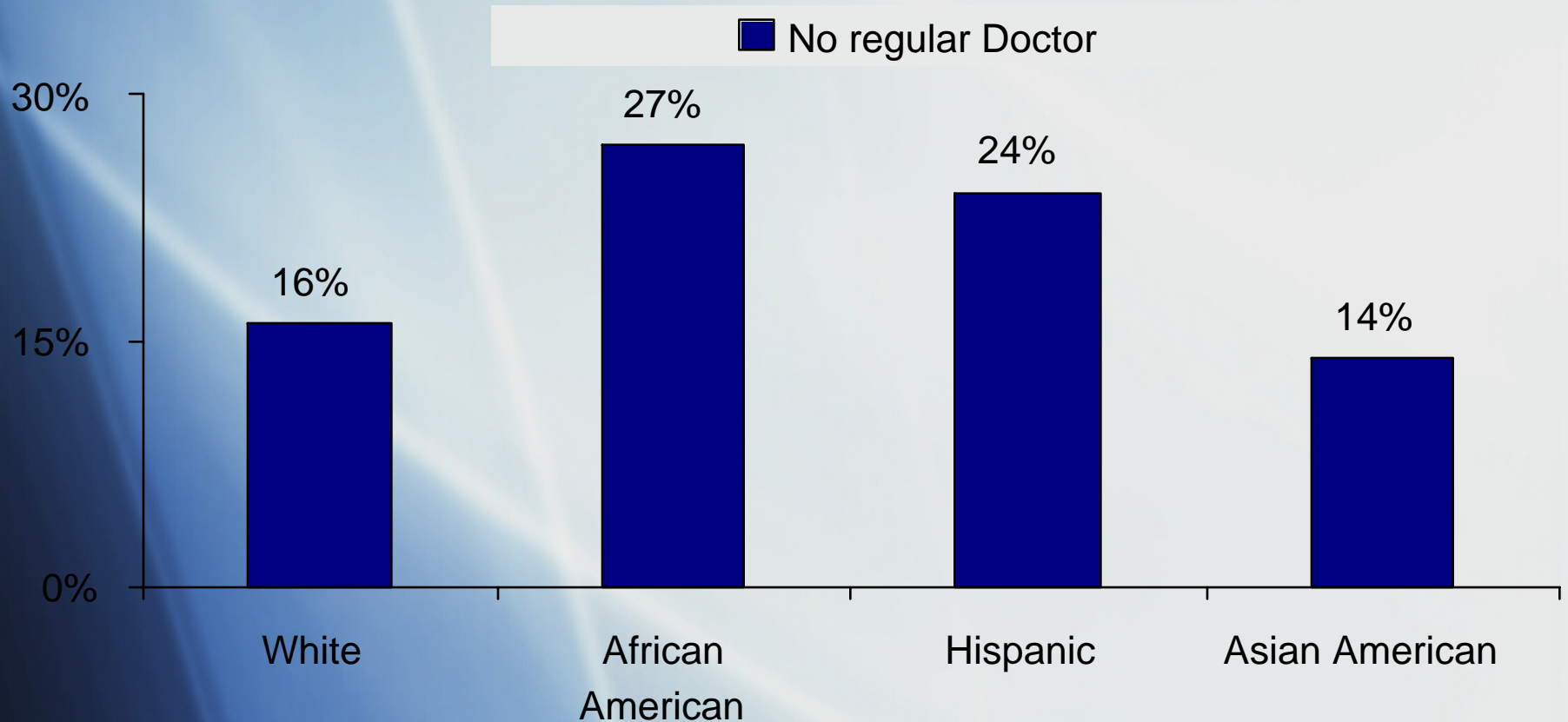


*Age-adjusted to the 2000 US standard population.

Source: Surveillance, Epidemiology, and End Results Program, 1975-2000, Division of Cancer Control and Population Sciences, National Cancer Institute, 2003.

