

Promoting Colorectal Cancer Screening for Latinx Communities in Linn and Benton County

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Background Information

- Colorectal cancer screening (CRC) is recommended for ages 45-75 years.
- CRC screening varies by race/ethnicity: 69% of Whites aged 50 to 75 are up-to-date with screening compared to 59% of Hispanic/Latinos.
- Latinos are often diagnosed at later stages of disease.
- We use the National Cancer Institute's Pink Book (NCI, 2008) to develop, implement, and disseminate a communication intervention that targets the Latinx community.
- We will use focus group findings to develop and test preliminary concepts and messages, develop prototypes and conduct a formative evaluation.

Project Goals and Objectives

Project Goal

- Implement a communication intervention change perceptions, attitudes, beliefs and behaviors around CRC.

Objectives

- Short-term objective is to identify audience segments, specifically based on psychographic factors and perceived barriers, to develop effective communication messages.
- Long-term goal is to increase colorectal screening among Latinx adults, ages 45-75 in Linn and Benton Counties.
- Build a strong academic-public partnership to ensure long-term sustainability and to address health disparities in communities across Oregon.

Evaluation

- Use the RE-AIM (Reach, Effectiveness, Adoption, Implementation, Maintenance) Framework to measure success of the project



Key Partners

- Community Health Centers of Benton and Linn County
- Oregon State University College of Health

Methods and Procedures

Preparation and Recruitment

- Recruitment through social media and flyers distributed throughout target communities.
- Emails sent to partner networks (Samaritan Health Services, departments of Oregon State University, Casa Latinos Unidos, etc.).
- Community members recruited from their own networks.

Community Forum and Focus Groups

- Two events (2.5 hours each) in Albany and Corvallis, OR
- 1-hour presentation led by Dr. Cynthia Mojica about CRC and general information about cancer screening tests (FIT and colonoscopy), risk factors, cancer screening rates based on ethnic background, and cancer mortality and survival rates.
- 1.5 hour focus groups led by clinical health navigators from the Community Health Centers of Benton and Linn County.
- Participants reflected on barriers and perceptions around colorectal cancer screening and the types of tests.
- Participants were provided sample FIT tests, current communication reminders from clinicians, *fotonovelas*, and "birthday card" materials to assess reactions and perceptions about potential communications.
- Participants also asked about additional supports needed to motivate making appointments or completing screening tests.

DISCUSIÓN SOBRE LA DETECCIÓN DEL CÁNCER DE COLON
 para la comunidad Latina de los condados Linn y Benton

¿Usted tiene entre 45 a 75 años?

Queremos conectarnos con Ustedes para entender lo que saben sobre el cáncer de colon, recursos locales, y como podemos animar a las personas a hacerse pruebas de detección para este tipo de cáncer.

¡NUEVO HORARIO!
CORVALLIS
JUEVES, 7 DE SEPTIEMBRE
 6:00 - 8:30 PM
 CORVALLIS COMMUNITY CENTER
 (ESPAÑOL SOLAMENTE)

También puede registrarse aquí:
<http://bit.ly/44Volek>

¡Hay espacios limitados!
 Contáctanos para registrarse:
 Gisselle Ortiz: (541) 737-1769
 Dr. Cynthia Mojica: (541) 737-1769
 Dr. Kari-Lyn Sakuma: (541) 737-3835

COMIDA Y \$75 SERÁN PROPORCIONADAS A LOS PARTICIPANTES

COMMUNITY FORUM ON COLON CANCER SCREENING
 for Latinx communities

Are you between ages 45-75?

We want to connect with the community to understand what you know about colon cancer and local screening resources, and how we can encourage people to get screened for colon cancer.

