

Using Community Assets to Select and Adapt Evidence Based Strategies: A Lay Health Advisor Program to Increase Breast Cancer Screening in Indian, Pakistani, Bangladeshi and Nepali Communities



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Abstract

Saath USA, a community based NGO, in collaboration with the University of Southern California's Norris Comprehensive Cancer Center and Komen for the Cure, an Orange County California based foundation was successful in improving knowledge, changing attitudes and increasing breast cancer screening among immigrant Indian, Pakistani and Bangladeshi women in Los Angeles. Proven strategies and programs from the Centers for Disease Control and Prevention's (CDC) Community Guide and Research Tested Intervention Programs and Cancer Control P.L.A.N.E.T., to increase knowledge and screening for breast cancer were selected and adapted to fit this audience. Breast cancer is the leading cause of cancer deaths among women in this population and most are diagnosed at late stages. Very few effective programs exist for South Asians. In order to ensure South Asian women benefit equally from proven strategies, Saath USA bridged this gap by adapting existing evidence based programs made appropriate for Indian, Pakistani and Bangladeshi women. This presentation will review the process of selecting appropriate strategies, their adaptation for use at a community level and resulting impact. On-line tools and resources useful in this process will be shared. Processes, methods and tools for garnering community input that can help shape a program and make relevant will be reviewed. Saath USA used programs that include lay health advisors, small media (print materials), reminder messages and telephone counseling to impact awareness and screening. Future plans include adapting an evidence-based intervention to assist in the recruitment and to increase adherence to breast screening.

Tools and Strategies



one voice guide, navigator support, collaboration towards a common goal, companion together, collective action

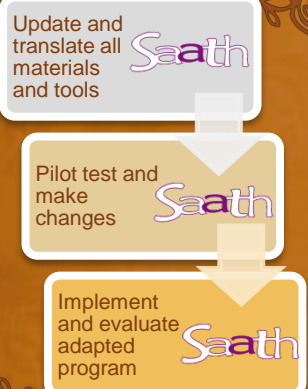
Saath is a U.S.-based NGO that focuses on cancer prevention and control. Program areas include research, breast and cervical cancer early detection, cancer survivorship and navigation support, tobacco cessation and control.

For more information: www.saathusa.org



Adaptation

"Modifying key characteristics of an intervention, recommended activities and delivery methods, without competing with or contradicting the core elements, theory and internal logic of the intervention..."^{iv}



Program Recruitment Advertisements (English, Bengali & Urdu)

Ovarian Cancer (English, Bengali, Urdu & Hindi)

Early Breast and Cervical Cancer Screening (English, Bengali, Gujarati & Hindi)

Reminder Card

Impact, Lessons Learned and Challenges

New Programs Breast & cervical cancer awareness, screening and post-diagnosis support

- Challenges**
- Adapting is time-consuming and requires capacity.
 - Evaluation needs to be rigorous and requires resources.

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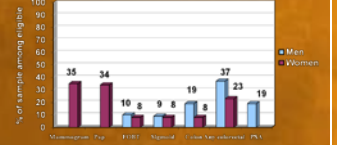
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Community Assessment

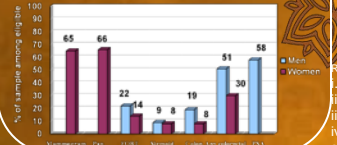
Cancer Among South Asians in California

The top five age-adjusted cancers among South Asian (Indian, Pakistani, Sri Lankan, and Bangladeshi or IPBS) women are breast, colorectal, uterine, ovarian and thyroid cancer. Prostate, lung, colorectal, leukemia, and non-Hodgkin lymphoma are the top five age-adjusted cancer among IPBS men.

Rates of Screening within Recommended Guidelines



Rates of Lifetime Receipt of Cancer Screening Tests



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 ii. Glenn BA, Surani Z, Chawla N, & Bastiani R. (2008). Tobacco use among South Asians: results of a community-university collaborative study. *Ethnicity and Health, 14*(2), 131-145.
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 iv. McKleroy YS, Galbraith JS, Cummings B, Jones P, Harshbarger C, Collins C, Gelaude D, Carey JW, & ADAPT Team. (2006). Adapting evidence-based behavioral interventions for new settings and target populations. *AIDS Education & Prevention, 18*(4 Suppl A), 59-73.