



Promotores and EPICO:

Education to Promote Improved Cancer Outcomes

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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:* Trained and utilized *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 used 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* assessed educational needs and deliver education based on the characteristics of their constituents.

Sustainability & Replicability:

- *Promotores* transmitted 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 were available at no cost.
- Model is a low-cost cancer prevention & education intervention that can impact cancer disparities among those at greatest risk.
- Project added to the knowledge base to inform local, state, and national cancer prevention and education strategies.

Results and Outcomes (September 1, 2011 – August 31, 2013):

- 6 EPICO *promotores* became DSHS certified CHW 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).
- 250 *promotores* from 6 major metropolitan areas in Texas were trained in at least one of the EPICO modules (1,324 CEUs).
- 706 *promotores* attended at least one of the EPICO cancer educational modules (3,577 CEUs).
- 5,826 South Texas *colonia* residents were trained in cancer prevention/early detection, treatment options, and survivorship issues.

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