Language and Communication When Educating Hispanic Women About Cancer Prevention

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Language

• A system of conventional Spoken or written symbols used by members of a social group to express themselves.
• Used to communicate, argue, learn, negotiate, celebrate, express identity, creative imagination, emotional release.
• Language interacts with every aspect of human life in society.

Personal Story of Serving Hispanic Families

• Extension FACS Agent teaching nutrition for 17 years
• Primarily serve Hispanic low income families
• These families have low health literacy
• The concept of serving a healthy meal with colorful foods resonates with many
• Barriers to change
  ➢ Lack of financial resources
  ➢ Lack of new recipes
• Motivators
  ➢ Family
  ➢ Healthy Future

Factors that influence healthy behaviors in Hispanic families:

➢ Culture
➢ Immigration
➢ Social conditions
➢ Environmental conditions

(Broyles, Brennan, Herzog, Kozo, & Taras, 2011)

Extension Cooking for a Lifetime (C4L) of Cancer Prevention Program

• Reaches uninsured women ages 21 - 64 never or rarely screened for breast and cervical cancer
• Aims to educate participants on nutrition and physical activity for cancer prevention and risk factors
• Aims to educate participants on the recommended screenings for breast, cervical, and colorectal cancer

Best Practices When Creating and Communicating Nutrition Education Material

• Know your audience
• Tailor messages and materials to your audience
• Use plain language
• Be aware of health literacy
• Maximize impact through partnerships

https://www.choosemyplate.gov/best-practices-creating-nutrition-education-materials 2018
Hispanic Women and Cancer

- Breast Cancer is the leading cause of death in Latinas between ages 25 and 54 years
- Latinas have the lowest cervical cancer screening rates
- Most common reasons:
  - Uninsured
  - Less likely to receive regular mammograms and pap test

Percent Uninsured by Race

<table>
<thead>
<tr>
<th>Race</th>
<th>Uninsured Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All races</td>
<td>22.20%</td>
</tr>
<tr>
<td>White alone, not Hispanic</td>
<td>16.30%</td>
</tr>
<tr>
<td>Black alone, not Hispanic</td>
<td>24.40%</td>
</tr>
<tr>
<td>Hispanic, any race</td>
<td>51.10%</td>
</tr>
</tbody>
</table>

Open Data Network 2017

Barriers to Screenings

- Poor knowledge of:
  - Cancer causes
  - Prevention - including HPV vaccination
- Poor awareness of health screening services and treatment options
- Fear of results
- Embarrassment of being touched
- Access to health care
- Language issues

Who Wants to Come to a Program to Learn About Cancer?

- No one!
- But...would someone want to learn about cooking to reduce cancer risk?
- 10y+ history of working with American Cancer Society

Cooking for a Lifetime (C4L) of Cancer Prevention

- One session, 2 – 3 hours
- Educational presentations
  - Risk Factors and Screening Guidelines (ACS Navigator)
  - Breast Cancer
  - Cervical Cancer
  - Colorectal
  - Nutrition and PA Guidelines for Cancer Prevention (UGA FACS Extension Agent)

Cooking for a Lifetime (C4L)

- Hands-on and physical activities
- Cooking demonstration
  - C4L Recipes
- Evaluation
How Can We Reduce Our Risk?

1/3 of common cancers are preventable!
1/3 of cancer deaths are related to diet and physical activity

Cancer Prevention

The Most Popular Recipes

- Broccoli Salad
- Chicken Fruit Salad
- Zucchini Bread
- Strawberry Fluff

Referral for Screening

- Uninsured, low-income women

Program Evaluation

- Done at the end (retrospective)
- Researcher-designed
  - Screening History
  - Intention to:
    - Be screened
    - Follow Nutrition and PA Guidelines
  - Barriers to screening
  - Demographics
Program Evaluation

Total Reached Between March 2017 to March 2019

BEFORE: Who hasn’t been screened?

Cervical Cancer 21%
Breast Cancer 30%

AFTER: Who WILL Get Screened?

Cervical Cancer 90%
Breast Cancer 91%

Nutrition & Physical Activity Behaviors (Before and After)

• How likely are you to ________?
  • Maintain a healthy weight
  • Exercise
  • Fill half your plate with fruits and vegetables
  • Choose whole grains
  • Limit alcohol
  • Limit red meat
  • Avoid processed meat

Nutrition & PA Behaviors: Before and After
Nutrition & PA Behaviors: Before and After

- Choose Whole Grains
- Limit Red Meat
- Avoid Processed Meat

Total Receiving Free Screenings

Between March 2017 to March 2019 at least 45 women received free screenings for cervical and breast cancer.

Impact

- Delivered the program in Spanish has encouraged Hispanic women
  - To be screened
  - To change or improve their health habits
- Participants have gone on to get screened and discover cancer
- The recipes we choose to demonstrate have been a success
- The number of programs implemented continue to increase thanks to the referrals from previous attendees
- Continue to receive funding since more classes have been delivered in Spanish than in the English language

Conclusions

Working together with the American Cancer Society and delivering the C4L program, in Spanish, for 10 plus years, has helped us to improve lives and reduce disease among Hispanic women.