

A multicultural approach to addressing breast and cervical cancer in New Orleans: Creating the Circle Of Friends For Education and Early-detection (COFFEE)

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Coffee

Circle Of Friends For Education and Early-detection

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Objectives:

- Identify viable partners for implementing a community-based education and navigation program
- Assess the needs of underserved women with a breast or cervical cancer diagnosis
- Describe how to identify community resources for underserved women with cancer
- Discuss the process of translating a promising research-based program to address the needs of a diverse community



Assessing Post-Katrina New Orleans

- Physician Diaspora
- Loss of medical facilities
- LSU Charity Hospital System
 - Cancer screenings through community health center
 - Cancer treatment through nearby LSU hospitals (Baton Rouge, Independence, Houma)
- Population changes



Post-Katrina New Orleans

- Few health resources in flooded areas
- Pockets of population resurgence
 - Vietnamese population in New Orleans East
 - Latino population throughout New Orleans
 - African-American population displaced from Lower 9th Ward



The CHAAP Program

- University of Alabama, Birmingham
- Black Belt of Alabama
- Lay Health Education on breast cancer screening
- Community-based navigation for breast cancer patients
- Train the key partners
- Strategic planning



Convening partners

- “Must Have” Partners
 - The McFarland Institute
 - Mary Queen of Vietnam Church
 - The Hispanic Apostolate
- The Pitch
- Next Steps
 - Other Key Partners



The Leadership Team

- American Cancer Society
- Louisiana Comprehensive Cancer Control Program
- Louisiana Breast and Cervical Health Program
- The McFarland Institute
- Mary Queen of Vietnam Church
- The Hispanic Apostolate
- The Kingsley House
- Women With A Vision
- St. Thomas Community Health Center
- Common Ground Health Clinic
- Good Will Hospice Institute
- City of New Orleans Health Department
- Harrah's New Orleans Casino and Hotel
- Louisiana Primary Care Association



Translating CHAAP into COFFEE

- Scope of the New Orleans Project
- Community Assessment/Asset Mapping Project
- Updating Training Materials
- Updating Program Policies
- Developing a meaningful rewards program



Making CHAAP Multicultural

- Learning and assessing social taboos for cancer screening and treatment
- Finding educational resources
 - Low-literacy
 - Various languages
- Finding community members to lead the teams



Lessons Learned

- Securing Partners
- Shifting Timelines
- Meeting Community Needs
- Training Community Members
- Addressing Unexpected Barriers
- Knowing When to Move Ahead



COFFEE Today

- 3 Community Coordinators
- 14 COFFEE-Mates
 - 8 more scheduled for training
- 2 CEED Legacy Project Grants
 - MQVN Community Development Corporation
 - American Cancer Society
- 111 Women Educated
- 1 Woman Navigated

Questions?

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Presenter Disclosures

Rebecca Majdoch, MPH

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

- No relationships to disclose