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Cuidándome: Using Lay Health Advisors to Promote Breast and Cervical Cancer Screening among Latina Immigrants

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Cuidandome (Taking Care of Me)

- A lay health advisor program to promote breast & cervical cancer screening among Latinas in Dane County
- Based on previous formative research
- A partnership between Planned Parenthood of Wisconsin, Inc. & University of Wisconsin – Madison



Breast & Cervical Cancer Among Latinas in the U.S.

- Breast & cervical cancer are leading causes of morbidity and mortality among Latinas
 - Breast cancer is #1 cause of cancer death in Latinas
 - Lower incidence, but diagnosed at later stages
 - Less improvement in incidence rates over time
 - Adjusted by age, stage, Latinas more likely to die after diagnosis
 - Latinas are the group with highest incidence of cervical cancer
 - Death rates are also higher than in non-Hispanic whites.

ACS, 2009; CDC, 2010

BCC Screening in Latinas

- Latinas less likely to receive regular mammograms and Pap smear screening than NHW
 - Mammogram: 46.8% vs. 54.2%
 - Pap smear: 78.4% vs. 83.9%
- Delayed follow-up of abnormal screening results
- Previous research has indicated multiple individual, cultural, and structural barriers to BCC screening
- Little data on small, but fast-growing Latino communities

ACS, 2010; Byrd et al., 2004; Zambrana et al., 1999; Lane et al., 1992; Darnell et al., 2006

Objectives

- Primary aim:
 - To test the effectiveness of Cuidándome to increase BCC screening among Latina women in Dane County
- Secondary aims:
 - To estimate the level of adherence to BCC screening guidelines among Latinas
 - To identify factors that contribute to Latina's lower usage of BCC preventive services

Cuidándome

- An intervention based on a social ecological framework
- Combines LHA-based outreach and education, mass media, and cultural competency for health care providers
- Evaluation methods include a combination of longitudinal and cross-sectional methods, monitoring of community BCC screening rates

A Three-legged Approach

1. Educational/motivational sessions

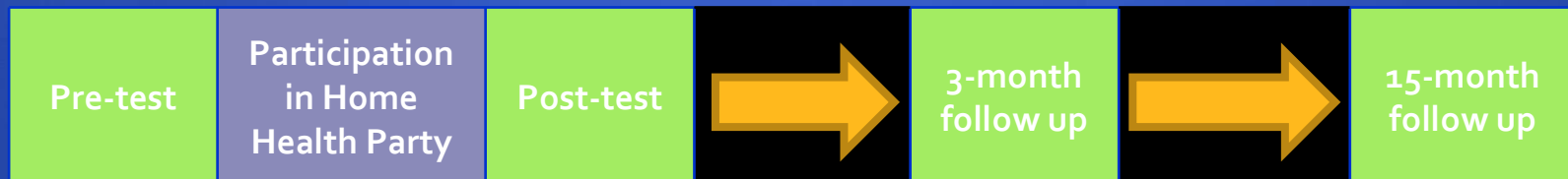
- ❖ Home health parties for Latinas and their families
- ❖ Focus on breast and cervical cancer education and early detection
- ❖ Emphasis on low-cost, confidential community resources and clinical services

2. Social marketing

3. Provider cultural competency training

Methods

- ❖ Prospective, longitudinal study of program participants (N=353)
 - ❖ Baseline self-administered surveys prior to home “health parties”
 - ❖ Post-test and follow up surveys administered by phone 1-month, 3 months, and 15-month after the party



- ❖ Cross-sectional population-based survey of Latinas (N=296) residing in Dane County (RR=65%)

Measures

- Lifetime & last 12-months receipt of BCC screening
- Theoretical determinants of BCC screening
 - Demographics
 - BCC screening knowledge and beliefs
 - Interpersonal factors
 - Acculturation
 - Structural factors (e.g., health insurance, regular health care provider, participation in Cuidándome)

Analysis

- ❖ Data on baseline, 1-month, 3-months, and 15-months follow-up from the consistent cohort (n=222)
- ❖ Attrition rate: 37.1%
- ❖ Descriptive statistics
- ❖ Pre-post comparison: paired t-test, χ^2 test.

RESULTS

Process Evaluation

- January 2008 – June 2010
- Health Promoters Recruited: 25
 - Abandoning: 8
 - Continuing: 16 (8 active)
 - Hired as a bilingual community educator : 1
- Number of home health parties: 150
- Number of participants: 1186
- Adherence checklists completed: 30

Process Evaluation (cont.)

- Social Marketing Campaign
 - Health Fairs and Presentations: 27
 - Radio: 9 radio interventions and 7 radio ads played roughly 100 times per month
 - Bus: 10 bus “Tails” and 100 interiors (3 different designs). Buses run random lines for one year
 - Print: 5 newspaper articles
- Cultural competency training for 13 PPWI healthcare providers

Program Reach (N=296)

	%
Heard about Cuidandome Project (unprompted)	26.01
Heard about Cuidandome Project (prompted)	47.44
Invited to a home health party (HHP)	27.99
Attended a HHP	18.09
Hosted a HHP	3.75
One or more friends participated in a HHP	30.7
Heard Cuidandome radio ads	33.45
Heard Cuidandome radio shows	29.35
Participated in a Cuidandome workshop	12.29
Visited a Cuidandome booth	12.63
Participated in the Cuidandome Pampering Day	3.75
Exposure to any of above	47.4

Outcome Evaluation

Characteristics of **Cuidándome** Participants at Baseline, Dane County, WI, 2009-2010 (n=353)

	Consistent cohort (N=222)	Lost to follow up (N=131)	All (N=353)
Age (years), <i>Mean (SD)</i>	34.0 (9.3)	34.9 (12.2)	34.6 (10.0)
Married or cohabiting, %	79.6	70.6	76.3
Less than high school, %	66.3	65.1	65.9
Uninsured, %	68.8	76.4	71.6
Regular health care provider, %	51.9	46.8	50.0
Foreign born, %	99.6	97.7	98.9
Monolingual Spanish, %	56.1	65.0	59.4

