

Maximizing Cancer Prevention and Early Detection Among Latinos

**Satellite Conference and Live Webcast
Thursday, February 4, 2010
1:00 - 2:30 p.m. Central Time**

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Faculty

**Amelie G. Ramirez, DrPH
Director
Institute for Health Promotion Research
UT Health Science Center at San Antonio**

Part 1

- How do providers address cancer from a Latino perspective?
 - What we've found: Physicians
 - What we've found: Latinos
 - Strategies to use

Part 2

- How do you engage community, policy-makers, etc. in Latino cancer prevention?
 - What we've found
 - Strategies to use

Part 1: How do Providers Address Cancer from a Latino Perspective?

- What we've found

Dr. Differences: Racial

- Clinical trials (CTs) attitudes and practices of Latino physicians
- Purpose
 - Analyze physician data (N=695, stratified by ethnicity) to test associations of ethnicity with physicians' participation in and attitudes towards referral of patients to CTs

Dr. Differences: Racial

- Results (P < .05)
 - Physician race/ethnicity significantly associated with
 - CT involvement
 - Type of CT for which the physician is likely to recommend a patient

Dr. Differences: Racial

- Belief in scientific value of CTs
- Factors that would influence recommendation for a patient to participate

Dr. Differences: Racial

Association of Physician Race/Ethnicity + CT Participation

Item	Overall	Latino (N=297)	White (N=398)	p-value
CT Involvement				
Patients inquired about CTs	29.4%	21.5%	35.2%	<0.001
I referred patients, CT by other	48.8	42.1	53.8	<0.01
I recruited other patients, CT by self	20.0	16.2	22.9	<0.05
I have never been involved	36.5	43.4	31.4	<0.01

Dr. Differences: Racial

Association of Physician Race/Ethnicity + CT Participation

Item	Overall	Latino (N=297)	White (N=398)	p-value
CT Value				
Strongly Disagree or Agree	13.1%	18.0%	9.3%	
Undecided	17.9	19.4	16.7	<0.01
Agree	59.1	53.7	63.0	
Strongly Agree	10.0	8.8	10.9	

Dr. Differences: Racial

Association of Physician Race/Ethnicity + CT Participation

Item	Overall	Latino (N=297)	White (N=398)	p-value
Factors Influencing Recommendations				
Improve medical condition	85.0%	84.2%	85.7%	0.583
My familiarity with protocol/physician/institution	58.3	52.2	62.8	<0.01
Patient's desire to advance med knowledge	50.8	16.2	22.9	<0.05

Dr. Differences: Racial

- Conclusions
 - Latino physicians were significantly less involved in CTs than white physicians
 - Latinos found less scientific value in CTs

Dr. Differences: Racial

- Implications
 - Need bilingual teams to help address language barrier and increase CT opportunities for Latinos
 - Need concurrent education to increase opportunities for Latino physician involvement

Dr. Differences: Gender

- Physician gender differences in general cancer prevention attitudes
- Purpose
 - Analyze physician data (N=722, only Latino/White) to test associations of gender with prevention practices and attitudes

Dr. Differences: Gender

- Results (P < .05)
 - Gender differences occurred for 7 of 49 of the general and cancer-specific practices and attitudes tested
 - Female gender predicted discussion of physical activity, violence, and use of substances
 - Male gender predicted belief in effectiveness of PSA

Dr. Differences: Gender

- Conclusions
 - Female physicians were more likely to discuss general health prevention activities than male physicians
 - Women were more likely to recommend Pap smears

Dr. Differences: Gender

- Implications
 - Need for doctor-patient behavior counseling/communication
 - Health care systems need to accommodate doctor's extra time
 - Doctor training should include teaching cultural sensitivity and more education on proper screening guidelines

Dr. Views: Tobacco

- Factors associated with physician involvement in tobacco control advocacy and cessation counseling
- Purpose
 - Survey 800+ Texas physicians on their motivation/skills to get involved in smoking cessation and advocacy

Dr. Views: Tobacco

- **Results**
 - Only 53% of respondents “always” ask about smoking
 - Less than 40% “always” ask smokers if they want to quit
 - Only 25% “always” prescribe aids for patients wanting to quit

Dr. Views: Tobacco

- Respondents were more likely to do tobacco prevention if they
 - Admire people involved in advocacy efforts
 - Feel confident in their abilities to promote tobacco prevention
 - Received specific tobacco-related training at school or CME

