

Community Driven Research for Impacting Health Disparities

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Moffitt Cancer Center
Population Science
Health Outcomes & Behavior

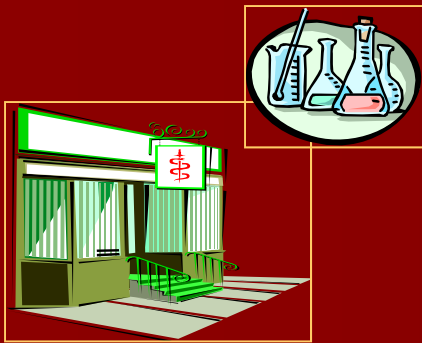
March 3, 2009

Board of Scientific Advisors



Community

Discovery-Delivery Disconnect



Critical Disconnect



The discovery to delivery “disconnect” is a key social determinant of the unequal burden of disease.

“Voices of a Broken System: Real People, Real Problems”, President’s Cancer Panel. (Freeman, H).

Creating Linkages to the Community



A photograph of a road sign with the text "No single cause" and "No single solution". The sign is white with a silver border and is mounted on several metal posts. It is located on the side of a road with a double yellow line. The background consists of green trees and bushes. The entire image is framed by a dark red border.

No single cause
No single solution

Community Partnerships and Collaborations



Model for Community Engagement

Education
+
Outreach

+
Service

+
Linkages



Cancer Education Activities

- Move from community needs assessment to development of beneficial cancer interventions.
- Cancer education workshops/trainings, screenings, materials, support groups, clinical trial education, policies.
- Top Topics:
 - ✓ General Cancer Awareness
 - ✓ Breast
 - ✓ Colorectal
 - ✓ Tobacco
 - ✓ Nutrition
 - ✓ Prostate



TBCCN Examples

Haitian-American Alliance
and Community Partners Present



The 5th Haitian Heritage Festival

A Family Event
Haitian Food, Live Music & Dance
Performances, Art and Crafts, Children's
Activities, Health screenings and Education
and much more.

Date: Saturday, May 10, 2008
Time: 11AM to 7PM
Location: Lowry Park Zoo
1101 West Silgh Ave,
Tampa, FL 33604
Cost: No Charge

Media Partners:
Radio 98.9
Tampa TV
Local 10
Radio 88.5
Radio 107.5
Radio 107.9
Radio 107.7
Radio 107.3
Radio 107.1
Radio 107.5
Radio 107.7
Radio 107.9
Radio 107.3
Radio 107.1

Media Sponsors:
Haitian American Foundation (HAF)
Haitian Education Project (HEP)
Haitian Artistic Association
HCC Club (Lafayette)
Tampa Bay Performing Arts Center (TBPAC)
WFLA Public Broadcasting

**Mammogram screening
by appointment only
please call (813) 745 6769 or
(813) 426 5420**

For more information call (813) 484-6888 | (813) 341-0228 Ext. 222
info@haitianheritagefestival.org | www.haitianheritagefestival.org



COMMUNITY HEALTH FAIR

Saturday, April 19th
9:00am-3:00pm
Santa Maria Mission
14006 North 15th Street
Tampa, FL 33613
(on the corner of 15th Street and 142nd Avenue)

Join Us for Health Screenings and Information

Screenings Offered for Men and Women:
Bone Density
Memory
Total Cholesterol
Blood Sugar Test
Body Mass Index (BMI)

Mammograms
Bone Density
Blood Pressure
Osteoporosis

For Kids:
Photo ID
Fingerprinting
Bike Helmet Fittings
Hand washing Display

fun! **food!** **games!**

For Mammograms:
Women must be age 40 and over.
Most private insurances, Medicare and some Medicaid plans are accepted.
No charge for women with no health insurance, if eligible.
Call for more information & an appointment: (813) 745-6769.

For more information call 813-745-5787



CELEBRATION COMMUNITY AND HEALTH

SATURDAY, MARCH 29, 2008
10:00 A.M. – 3:00 P.M.
Moore-Mickens Education Center
38301 Dr. Martin Luther King Jr. Blvd., Dade City
FREE HEALTH SCREENINGS

GRAMS
grams for women

FREE HEALTH SCREENINGS & EDUCATION

- Blood Pressure & Cholesterol Checks
- Blood Sugar Checks for Diabetes
- Vision & Dental Screenings
- Memory Screenings
- Bone Density Testing
- Kids Screenings – height & weight checks

PAPS

- Appointments are required
- Pap tests for women 18+
- Call (352) 523-3657 for an appointment & more information

FOR MORE INFORMATION CALL: (352) 523-3657

Sponsored By:
Moffitt Cancer Center, Pasco County HealthCare Group, Inc., Farmworkers Self-Help, Inc., TBCCN



IT'S A NEW YEAR - JOIN US!
Saturday, January 24, 2009 • 10:00 a.m. - 3:00 p.m.
SouthShore Regional Library
15816 Beth Shields Way
Ruskin, FL
(just off of 98th Avenue NE)
813-273-3652

Free - Open to the Public!
Food, Fun & Lots of Prize Drawings!