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Characteristics of **A Population-Based Sample** of Latinas, Dane County, WI, 2010-11 (n=296)

	All (N=296)
Age (years), <i>Mean (SD)</i>	40.2 (13.3)
Married or cohabiting, %	73.0
Less than high school, %	37.4
Uninsured, %	26.0
Regular health care provider, %	77.3
Foreign born, %	79.6
Monolingual Spanish, %	24.3

CROSS-SECTIONAL SAMPLE (N=293)

	Exposed (n=53)	Non-exposed (n=240)	p-Value
Age, mean years (SD)	37.2 (11.9)	40.7 (13.6)	0.0780
Less than high school (%)	51.9	34.3	0.017
Married or living with a partner (%)	90.6	69.6	0.02
Foreign born (%)	92.5	76.9	0.011
Primary language (%)			
Spanish	73.6	59.2	0.143
English	7.5	18.7	
Both	18.9	22.1	
Acculturation*, mean (SD)	8.3 (4.0)	11.2 (6.3)	0.0013
Have health insurance (%)	54.7	59.2	0.838
Have regular source of medical care (%)	73.6	78.2	0.463

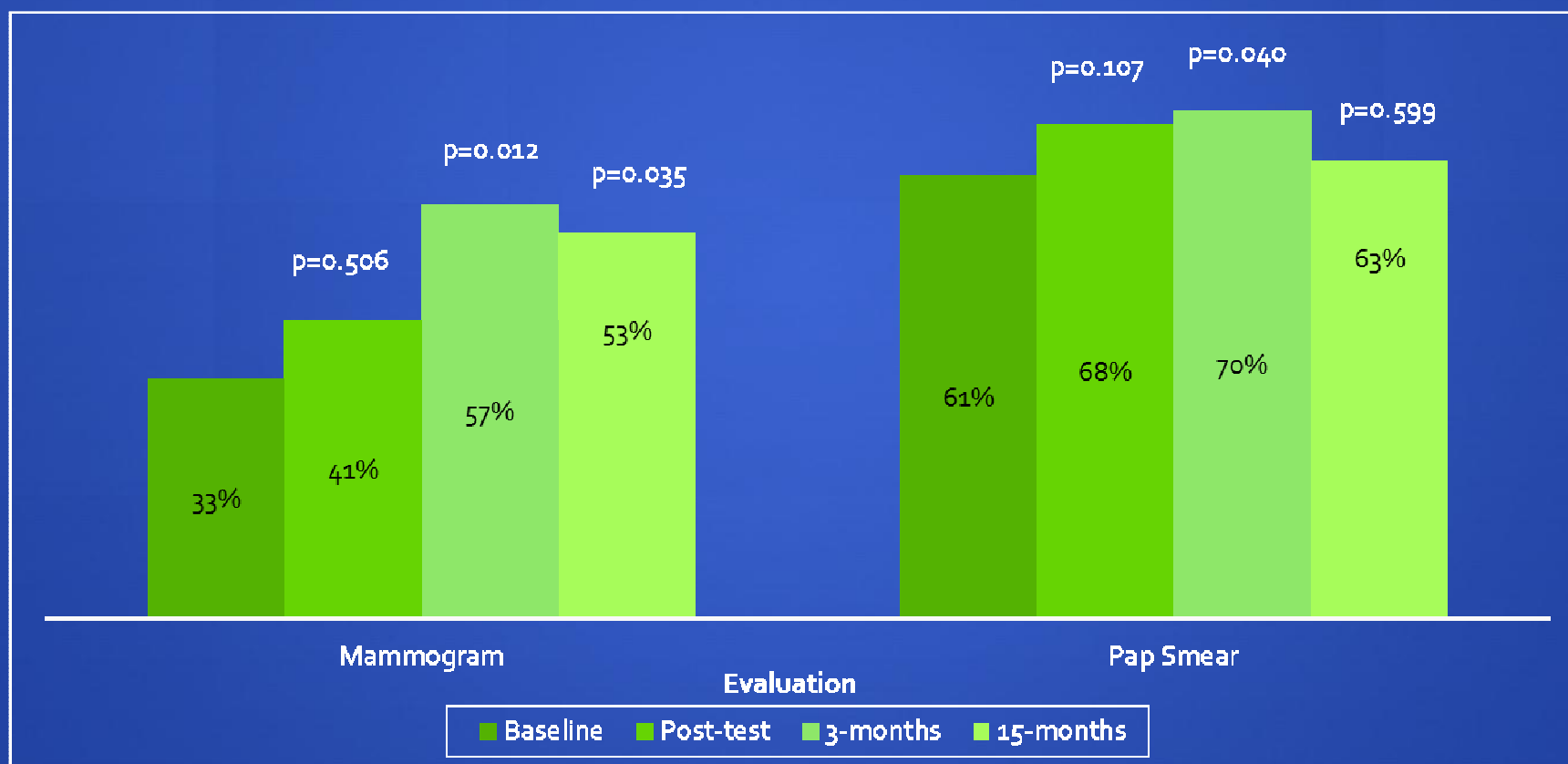
*Based on acculturation scale, range 5-25

BCC Screening History Among Latinas by Sample

	Cuidándome Participants At Baseline		Random Sample of Latinas (N=296)
	All (N=353)	Consistent cohort (N=222)	
Ever had a mammogram,* %	78.5	75.0	88.3
Last 12-month mammogram,* %	39.5	34.0	51.5
Ever had a pap smear, %	92.6	93.2	94.3
Last 12-month pap smear, %	56.0	60.6	60.8