Dr. Views: Tobacco

- **Conclusions**
 - Doctors’ involvement in tobacco control policies is part of a cluster of attitudes/behaviors that make them more likely to help smokers quit

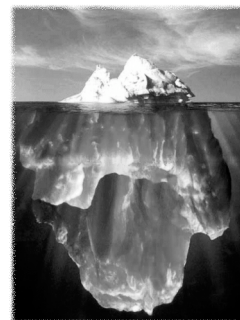
Dr. Views: Tobacco

- **Implications**
 - It is vital to involve physicians in tobacco counseling, prevention, and policy-making early on, preferably during their training years
 - It would be ideal to widely include tobacco prevention and control in medical school curricula

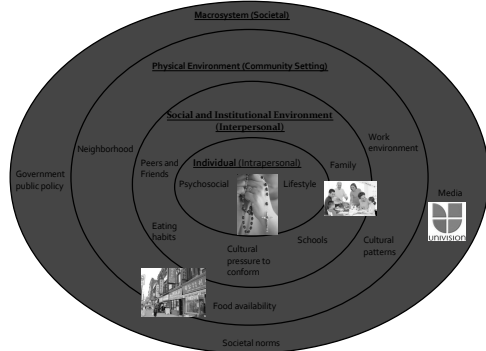
Part 1: How do Providers Address Cancer from a Latino Perspective?

- Strategies to use

Latinos: The Iceberg of Culture



Latinos: Ecological/Culture Model



Latino Cancer: Cultural Myths

- Fear: cancer = death
- Fatalism
- Mothers take care of family, children first
- No realization or awareness that cancer normally grows slow enough to be detected and treated on time
- Other cultural myths (herbs, etc.)

Latino Cancer: Cultural Myths

- “There is little I can do to prevent cancer”
- Latinas ages 40+ attitudes share this perception at an alarmingly large percentage
 - Mexican American 39.5% Agree
 - Central American 36.8% Agree
 - Puerto Rican 33.5% Agree
 - Cuban 34.3% Agree

Cultural Competency

- Communications
 - Disseminate cultural/language appropriate materials to stress prevention and clarify health myths
 - Use *Promotoras*
 - Capitalize on community strengths

Cultural Competency

- Physicians
 - Understanding role
 - Address culture and folk medicine use

Latina BC: Trends

	Latinas	Whites
Had a mammogram in last two years (women ages 40+)	66%	71%
Tumor size > 1 cm	83%	76%
Diagnosed with Stage III/IV cancer	47%	Below 40%
Positive lymph nodes	28%	24%

Latina BC: Family Influence Study

- “The influence of primary support persons’ perceptions on patients’ perceived barriers to treatment amount Latinas with breast cancer in Texas”

Latina BC: Family Influence Study

- Purpose
 - Examine concordance between Hispanic cancer patients’ and primary support family members’ perceived barriers to treatment

Latina BC: Family Influence Study

- Setting
 - Community clinic/referrals in San Antonio, Texas
- Participants
 - 83 patient-family pairs

Latina BC: Family Influence Study

- Methods
 - Patients/family members given a 202-item survey on
 - Genetic testing awareness
 - Attitudes and interest
 - Barriers to breast cancer treatment

Latina BC: Family Influence Study

- Patient responses were compared to those of family members using simple descriptive statistics

OLS Regression Results for Patient Perceived Barriers to Breast Cancer Treatment

	Model 1	Model 2	Model 3	Model 4	Model 5 Interaction Model
Family Member Perceived Barriers (1-11)	-.296(.005)	-.290 (.006)	-.292 (.006)	-.264 (.015)	-.579 (.207)
Education (< High School)				1.69 (.020)	6.37 (.003)
High School Grad				1.89 (.041)	7.89 (.002)
Tech College, College or Beyond					
Annual Household Income (≤ \$25,000				-1.45 (.084)	-.111 (.960)
\$25,001 - \$50,000					
≥ \$50,001				-1.18 (.343)	-3.76 (.236)
Not Reported				1.15 (.139)	2.81 (.183)
Gender and Relation of Primary Support Person (Husband)					
Female family member					-.205 (.778)
Male family member					-.915 (.731)
Interaction Effects					
Education (< High School)					
High School Grad					-.779 (.008)
Tech College, College or Beyond					-.962 (.009)
Annual Household Income (≤ \$25,000					
\$25,001 - \$50,000					-.167 (.822)
≥ \$50,001					.426 (.399)
Not Reported					-.183 (.596)
Adjusted R ²	.08	.14	.11	.20	.29

Latina BC: Family Influence Study

- **Summary**
 - Patient responses closely resemble family members
 - Gender of a patient’s primary support person is not significant, but...

