

WINCART

Tools for Addressing Cancer Disparities: Colorectal Cancer Education for Pacific Islanders

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Presenter Disclosures

Sora Park Tanjasiri

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

No relationships to disclose.

Weaving an Islander Network for Cancer Awareness, Research & Training (WINCART)

- ✓ Five year U01 center to increase cancer education, research and training for Pacific Islanders (PIs) in Southern California
- ✓ Geographic area: Los Angeles, Orange, San Diego, San Bernardino, and Riverside counties
- ✓ Community-university collaboration
 - 10 community-based organization partners serving the Chamorro, Marshallese, Native Hawaiian, Samoan and Tongan communities
 - 6 university partners

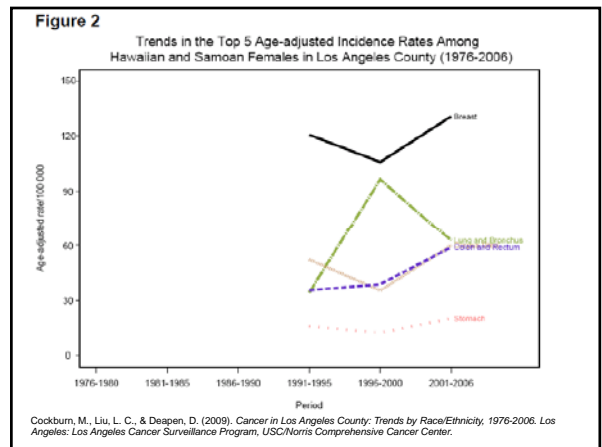
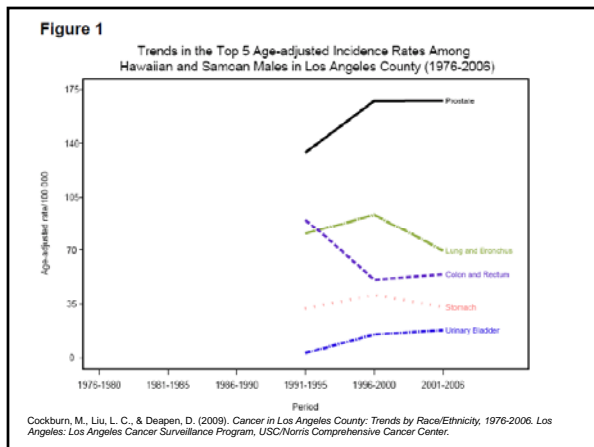
WINCART

California is home to over 221,458 Pacific Islanders

2000 California Population*

	Alone	Inclusive	% < HS deg	< 100% FPL**	< 200% FPL	% Pub Assist	% LEP ***
Native Hawaiian	20,571	60,048	14%	11%	27%	5%	3%
Samoan	37,498	49,804	22%	20%	45%	12%	17%
Chamorro/ Guamanian	20,918	33,849	20%	10%	29%	6%	9%
Tongan	12,111	15,252	40%	18%	44%	10%	32%
NH Whites	15,816,790	16,538,491	10%	8%	20%	3%	3%

* US Census 2000
** Federal Poverty Line
*** Limited English Proficient



California Health Interview Survey

Odds Ratios and 95% Confidence Intervals for Logistic Regression Model Predicting Colorectal Cancer for California NHPI Ages 50 and Over; CHIS 2001 and 2003 (n= 191)

	OR	95% CI
Predisposing Variables		
Gender	0.912	(0.443, 1.878)
Age, 50 years and over	1.056*	(1.013, 1.101)
Education (Reference group: Less than HS education)		
High school graduate	1.395	(0.466, 4.173)
Some college/trade school	2.087	(0.686, 6.348)
College graduate	1.689	(0.413, 6.903)
Graduate school	2.014	(0.488, 8.305)
Number of alcoholic drinks per week (Reference group: 0 drinks)		
1 drink	2.379	(0.964, 5.869)
2 drinks	2.597	(0.956, 7.057)
3 drinks	6.513*	(0.974, 43.566)
4 or more drinks	5.684	(0.420, 76.880)
Enabling Variables		
U.S. citizen	6.468*	(1.036, 40.393)
Has a usual source of care	4.000	(0.880, 18.193)
Need Variables		
Has some form of cancer	2.059	(0.592, 7.161)
Number of doctor visits (Reference group: 0 visits)		
1 visits	1.600	(0.409, 6.264)
2 visits	2.023	(0.531, 7.710)
3 visits	5.336*	(1.154, 26.561)
4 visits	1.018	(0.229, 4.518)
5 visits	1.900	(0.520, 6.948)