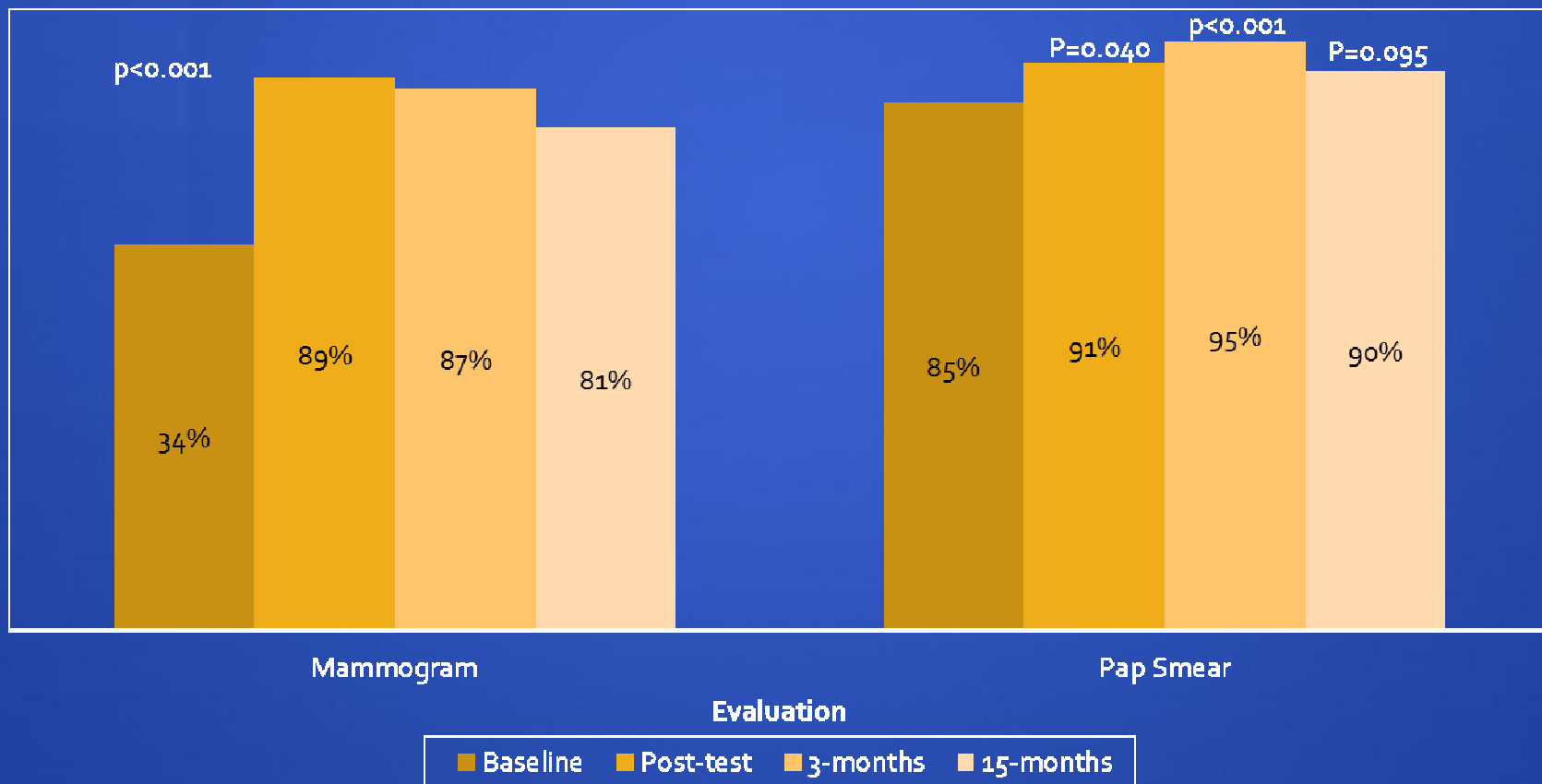
* Among those 40 or older

Breast and Cervical Cancer Screening Receipt During the Last 12 months

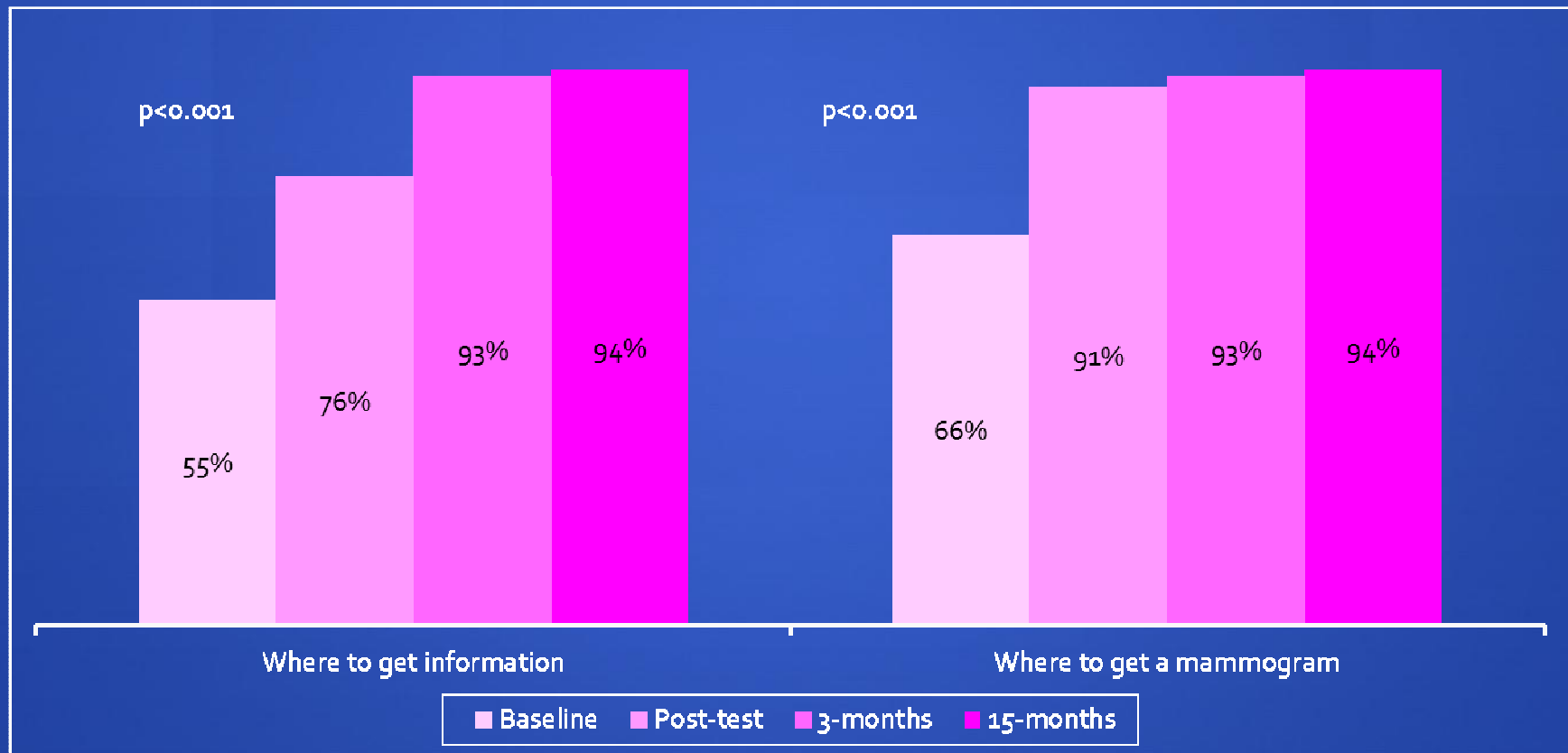