Latina BC: Family Influence Study

- Survivors with less than high school diploma have higher levels of concordance with their family members than their peers with more education

Latina BC: Family Influence Study

- **Conclusions**
 - When cancer literacy is low, family members are utilized more readily for decision-making
 - Hispanics often have lower cancer literacy and low SES...

Latina BC: Family Influence Study

- So involving family members in the treatment plan, particularly among low-education Latinas, could improve compliance with breast cancer treatment

Latina BC: Patient Navigation

- **Pilot test navigation (PN) to assist Latinas**
 - Worked with Texas clinics to test PN efficacy to reduce lag time between abnormal breast cancer screening results to confirmatory tests and start of treatment

Latina BC: Patient Navigation

- “Follow-up of abnormal cancer screening tests”
 - We partnered with community clinics to chart reviews/determine adherence to interval screening for BC among Hispanic/non-Hispanics

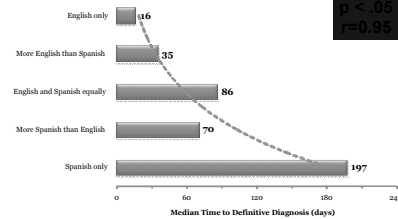
Latina BC: Patient Navigation

- Sample size: 651 (53% Latina)

	SF	San Diego	Harlingen	SA	Miami	NY	
Latina	72	49	72	48	53	50	344
Non-Latina White	171	-	50	48	38	-	307
	243	49	122	96	91	50	651

Latina BC: Patient Navigation

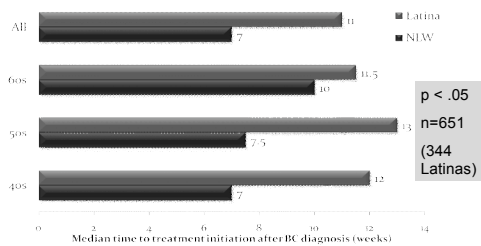
- Time to diagnosis: Longer time to diagnosis among Latinas with poorer English proficiency*



* sub-group analysis: Latinas

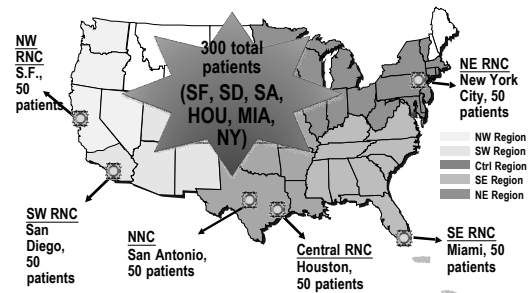
Latina BC: Patient Navigation

- Time to treatment: Latinas started treatment at 13 wks; whites 7.5 wks



Latina BC: Patient Navigation

- Seeking cost-effective, replicable model

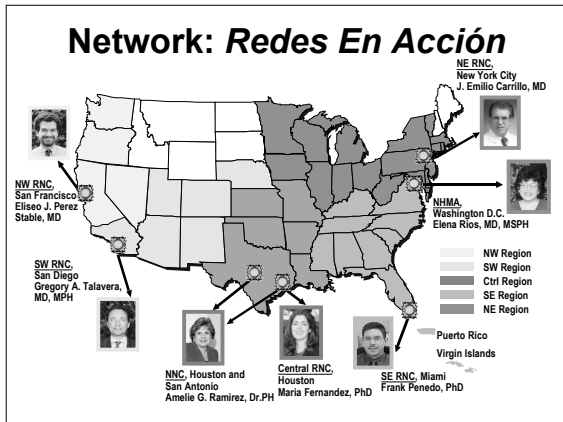


Part 2: How do You Engage Community, Policy-makers, etc., in Latino Cancer Prevention?