African Americans Without a Regular Doctor are More Likely to Use Emergency Room for Care

Percent reporting emergency room or no regular place of care



N=6,722

Source: The Commonwealth Fund 2001 Health Care Quality Survey.

What do the experts say?

- ACS Recommendations
 - Early detection examination every 3 years
 - Men > 40 years, early detection examination every year
- *But here's is the challenge.*
 - How to deliver these services to more at-risk men?

Project Brotherhood: The Origin

- Multi-disciplinary team conceptualized program
- Summer of 1998 with 30,000 funding from the Department of Trauma - Cook County Hospital
- Eleven focus groups were held with Black men of diverse backgrounds and social economic groups

Voices of Black Men 1998

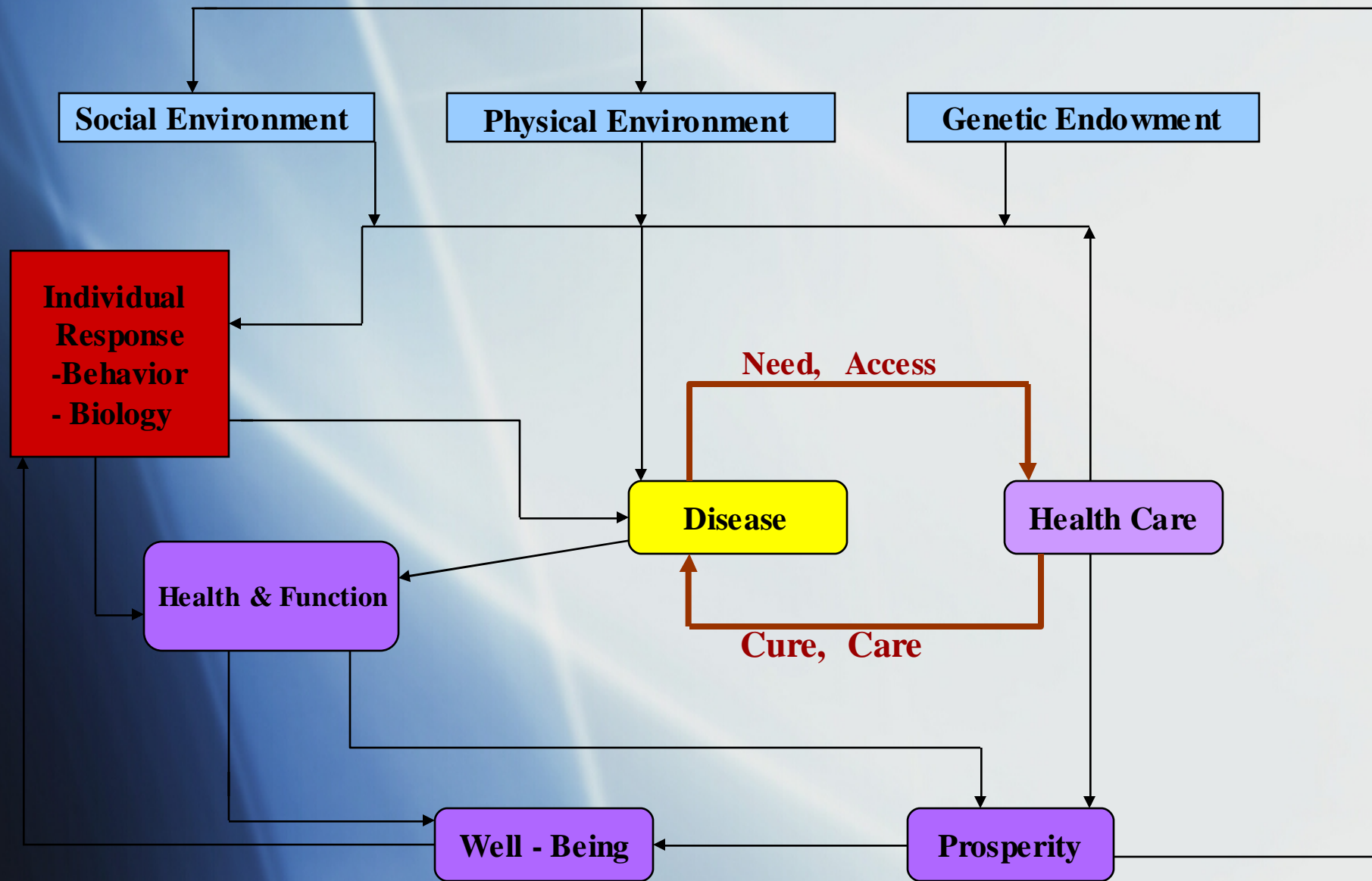
- Racism
- Lack of Respect - dehumanized
- Mistrust
- NO JOBS
- Lack of Insurance
- Lack of affordable housing
- Incarceration of Black Men
- Social and economic disparities
- Broad Definition of Health