Entertainment by:
Mrs. Diane Sanchez - Mariachi Singer


Free testing:
• Blood Pressure, Memory Screening, Cholesterol, Glucose and MORE!
Workshop Topics by Health Experts (English & Spanish):
• Breast, Cervical & Prostate Cancers
• Getting the most from your Doctor's visit
• Nutrition on a Budget

Visit with the Alzheimer's & Stroke Associations, plus MORE!
Fitness For Life - ZUMBA & Stretching with Total Body Fitness by Christine Inc.
Fun KIP Kids Activities
• Hoola Hoop, Gene Zone Program & Picture Book Party

For more information call: Nikki Ross (813) 745-6818
Co-sponsored by the SouthShore Friends of the Library




Girl Talk



Come and learn about breast and cervical cancer.

Thursday February 12th
4:30pm



Culture and Literacy Cut across Continuum of Health

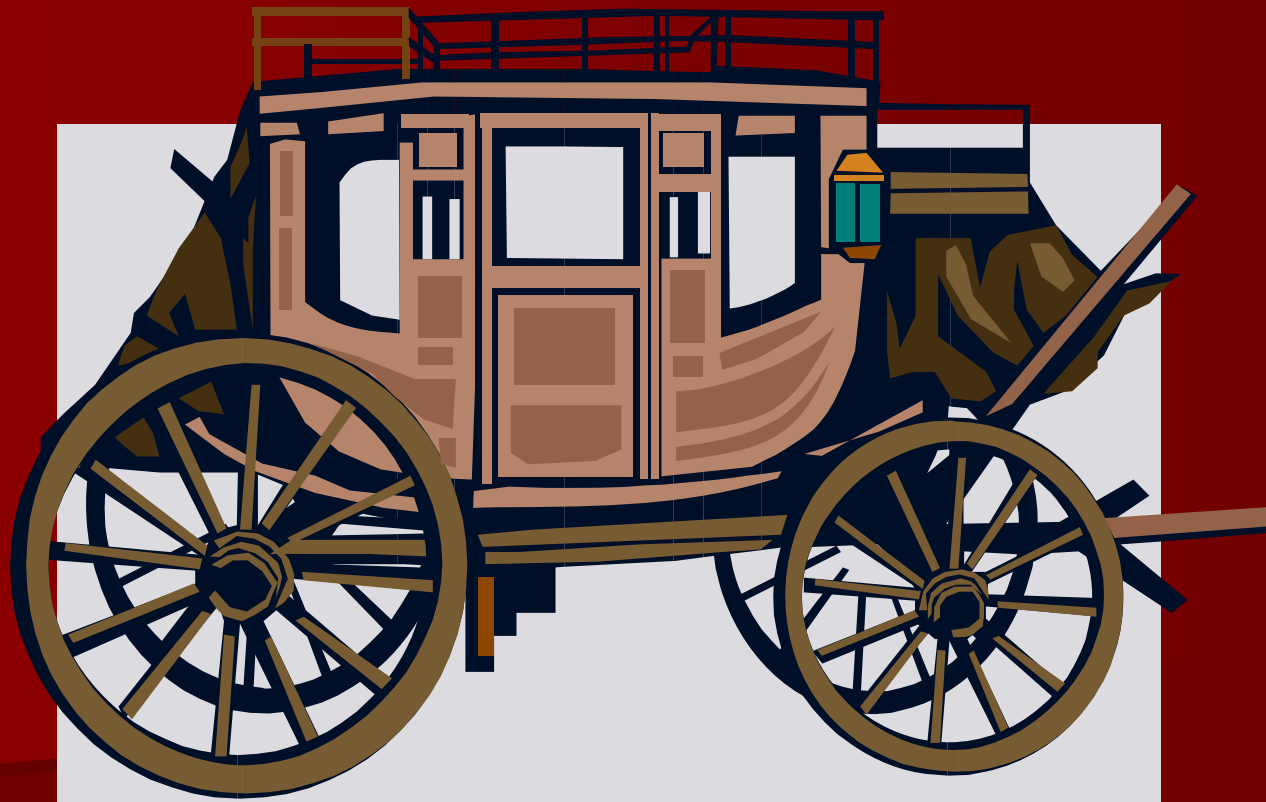


Why Consider Culture and Literacy?

