

***¡Usted Puede Prevenir el Cáncer Cervical!* - Raising Cervical Cancer Awareness among Latinas in Idaho**

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Rationale

Data tells us that cervical cancer risk is high among Hispanics/Latinas, with incidence rates that are double those of non-Hispanic Whites. Currently, Hispanics/Latinas experience the highest invasive cervical cancer incidence rates of any group, other than Vietnamese, and twice the incidence rates of non-Hispanic White women. This risk differential has not improved over the last decade. Cervical cancer mortality is also markedly higher among Hispanics/Latinas.¹

According to the Cancer Disparities in Idaho Report, published by the Cancer Data Registry of Idaho in May 2007, Hispanic women had the highest rates of late stage cervical cancer in Idaho in 2006. Also, in 2006, Idaho had the second lowest rate of Pap test utilization in the U.S. compared to other racial/ethnic groups. In 2007, the Idaho Youth Risk Behavior Surveillance System found that 18.2% of Hispanic students (9-12 grades) were age 13 or younger when they had sexual intercourse for the first time, compared to 7.4% of Non-Hispanic students (9-12 grades). This is alarming because the majority of cervical cancer cases globally can be attributed to the human papilloma virus (HPV) and early age at first intercourse is a risk factor that may correlate to the risk of HPV infection.

Purpose

In January 2008, the Comprehensive Cancer Alliance for Idaho (CCAI) Cervical Task Group convened a group of partners to include the National Cancer Institute’s (NCI) Cancer Information Service (CIS) of the Northwest Region, along with the Idaho Department of Health & Welfare’s (IDHW) Comprehensive Cancer Control (CCC) program, IDHW Women’s Health Check (WHC) Program, IDHW Cultural Liaison/Health Disparities Program, and the Centro de Comunidad y Justicia. These partners collaborated in the planning, implementation and evaluation of a multimedia public education campaign to raise awareness of cervical cancer screenings and prevention among Hispanic/Latina women in Idaho.

Methods

¡Usted Puede Prevenir el Cáncer Cervical! multimedia public education campaign used radio and print media to highlight key screening and prevention messages. The campaign also promoted the 2-1-1 Idaho Careline and the NCI’s CIS 1-800-4-CANCER to the Hispanic/Latina population for more information and referrals to screening through the IDHW Women’s Health

¹ *Idaho Behavioral Risk Factors: Results From the 2004 Behavioral Risk Factor Surveillance System*. Boise: Idaho Department of Health and Welfare, Division of Health, Bureau of Health Policy and Vital Statistics, 2005. National data accessed from <http://www.cdc.gov/brfss/>.

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Check program. Bilingual staff from the Southwest District Health in Idaho and the CIS developed a script for a radio show on KWEI Spanish radio in Boise to promote and discuss the importance of cervical screening and prevention of HPV. Print media included messages for both screening and prevention. An evaluation was developed during the planning process to include focus group testing of the multimedia public education campaign. The multimedia campaign kicked off in May of 2008 with the radio show and print ads in Southwest and Southeast Idaho. Focus group testing occurred in September of 2008. Feedback from the focus groups helped partners revise the print ads, which were run in January of 2009 in Southwest, Southeast, and northern five counties in Idaho.

Results

Focus group testing was conducted at the Hispanic Cultural Center of Idaho in Nampa in September 2008 by the Centro de Comunidad y Justicia (CCJ). CCJ conducted two focus groups with Spanish speaking women who were also able to read in Spanish. In total, 26 Latinas participated. Seventeen (17) participants were between the ages of 40 to 64, and nine (9) were between the ages of 18 to 39.

The purpose of the focus groups was to gain insight on the best ways to reach Hispanic/Latina women with health messages and to review the Spanish language radio show and print ads which were developed to encourage cervical cancer screening and HPV immunization by directing women to services and resources. Focus groups tried to identify if the radio show and prints ads had increased knowledge, changed attitudes and beliefs, and more importantly caused a change in behavior, essentially, would women call the 2-1-1 Idaho Careline or NCI's CIS 1-800-4-CANCER for more information and referrals to screening? The readability and message clarity was also assessed.

General Conclusions:

- Most participants were not familiar with the 2-1-1 Idaho CareLine or the CIS 1-800-4-CANCER line and had not used them for information referral.
- Participants were not aware of any local cervical cancer screening or education programs.
- If participants were to call an 800 number they would generally want answers to their cancer questions and if needed then a referral (rather than calling two separate numbers).
- Participants would like to, or do get very personal health information from the radio, family and trusted friends, newspapers, clinics, booklets in waiting rooms, and health fairs (only three mentioned the internet). They also liked the idea of having nurses/medical assistants in waiting rooms to answer questions.
- There is confusion and some fear about the HPV vaccinations for girls and young women and confusion about screening guidelines for cervical cancer.

Print Ads:

- All participants agreed they preferred to get this type of written information in Spanish.
- Although they wanted their health information in Spanish, participants in southwest Idaho did not read the Spanish paper, which tends to focus on eastern Idaho.
- Participants felt the print ads had good information and a positive tone, they could identify with the ads, and they would be motivated to seek more information.
- There were still questions and confusion about vaccinations and screening details.

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- The terms Pap and HPV were not known or understood.

Radio Show:

- All participants agreed they like to listening to the radio for important health information.
- Participants felt strongly that Hispanic males should be getting information about HPV and cervical cancer.
- All participants reported they would use the CIS or the 2-1-1 CareLine after hearing a program like this.
- Participants listen to the Spanish radio station KWEI and felt a program like this would be good on the weekend, during drive time, or even run twice during the day it aired.

Based on these results the ads were simplified, only the 1-800-4-CANCER number was included and emphasized to direct women for more information, Papanicolaou test was spelled out with Pap test in parenthesis, and the ads were placed in English newspapers but run in Spanish. Plans are in development to have a regular health information radio program with KWEI.

This collaboration between organizations enabled the partners to utilize limited resources efficiently and added credibility to the multimedia public education campaign about the importance of getting screened and promoting prevention among the Hispanic/Latina population.