

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.



<https://www.britannica.com/topic/language>
2019

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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



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Factors that influence healthy behaviors in Hispanic families:

- Culture
- Immigration
- Social conditions
- Environmental conditions



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

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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



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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



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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



Ramos B, Jurkowski J, Gonzalez B, Lawrence C. Latina women: Health and healthcare disparities. Social Work Public Health. 2010.

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Percent Uninsured by Race

All races	22.20%
White alone, not Hispanic	16.30%
Black alone, not Hispanic	24.40%
Hispanic, any race	51.10%



Open Data Network 2017

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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



Fernández ME, 2009

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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



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Cooking for a Lifetime (C4L) of Cancer Prevention

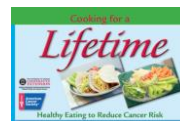
- One session, 2 – 3 hours
- Educational presentations
 - Risk Factors and Screening Guidelines (ACS Navigator)
 - Breast Cancer
 - Cervical Cancer
 - Colorectal
 - Nutrition and PA Guidelines for Cancer Prevention (UGA FACS Extension Agent)



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Cooking for a Lifetime (C4L)

- Hands-on and physical activities
- Cooking demonstration
 - C4L Recipes
- Evaluation



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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

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MUJERES Y CÁNCER: REDUCIR EL RIESGO

Alimentación saludable, actividad física, y ser delgado reduce el riesgo de los cánceres más comunes que afectan a las mujeres

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How Can We Reduce Our Risk?

- Screening can catch cancer when it is:
 - Treatable
 - Less costly to treat

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The Most Popular Recipes

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

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Referral for Screening

- Uninsured, low-income women


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Program Evaluation

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

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Program Evaluation




EVALUACIÓN DE LA CLASE DE COCINAR PARA PREVENIR EL CÁNCER
Revisada el 2018

Hoy hablamos sobre los hábitos de comer y hacer ejercicios para reducir el riesgo al cáncer y mejorar su salud.

Para cada afirmación, por favor marque con qué frecuencia usted hizo esto ANTES de la clase de hoy. Luego marque con qué frecuencia hará esto DESPUÉS de la clase de hoy

	Nunca 😞	Rara vez	Algunas veces	Con frecuencia	Siempre 😊
1. Realizar actividad física al menos durante 30 minutos, 5 días o más por semana					
ANTES de la clase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DESPUÉS de la clase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>




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Total Reached Between March 2017 to March 2019

395 women

- **No Health Insurance** (Self or Dependent).... 79.5%
- **Health Insurance** (Self)..... 18.8%
- **Health Insurance** (Dependent) 12.2%




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BEFORE : Who hasn't been screened?

Cervical Cancer 21%

Breast Cancer 30%




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AFTER: Who WILL Get Screened?


Cervical Cancer 90%

Breast Cancer 91%




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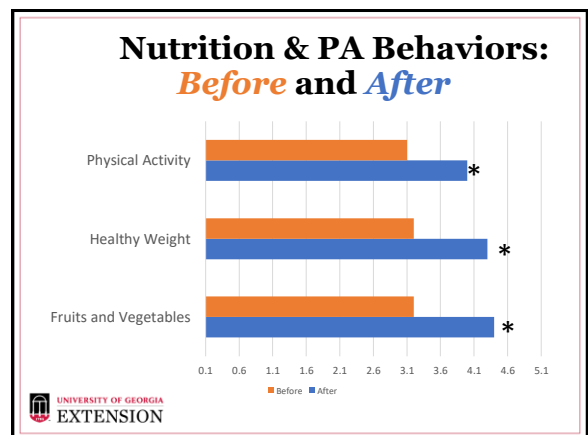
Nutrition & Physical Activity Behaviors (Before and After)

• How likely are you to _____? 

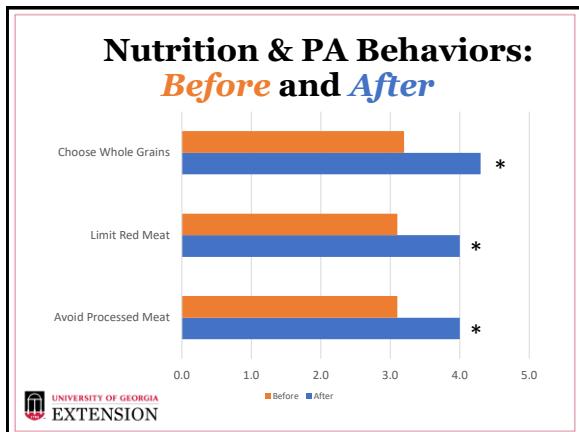
- Maintain a healthy weight
- Exercise
- Fill half your plate with fruits and vegetables
- Choose whole grains
- Limit alcohol
- Limit red meat
- Avoid processed meat



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Total Receiving Free Screenings

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

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Impact

“Aprendí a preparar **comidas saludables, fáciles y en minutos!**”
-Participant

“Aprendí que el **ejercicio** previene al menos **13 tipos** diferentes de cancer. **¡INCREIBLE!**”
-Participant

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Impact

- Delivering 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

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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.

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American Cancer Society

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