- What we've found

Network: *Redes En Acción*

- The National Latino Cancer Research Network
 - Network development
 - Research
 - Training
 - Awareness
- www.redesenaccion.org



- ### Network: *Redes En Acción*
- **Infrastructure**
 - National network of 1,800+ people and groups to conduct research, training, and awareness
 - **Training**
 - Supported more than 225 training positions

- ### Network: *Redes En Acción*
- **Research**
 - Fostered 18 NCI-funded pilot research programs for \$925K
 - Pilot researchers then leveraged it into approximately \$100M in new funding

- ### Network: *Redes En Acción*
- **Education/Awareness**
 - *Redes* produced more than 30 cancer education materials and 12 TV PSAs, developed an online bilingual cancer experts directory, and conducted more than 2,400 community events
 - www.redesenaccion.org

- ### The Facts
- **Hispanic kids eat too much fat, cholesterol, and added sugar**
 - 68% of their diets are pizza, desserts, chips, soda, burgers, fruit juice

- ### The Facts
- **White kids watch 2:45 hours of TV a day**
 - **Hispanic kids watch 3:23 hours a day**
 - An extra hour of TV = 167 extra calories a day

The Facts

- For every 1 white parent who says neighborhood safety is a barrier to physical activity...
 - 4 Hispanic parents do the same
- 1 of 2 white youths play team sports
 - 1 of 4 Hispanic youths do

Salud America!

- The RWJF Research Network to Prevent Obesity Among Latino Children
 - Survey guided through first ever Latino Childhood Obesity Research Priority Agenda
 - 20 pilots researching policy and environmental issues
 - Building the field
- www.salud-america.org

Salud America! Research Agenda

- Top research areas ranked by Delphi survey participants

Research Area	Rank	Mean	SD
Family	1	2.18	1.13
Community	2	2.61	1.15
School	3	3.00	1.17
Society	4	3.53	1.57
Individual	5	3.68	1.44

- www.salud-america.org

Salud America! 20 Pilots

Name	Institution
Shari Barkin	Vanderbilt University
Cristina Barroso	UTSPH, Brownsville
Alexy Arauz Boudreau	Mass. Gen Hospital
Dina Castro	U. North Carolina
Dharma Cortes	U. Mass
Robert Dudley	Comm. Health Cntr.
Claudia Galindo	U. Maryland, Balt.
Zan Gao	U. Utah
Meizi He	UT San Antonio
Harris Huberman	State U. of NY

Salud America! 20 Pilots

Name	Institution
Rebecca London	Stanford University
Nelda Mier	Texas A&M HSC
Carmen Nevarez	Pub. Health Inst.
Norma Olivera	U. Houston
Javier Rosado	Florida State U.
Emma Sanchez	U.C., San Francisco
Monika Stodolska	U. Illinois
Myriam Torres	U. South Carolina
Miriam Vega	Latino Comm. On AIDS
Angela Wiley	U. Illinois, U-C

Family Pilot: La Familia en la Cocina

- Dr. Miriam Vega, Latino Commission on AIDS
 - Understand Latino mother-child communication on nutrition, eating, activity
 - Results to influence health policy

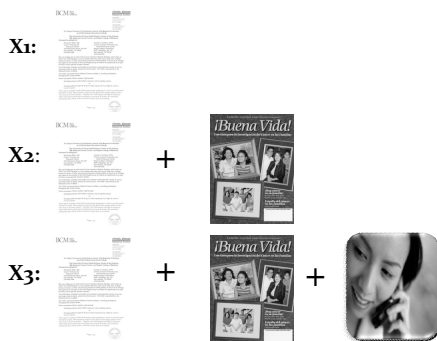
Part 2: How do You Engage Community, Policy-makers, etc., in Latino Cancer Prevention?

- Strategies to use

Study: CGN/*Buena Vida*

- Method
 - *Buena Vida* magazine test of 3 registry recruitment methods among South Texas Hispanics into the Cancer Genetics Network (CGN) boosted accrual
- N=153
 - X1=46
 - X2=43
 - X3=64

Study: CGN/*Buena Vida*



Study: CGN/*Buena Vida*

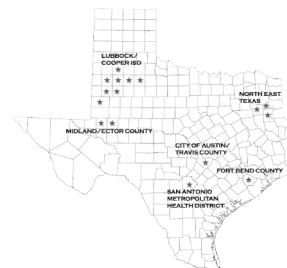
- Summary
 - Additional info/interpersonal contact increased accrual
- Implications
 - Expect to spend more resources in planning/prep
 - Engage in institutional partners more

