



Promotores/Community Health Workers:

- Indigenous members from a community who love their community and want to see people's health and lives improve; they give unselfishly of their time and energy (often with no or little pay) not because it's a job but because it's a work of love for them.

EPICO Project:

- Population: at-risk residents living in South Texas along the U.S.-Mexico border.
- Focal strategy: Train and utilize *promotores* to deliver tailored education to improve access to comprehensive cancer services.
- Tailoring: The use of information and change strategies intended to reach a specific person based on his/her characteristics (culture, language, health literacy, education, gender, age, experiences, beliefs, & attitudes).
- EPICO uses tailoring strategies to create culturally appropriate education, communication, & outreach strategies for cancer prevention, treatment, and survivorship interventions that decrease barriers and improve cancer-related outcomes.
- Trainings: Breast Cancer, Cervical Cancer, & Colorectal Cancer
- *Promotores* assess educational needs and deliver education based on the characteristics of their constituents.

Sustainability & Replicability:

- *Promotores* transmit training and new strategies to other CHWs they train.
- Other organizations employing *promotores* can access the training materials and utilize the curriculum materials.
- Training modules will be available at no cost.
- Model is a low-cost cancer prevention & education intervention that can impact cancer disparities among those at greatest risk.
- Project adds to the knowledge base to inform local, state, and national cancer prevention and education strategies.

Next Steps:

- Package curriculum
- Deliver trainings to *promotores* in six urban-centers in Texas (Lubbock, El Paso, San Antonio, Houston, Dallas, Laredo)
- Analyze evaluation data
- Disseminate results

Year One Results and Outcomes (September 1, 2011 – August 31, 2012):

Promotores

- 6 EPICO *promotores* became DSHS certified Promotora Instructors & had a key role in developing/delivering trainings.
- Twenty approved DSHS CHW CEU modules (cancer prevention/early detection, treatment, & survivorship for breast, cervical, and colorectal cancers; cancer during pregnancy; and fertility and pregnancy options for cancer survivors).
- 94 *promotores* attended the breast cancer trainings (734 DSHS certified CEUs).
- 75 *promotores* attended the cervical cancer trainings (600 DSHS certified CEUs).
- 80 *promotores* attended a session on HPV prevention and cervical cancer (120 CEUs).
- 80 *promotores* attended the colorectal cancer trainings (640 CEUs).
- 87 *promotores* attended a session on cancer (early detection, treatment, & survivorship) for pregnant residents (109 CEUs).
- 40 *promotores* attended a session on fertility and pregnancy options for cancer survivors (50 CEUs).

Residents

- 414 STX residents have received the EPICO breast cancer educational sessions by outside agency *promotores*.
- 463 STX residents have received the EPICO cervical cancer educational sessions by outside agency *promotores*.
- 122 STX residents have received the EPICO colorectal cancer educational sessions by outside agency *promotores*.

Overall Progress:

- 456 *promotores*/CHWs (not unduplicated counts) have received training with the EPICO CHW curriculum, receiving a total of 2,253 CEUs
- 999 South Texas *colonia* residents (not unduplicated counts) have been trained in cancer prevention/early detection, treatment options, and survivorship issues.

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