Breast and Cervical Cancer Screening Intentions During the Next 12 months

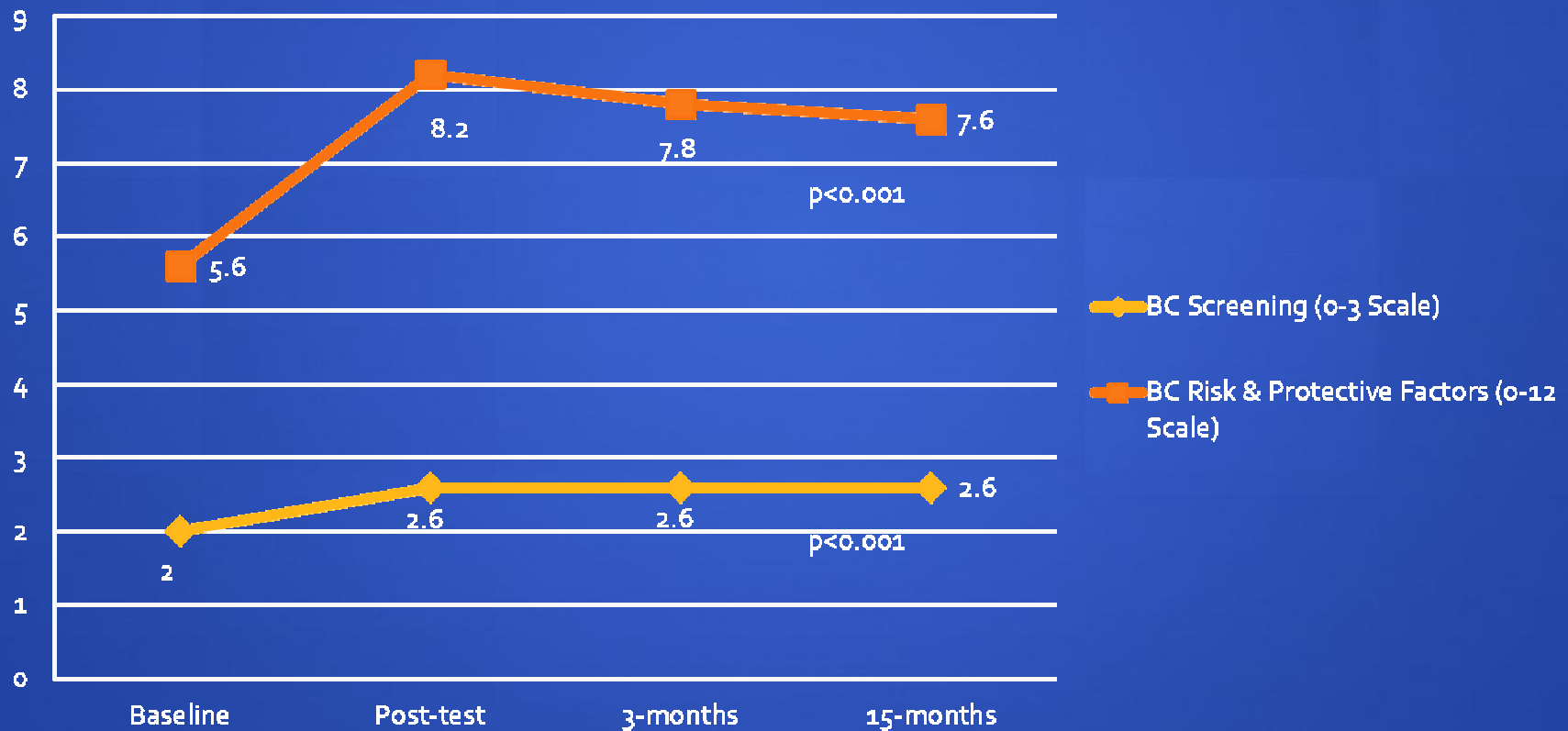
Positive Intention to Obtain the Test During the Next 12 Months