Study: CGN/*Buena Vida*

- Get local cancer registries to urge participation in CTs, with approval to be contacted directly from researchers
- Increased public communication on CTs may increase the likelihood of participation among refusers

Project: Tobacco Prevention

- San Antonio Tobacco Prevention & Control Coalition



Project: Tobacco Prevention

• Vision

- “A smoke-free community” via
- Role model media campaign
- Increased knowledge and use of accessible, effective resources
- Led by an effective, self-sustaining coalition

Project: Tobacco Prevention

• Mission

- To improve the health of all Bexar County residents by promoting a smoke-free environment and prevention and cessation of tobacco use

Project: Tobacco Prevention

¡Valor para Hablar de Frente!

Alvin y Ricki Alexander finalmente se ven juntos tranquilos. Antes de empezar a fumar, Richard estaba en una de las reuniones para Richard. “¿Qué? ¿Por qué? ¿Por qué? ¿Por qué?” Alvin pregunta con curiosidad y Richard le explica que era una reunión para Richard. “¿Por qué?” Alvin pregunta con curiosidad y Richard le explica que era una reunión para Richard. “¿Por qué?” Alvin pregunta con curiosidad y Richard le explica que era una reunión para Richard.



SABÍA USTED...

Podría protegerse al fumar y al beber de los peligros del cáncer de los órganos internos.
 -Hablando que no sabe y se gana más dinero de todo.
 -Cualquiera que prometa que te “ayudará” a dejar de fumar.
 -Entretenerse a las 11 de la noche con alguien que fuma.
 Aplicar cualquiera de las acciones que se mencionan aquí con éxito con un vendedor NO cambia la exposición al humo de los cigarrillos.

La línea para obtener ayuda profesional gratuita en Español es 1-877-YES-QUIT (1-877-933-7848).

Project: Tobacco Prevention

YOU CAN

Sponsored by the Texas Department of State Health Services | YES YOU CAN | 1-877-YES-QUIT



www.tobaccofreeusa.org

PSAs: Wave 1

• 4 PSAs

- Clinical trials are a beneficial option for Latinos
- Spurred 500+ calls to CIS helpline
- Still air today
- www.redesenaccion.org/psa.html

PSAs: Wave 2

• Purpose

- 6 PSAs to boost Latinos’ awareness of breast, cervical, and colorectal cancer screening
- PSA pre-testing
- Latino focus groups
- CIS feedback

PSAs: Wave 2

- **Production**
 - PSAs by Sprocket Productions
- **Distribution**
 - Nov. '09 on new “SaludToday” website
 - Jan. '10 to Spanish-language TV

Latinos Online

- **47% of English-speaking Hispanics used Internet on handheld device**
 - 28% white
- **Hispanics are main users of wireless on-ramps to Internet**
- **20% of Hispanics spend 30 hours/week online**
- **88% of Hispanic social media profiles are teens/young adults**

New Site: SaludToday

- **Spur better health for Latinos at www.saludtoday.com**
- **Features**
 - Blog on Latino health
 - PSAs
 - Sharing real-life health success stories

New Site: SaludToday

- Post your real-life health success stories
- Health resources

Why Is This All so Important?

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- **National Cancer Institute**
 - *Redes En Acción*: The National Latino Cancer Research Network: Grant No. (0U01 CA114657)
- **Robert Wood Johnson Foundation**
 - *Salud America!* The RWJF Research Network to Prevent Obesity Among Latino Children

Acknowledgements

- Susan G. Komen for the Cure
- Cancer Therapy and Research Center, San Antonio, Texas

Mil Gracias!

- To find out more about the IHPR or collaborative opportunities, email us at ihpr@uthscsa.edu
- Join our national Latino research networks at
 - redesenaccion.org (Latino cancer)
 - salud-america.org (Latino child obesity)

Mil Gracias!

- Get Latino health news/research/videos
 - Blog
 - SaludToday.com/blog
 - Twitter
 - [Twitter.com/SaludToday](https://twitter.com/SaludToday)
 - YouTube
 - Youtube.com/user/SaludToday
 - Facebook:
 - facebook.com/pages/SaludToday/160946931268

Faculty

Amelie G. Ramirez, DrPH
Director
Institute for Health Promotion Research
UT Health Science Center at San Antonio

<http://ihpr.uthscsa.edu>

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