- Culture gives meaning to health communication.
- Health literacy must be understood and addressed in the context of culture and language.
- Develop and test approaches to improve health communications that foster healing relationships.

(IOM, 2004)

Community Collaborations: Set the stage for CBPR



Training Researchers in CBPR

Community-Based Participatory Training Institute (CBPRTI)

- ✓ Local researchers
- ✓ Field day
- ✓ 2 1/2 day workshop
- ✓ Grantwriting
- ✓ CBPR journal club
- ✓ Evaluation/Outputs

**Mentoring
Collaborations
Networking**



Cancer, Culture & Literacy

7th Biennial Conference

This conference provides a national forum for the exchange and dissemination of important information covering current research and education in the area of cancer, culture and literacy. This conference includes: Presentations by keynote speakers, general discussions, poster presentations, break-out sessions, breakfast roundtable discussions and pre-conference skill-building workshops.

Who Should Attend?

Healthcare professionals involved in creating effective culturally, linguistically and literacy relevant cancer communications, innovative materials/media, programs and interventions. This includes: Health educators, nurses, physicians, researchers, anthropologists, community leaders and outreach workers, patient advocates, survivors, students/trainees, policy-makers, literacy/health literacy specialists and other health professionals and lay persons involved in cancer research and care.

Call for abstracts, break-out sessions and workshops available...



Join us At CCL
Conference
May 20-22, 2010

CCL 2008: A Panel Discussion led by CNP Community Partners




**Marlene Rivera, Jim West, Dao Moua Fang, Bessie Pippens,
Sr. Sara Proctor, Peggy Sherry**

Community-Driven Research

Colorectal Cancer in Ethnic Subgroups of U.S. Blacks: Exploring Diversity

Dr. Clement Gwede (3U01 CA1142627-03S1)



Haitian-American Alliance
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Haitian Heritage
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WTVT-TV
WHDL-TV
WFLX-TV
WFTS-TV
WWSB-TV
WFTS-TV
WFTS-TV
WFTS-TV
WFTS-TV

Community Partners:
CAJAL
City of Tampa
Haitian American Foundation (HAF)
Haitian Education Project (HEP)
Haitian American Alliance
HCC Child Literacy (CLL)
Tampa Bay Performing Arts Center (TBPAC)
WUSF Public Broadcasting

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MOFFITT CANCER CENTER **TBCCN** **Bright House**

- Examines perceptions and behaviors about colorectal cancer in: native U.S.-born blacks, i.e. African American; foreign-born Haitian immigrant blacks, and foreign-born immigrant blacks from English speaking areas.

Barbers Against Prostate Cancer

Dr. Juan Luque, Dr. Brian Rivers (U01CA114627-03S2)
CHAP: Community Health Advocacy Program



Barbers Against Prostate Cancer

Did you know?

- Prostate cancer is the most common cancer in African-American men.
- Your chance of getting prostate cancer increases with age.
- Your chance of getting prostate cancer increases if you have a family history of the disease (such as a brother or father).

Should I be screened for prostate cancer?

- The decision is up to you and your healthcare provider.

"My barber gave me information about prostate cancer. Ask your barber about prostate cancer and the prostate cancer test."
— former Florida State Senator Les Miller

TBCCN **CHAP** **MOFFITT CANCER CENTER**

Your Health Comes First!
Line Up and Trim Prostate Cancer
Call the National Cancer Institute at 1-800-4-CANCER
Call Cancer Answers at 1-888-MOFFITT



- Evaluates feasibility of barbershop for disseminating prostate cancer information.



JET Magazine-6/9/2008

Cervical Cancer Beliefs in Ethnic Subgroups of Latina Immigrants

Dr. Juan Luque (R03 CA 138123)



- To explore levels of knowledge, cultural attitudes, perceptions of risk of cervical cancer and HPV, and screening behaviors with Hispanic subpopulations.
- To develop a pilot curriculum module on cervical cancer and HPV targeted to *promotoras*.

Stress Management Tool Kit for Latinas Coping with Chemotherapy



LUNA Support Group
Camp Alegria



Cómo tratar el estrés
durante la quimioterapia



Supported by Susan G. Komen
For the Cure: Grant # POP 131206

Closing Point

- Impacting and reducing health disparities is an ongoing journey that values community engagement and service. It involves relevant methodologies (CBPR) to fit community members' cultural perspectives and situational realities.
- Requires out of the box thinking.