NEW TIME!
CORVALLIS
THURSDAY, SEPT 7
 6:00 - 8:30 PM
 CORVALLIS COMMUNITY CENTER
 (SPANISH ONLY)

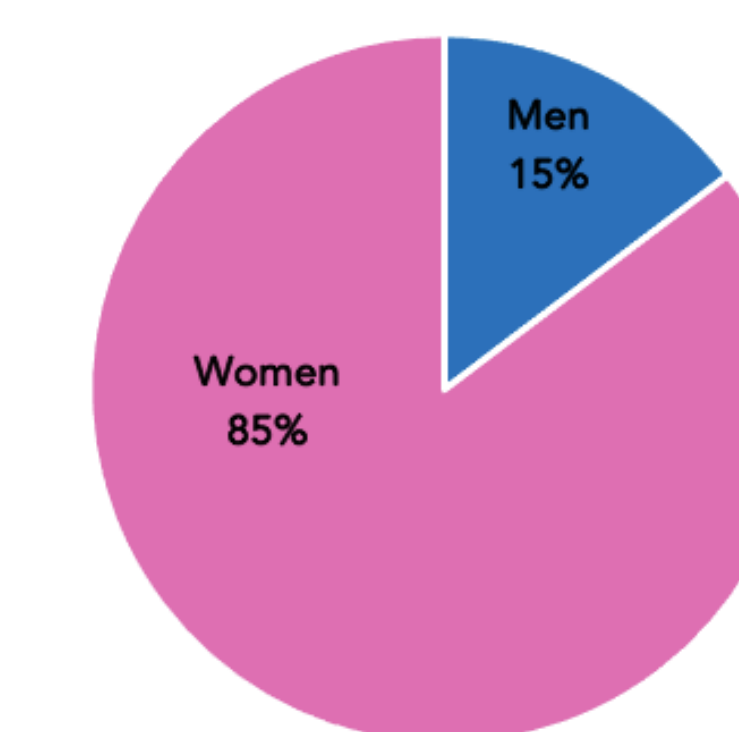
Slots are limited! Register here:
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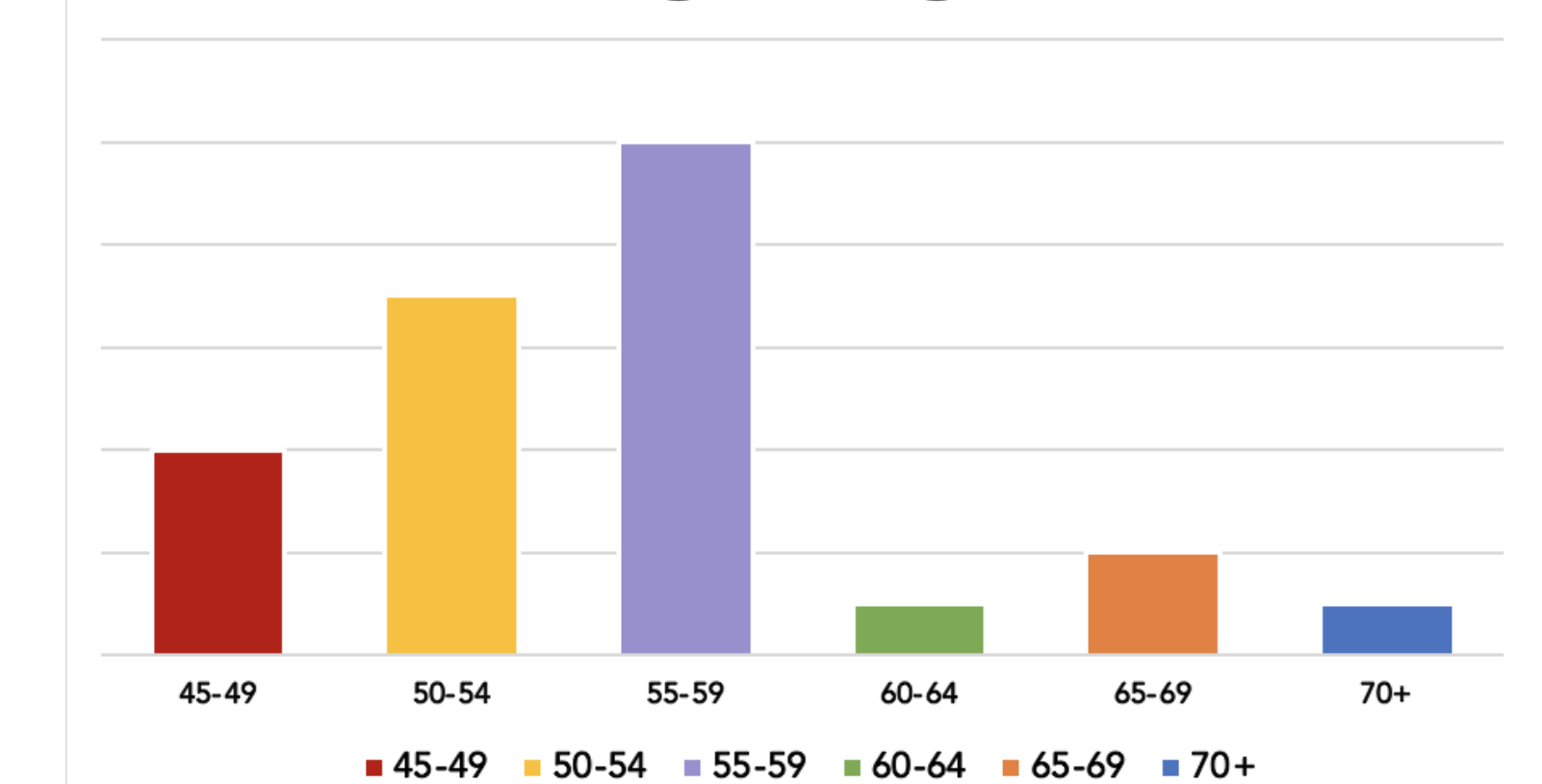
\$75 AND LUNCH WILL BE PROVIDED FOR PARTICIPANTS