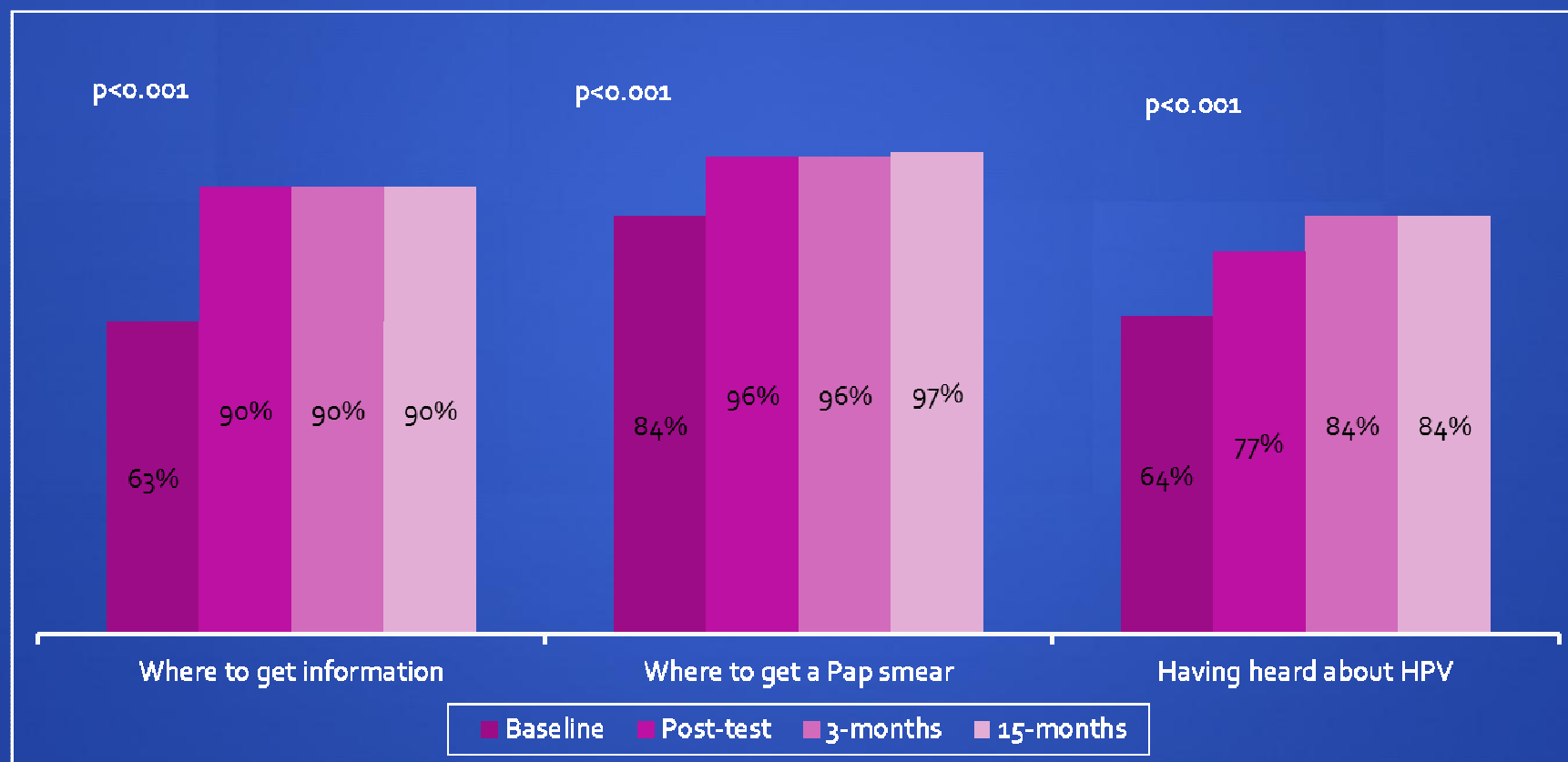
Knowledge on Where to Get Information on Breast Cancer and Obtain a Mammogram



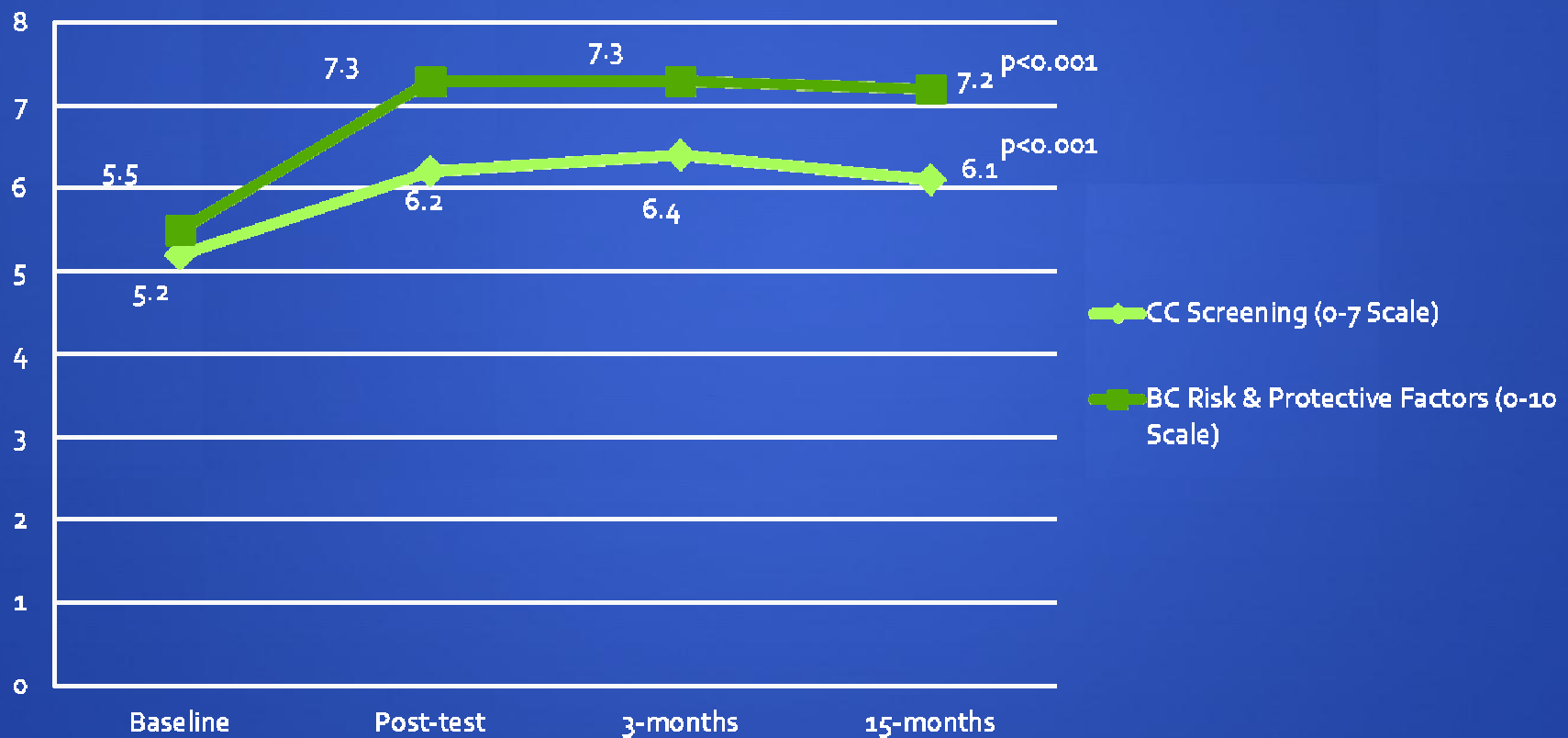
Knowledge on Breast Cancer and Breast Cancer Screening