Project Brotherhood

Assumptions

- W.H.O. Definition: “ Health is a state of complete physical, mental, and social well being, not merely the absence of disease and infirmity.
- PEOPLE’S HEALTH CHARTER : “Health is a social, economic and political issue and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are the root of ill-health and the deaths of poor and marginalized people.

Social Determinants of Health



Source: Evans & Stoddart: Why some people are healthy & others not.

Goals of Project Brotherhood

- Male Friendly Place within the health center
- Respect experiences and commonly held beliefs among men
- Abandon the Traditional “Medical Model” paradigm for services
- Multidisciplinary Approach
- All Black Men



Social Services

- Discussion Groups
- Counseling
- Health Education
- Social Support
- Recovery Peer Support
- Resume Writing
- Mock Interviews



Medical Services

- Real time appointments and walk-in services
- Healthcare regardless of ability to pay
- Holistic approach
- Comprehensive Services
- CCBHS/ACHN
- Thursday Evening Hours



Project Brotherhood Oral Cancer Prevention Grant

- Community-based intervention to provide oral cancer early detection services to African American men on the Southside of Chicago
- Methods: trained clinic medical staff to assess patient risk, perform oral cancer early detection examinations, and to offer tobacco cessation counseling as indicated.
- Evaluation: Chart audit

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GOALS

- Increase Knowledge and Awareness of Oral Cancer.
- To make available an annual oral cancer examination at no cost to the patient.
- Increase proficiency of primary care providers in early oral cancer examination and detection.

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Woodlawn Health Center

- Train doctors and other staff in
 - Early Detection
 - Risk Counseling
- Organize community
 - Public Health Education
 - Outreach and Recruit for Services

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- Community Outreach
- Social Support Group Oral Cancer Survivor
- Illinois Public Health Association, Annual Conference
- Oral Cancer Advisory Board
- Weekly Screening of PB participants

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- Creation of stamp for chart audits
- Carbon copy for the referrals to oral surgeon
- Creation of Posters in lobby of WHC
- Outreach
 - Barbershop
 - Softball
 - Churches

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TRAINING

- University of Illinois Oral Surgeon
- Examination for Early Lesions and Lymphadenopathy
- Early lesions detectable
 - White Patches (20% → oral cancer)
 - Red Spots (80% → oral cancer)