Preliminary Findings

Gender

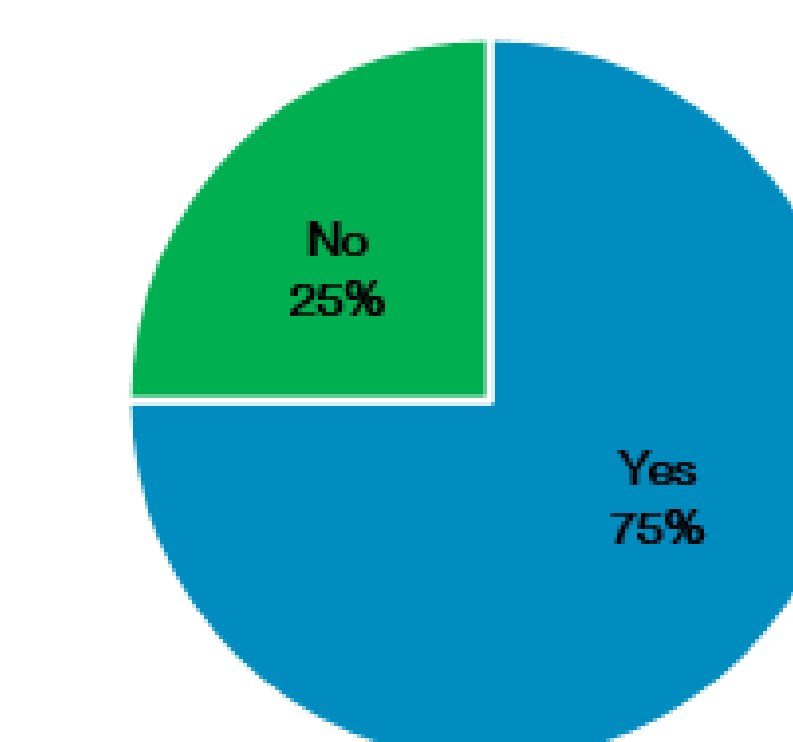


Age Range



- Participants N=34
- Many people reported being unaware of the testing resources or procedures.
- Participants expressed wanting more in-depth information from their clinicians or navigators.
- Some participants preferred the colonoscopy to FIT because they wanted to "know for sure."

Health insurance



Next Steps

- The team will continue to develop communication materials with follow-up interviews to test materials.
- Dissemination of communication materials
- Evaluation of communication intervention

References/Acknowledgements

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