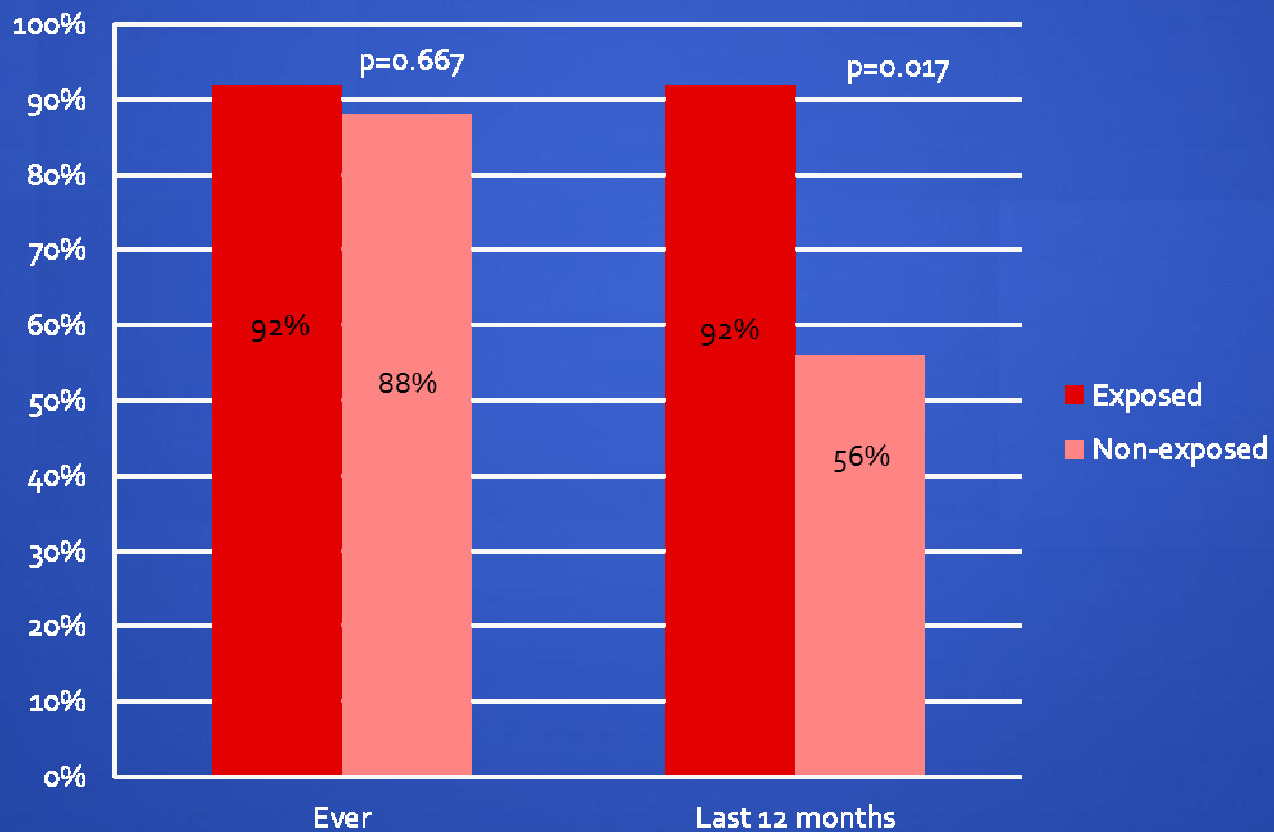
Knowledge About Pap Smear & HPV



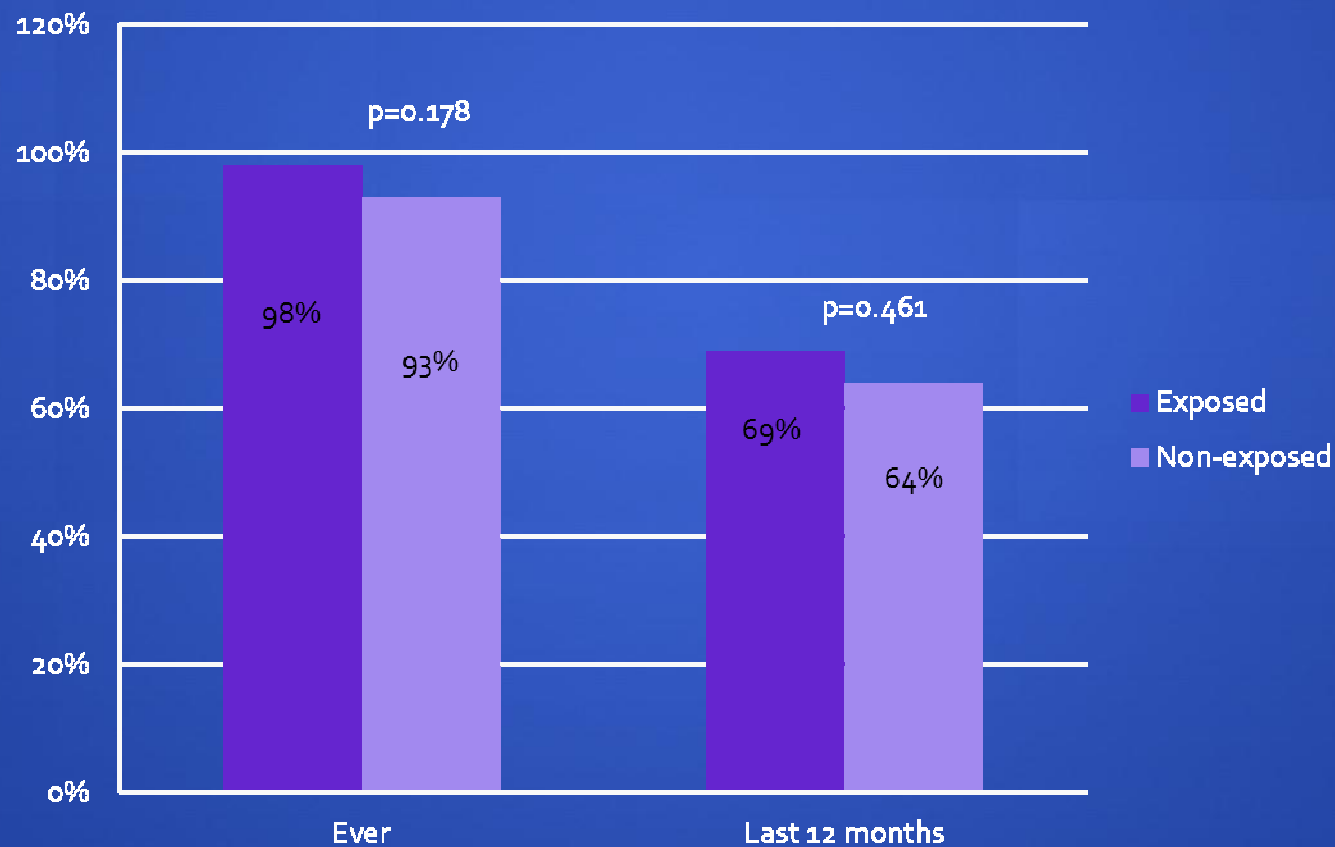
Knowledge on Cervical Cancer and Cervical Cancer Screening