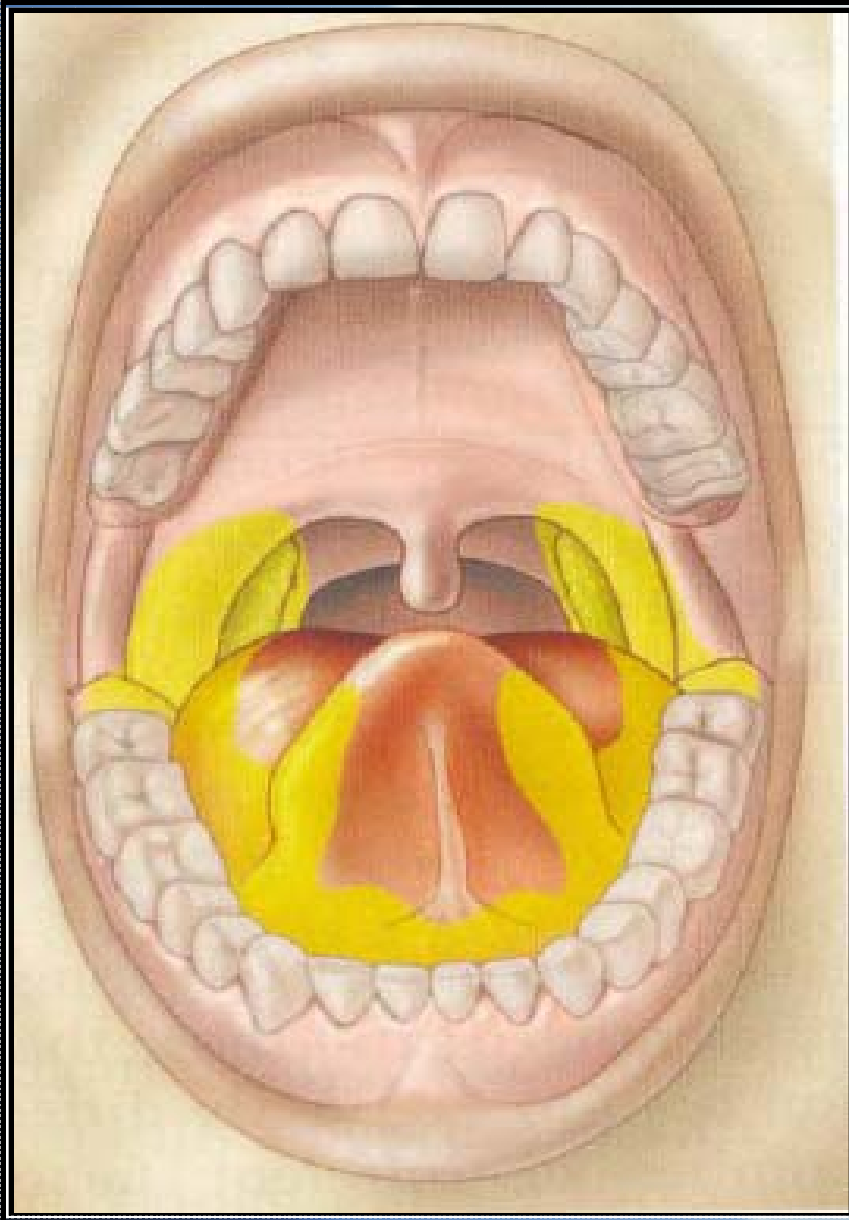


Leukoplakia describes a white patch or plaque on the oral mucosa that cannot be wiped off and cannot be classified as another disease condition.

Squamous Cell Carcinoma

- The most common presentations of intraoral squamous cell carcinoma are:
 - exophytic (mass-forming)
 - endophytic (ulcerated)
 - leukoplakic (white patches)
 - erythroplakic (red patches) and
 - erythroleukoplakic (combined white and red patches)

Common Oral Cancer Locations



Areas highlighted in yellow are the most frequent locations for oral cancers to occur.

Image used with permission from Sapp, Eversole, & Wysocki (2004) Mosby, 190.

Initial Results

Baseline Chart Audit (N = 100) No Documented Oral Cancer Exams

- Number of men screened = 323
- Number of suspicious lesions discovered =19
- Number of men referred to oral surgeon for evaluation=19
- Number of providers trained=6

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- Intervention Challenges
- Dismantling of Cook County Health System
- Oral Surgery referral process with University of Illinois
 - Transportation
 - Communication

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- Conclusions
 - Include Oral Cancer in our cancer discussion
 - Consider culturally specific programs in research of Black men
 - African-American men get diagnosed later
 - Support Public Health systems