*p < 0.05

WINCART Work Group

The work group members were charged to:

- 1) Recommend appropriate mechanisms to outreach and educate community members on CRC
- 2) Advise in the design, translation, and pre-testing of campaign materials
- 3) Advise in the testing of the appeal, cultural appropriateness and impact of the campaign
- 4) Update WINCART CAB members on the progress of efforts and request feedback

Educational Materials

Video



Flipchart



Bookmark



Key Messages:

- ✓ Ask your doctor about colorectal cancer screening
- ✓ Do it for your family and yourself

WINCART CRC PSA

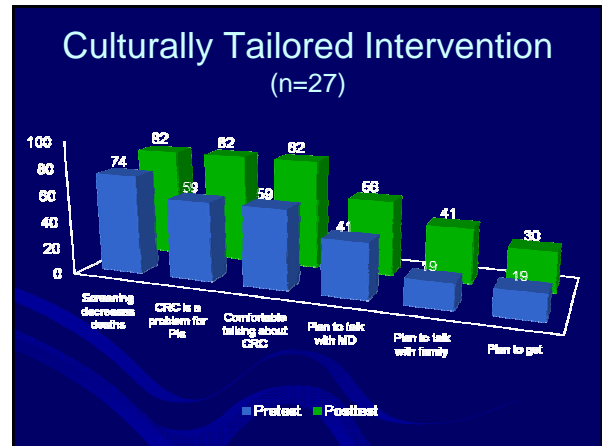
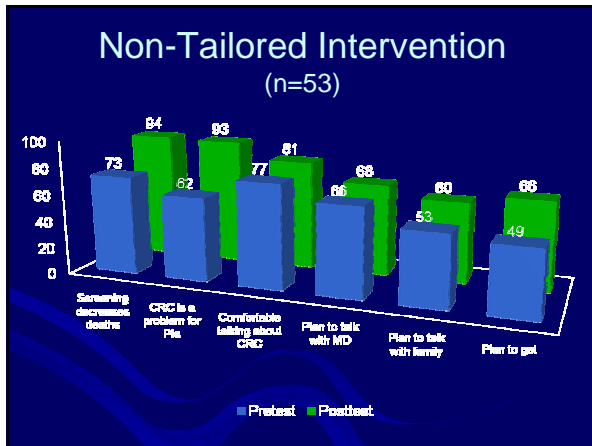
[YouTube - Wincart CRC PSA](#)

Review & Pretesting Education Materials

- ✓ Kreuter's guidelines for cultural tailoring via peripheral, evidential, sociocultural, linguistic, and constituent involving elements.
- ✓ Reading level at 6th grade based upon SMOG analysis.
- ✓ In-language focus groups with adult Pacific Islanders (PIs) age 50+ years.
 - Understandability/readability of written materials and surveys
 - Acceptability of colors, fonts, images
 - Clarity of educational messages
 - Appropriateness of sensitive information
 - Suggestions for improvement

Education & Evaluation Design

- Lay-leader led education sessions with small groups of adult PI age 50+ years.
- Quasi-experimental design to evaluate the tailored materials compared to a non-tailored handout of information (based upon the CIS' "What you need to know"/WYNTYK)
 - Pros/cons of quasi vs. experimental design
- Self-administered pre- and post-workshop surveys to assess changes in knowledge, beliefs and intentions



- ### Toolkit Dissemination
- Created a **toolkit** of materials containing all educational and evaluation materials
 - Partnership** between WINCART and St. Joseph's Hospital in Orange to expand CRC education and follow-up via Pacific Islander lay navigators
 - All **materials** to be available by 11/31/10 at wincart.fullerton.edu

WINCART U01 Network Partners

Community Advisory Board:
 Ainahau O' Kaleponi
 CA Chamorro Breast Cancer Survivor's Alliance
 Guam Communications Network
 Los Angeles Partnered for Progress
 NCI Cancer Information Service
 Orange County Asian and Pacific Islander Community Alliance
 Orange County Health Care Agency – Cancer Detection Partnership
 Pacific Islander Health Partnership
 Samoan National Nurses Association
 Sons and Daughters of Guam Club
 Tongan Community Service Center/SSG
 Union of Pan Asian Communities

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Thank you ~ Si yu'us ma'ase ~ Komol tata ~ Mahalo nui loa ~ Fa'afetai tele lava ~ Malo 'aupito

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