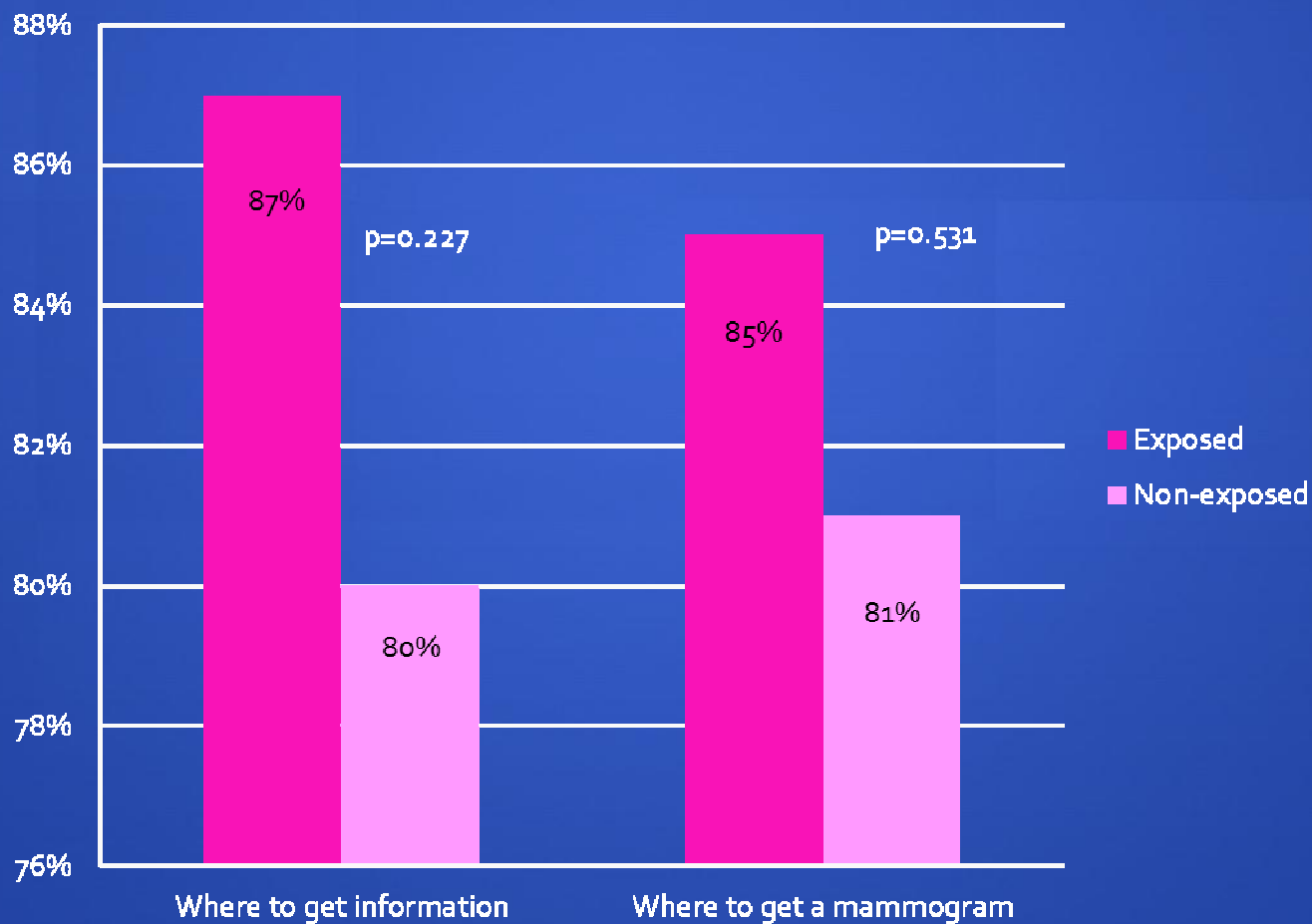
Mammogram Receipt



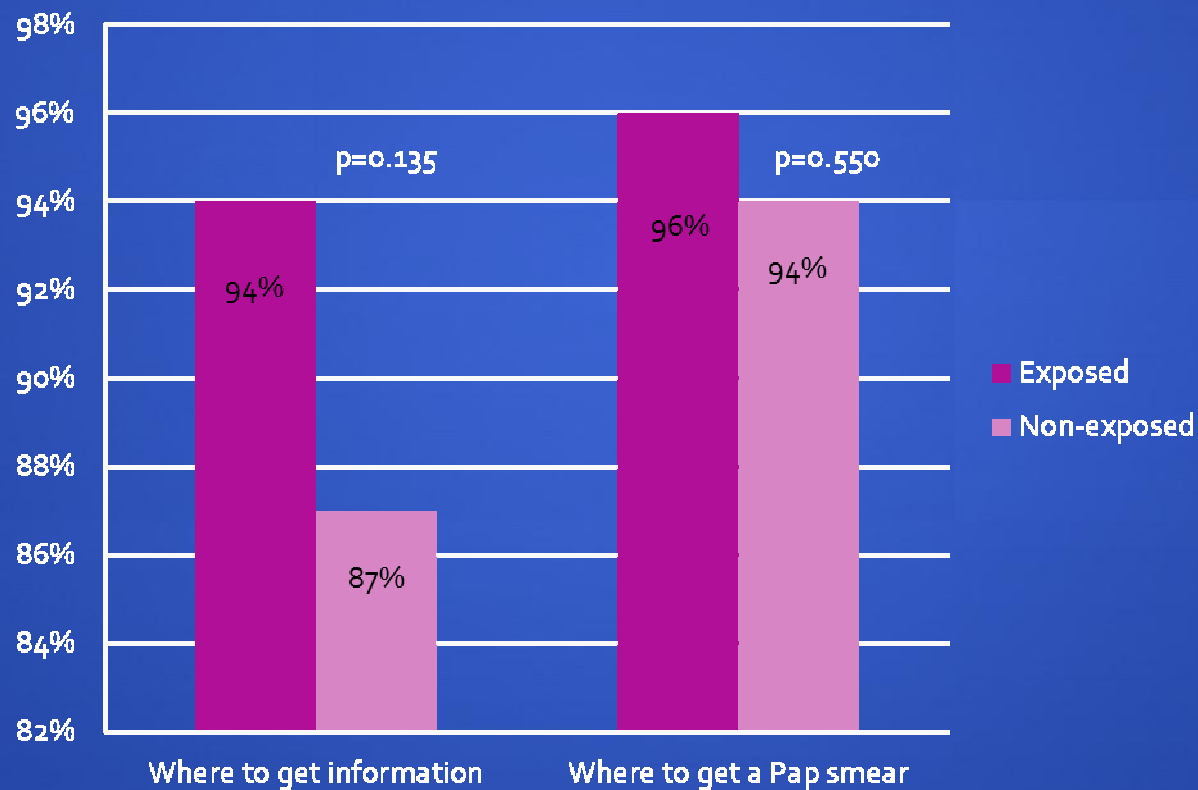
Pap Smear Receipt



Knowledge About Mammograms



Knowledge About Pap Smear



Conclusions

- Adherence BCC screening guidelines among immigrant Latino women in Dane County was lower than that reported in other Latino populations
- *Cuidandome* was associated with an increase in BCC screening and knowledge in low-acculturated Latinas
- The use of culturally appropriate outreach and educational interventions can promote BCC screening among Latina immigrants and contribute to reduce current disparities in BCC mortality and morbidity

Challenges

- LHA turn over rates
- Rural areas more difficult to reach
- Organizational barriers and changes
- Structural barriers (e.g., health care access)
- Time-consuming research bureaucracy
 - Funding
 - Assurances (e.g., human subjects)
 - Partnerships
 - Grant management

Challenges (cont.)

- Ever changing community
 - Overlap with other ongoing interventions
 - Difficulties tracking cohort
 - High mobility
 - Distrust
 - Repeated participation
 - Low education level

Strengths

- High level of reach and cultural appropriateness for the targeted community
- Good history of collaboration between a health agency and an academic partner
- The intervention model has been institutionalized and translated to other health topics
- The research findings can inform other agencies' work and increase funding for PPWI
