

**Cancer Prevention and
Early Detection Among
Latino Immigrants: How Can
Health Care Providers
Maximize Their Efforts?**

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Faculty

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Sowing the Seeds of Health

- Objective
 - To promote breast and cervical cancer screening among Latina immigrants in Alabama via “*promotoras de salud*”

Sowing the Seeds of Health

- Culturally-relevant
 - Collectivism
 - Religiosity
 - Agricultural background
 - Educational level of community
 - Personal responsibility

Sowing the Seeds of Health

- Theory-based
 - Empowerment model
 - PEN-3 and Health Belief Model
- Training focuses on knowledge and skills
- Lay promoters develop their own plan of action

Sowing the Seeds of Health

- Breast and cervical cancer early detection - women
- Sexually transmitted infections
- Family planning

Health Care Professionals

- A Guide to Working with Latino Patients in Alabama
 - DVD and on-line format
 - CME Credits available
 - <http://www.dopm.uab.edu/sowingtheseeds>

Objectives

- Understand sociocultural factors associated with cancer prevention among Latinos, particularly recent immigrants
- Identify strategies on how providers can address cancer prevention and early detection among Latino immigrants from a culturally-relevant perspective

Objectives

- Recognize strategies to engage other sectors in cancer prevention and control efforts among Latino immigrants

Sociocultural Factors Associated with Cancer Prevention Among Latinos

Building Blocks

- **Qualitative assessments**
 - Focus groups and qualitative interviews
 - Social construction of health and cervical cancer
- **Development and pilot-testing of questionnaires**
 - Pap Smear/screening and sexual risk reduction
 - HPV vaccine acceptability

Building Blocks

- **Feedback to the community regarding the findings and their input regarding intervention development**
- **Development of interventions**
 - Research, education, and outreach

“Disclaimer”

- **Breast and cervical cancer screening**
- **Latina immigrants in the South**
- **Alabama**

Socio-Ecological Model



- **Behavioral Science**

Public Policy/Societal

- **Barriers**
 - Restricting policies
 - Legal status
 - Eligibility varies by state
 - Lack of eligibility to Medicaid if cancer is found
 - Differences in health care system between the U.S. and Latin America

Public Policy/Societal

- **Assets/Resources**
 - Title IV - Civil Rights
 - Eligibility for some programs
 - e.g. Early Detection, WIC
 - Advocacy efforts
 - Population growth

Community/Organizational

- **Barriers**
 - Lack of health insurance
 - Cost
 - Lack of transportation
 - Clinic hours/work
 - Waiting time at clinics

Community/Organizational

- Lack of bilingual/bicultural clinic personnel
- Lack of interpreters
- Lack of child care
- Not knowing where to go

Community/Organizational

- **Assets/Resources**
 - Community-based organizations and churches
 - Federally-funded clinics
 - Latinos' willingness to pay for services
 - "Autoritarismo"
 - Respect for health care providers

Interpersonal/Individual

- **Barriers**
 - Embarrassment
 - Fear of results
 - Procrastination
 - Misconceptions about cancer and early detection
 - Fatalism
 - Low educational attainment

Interpersonal/Individual

- **Assets/Resources**
 - Collectivism
 - Reliance on each other
 - Willingness to learn/receptive to new advice and new knowledge
 - Willingness to be part of the solutions

Barriers to Preventive Screening

- Home Country
 - Home remedies (81%)
 - Cost (37%)
 - Long wait in the clinic (37%)
 - Embarrassment (33%)

Barriers to Preventive Screening

- United States
 - Cost (83%)
 - Lack of insurance (80%)
 - Language barrier (73%)
 - Home remedies (51%)
 - Procrastination (38%)
 - Do not know where to go (38%)

Pensando Siempre en la Mujer Latina

- Education luncheon
- Trusted setting - church
- Family event
- Announcements in the church by lay health promoters, ad in the Latino papers, flyers
- Talk given by an oncologist who is a native Spanish speaker
- Coordination with local clinics

What Happens if We Do Not Provide Transportation, Childcare, and Financial Incentives for Attending the Appointments?

Attendance to Screenings

Year	Participants	% attended Pap Smear	% attended Mammography
2004	198	52.7	86
2005	257	77.3	77.9
2006	142	82.6	86
2007	187	67.5	67.6
2008	181	66.3	89
2009	272	70	90.8

What Have We Learned?

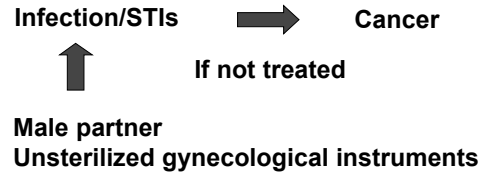
- Some structural barriers may not be the main barriers to screening
- Trained and trusted community volunteers can have a major impact in cancer prevention efforts
- Collaborations with local clinics is crucial for this type of effort
- Interpersonal/intrapersonal barriers may play a major role...

Cervical Cancer Risk Factors

	Pap-past year	No Pap
Lack of knowledge	79.5%	93.2% *
Untreated infections	87.0%	89.8%
Abortion in bad conditions	72.6%	74.6%
A virus	61.0%	74.6% *
Sexually transmitted infection	67.8%	66.1%
Waste inside the body a/ birth	69.2%	67.8%
Lack of hygiene	69.2%	66.1%
Multiple partners	59.6%	50.8%
Pxs w/menstrual period	42.5%	57.6%
Genetics	56.2%	55.9%
Partner - multiple partners	53.4%	45.8%

* P <.05

Cervical Cancer Risk Factors Among Latina Immigrants



Cervical Cancer Risk Factors Among Latina Immigrants

- "... I think that first there is a fungus, then an infection, then a lesion, and then you develop a cancer or something like that..."
- "I think that (cervical) cancer is developed when you do not treat an infection."

Other Intrapersonal Barriers...

- Fear of results
 - If they find something there is nothing that can be done
 - Lack of resources
 - Burden to the family
- Challenge the "cognitive dissonance" from the patient perspective

Knowledge/Belief

- If your doctor tells you that chicken soup is good for common cold, that is KNOWLEDGE. But...
- If your grandmother tells you that chicken soup is good for common cold, that is BELIEF.
 - Collins Airhihenbuwa

Putting the Pieces Together

- Comprehensive and evolving agenda
- Education
- Outreach
 - English-speaking population
 - Latino immigrants (newspapers, radio show)
- Research

Putting the Pieces Together

- **Collaboration, collaboration, collaboration**
- **And, above all...**
 - **Trust**
 - **Persistence**