- The LHAs continue working with PPWI and some have found jobs based on this experience

Acknowledgments

❖ UW School of Medicine and Public Health Wisconsin Partnership Fund

● Wisconsin Idea Fellowship

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● Rural Urban Scholars in Community Health

● UW Carbone Cancer Center

● Norma Magallanes

● Janel Draxler

● Mathew Hunt

● Abigail Navarro

● Cuidandome promotoras

● Cuidandome participants

Proyecto *Cuidándome*

Programa Educativo sobre el Cáncer de Seno y del Cuello Uterino

Invitamos a la comunidad
Latina a conocer más sobre:

Como participar en una Fiesta
de Salud

Ser una Promotora de Salud

A donde puede ir para realizar
sus exámenes de Papanicolau
y de la Mamografía



THANK YOU

GRACIAS

TOME UNO



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SOBRE EL CÁNCER DE SENO
Y DEL CUELLO UTERINO**
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y de la Mamografía

¿Quiere ser una anfitriona de una Fiesta de Salud sobre la detección y
prevención del cáncer de seno y cáncer del cuello uterino?

Pues solo tiene que buscar amistades de su comunidad y comenzar
a divertirse. Ofrecemos comida durante la fiesta y cuidado de niños.
¡No paga nada...y además gana una tarjeta de \$25 de la tienda Target!
Ayúdanos mantener informada a nuestra comunidad Latina.

 **Planned Parenthood**
of Wisconsin, Inc.
Proyecto Cuidándome

www.ppw.org

Patrocinado por el Wisconsin Partnership Program