

2011 ACS Creando Nuestra Salud

Demographic Overview

| Question | Variables | Total (%) | Alachua (%) | Putnam (%) | Volusia (%) | Levy (%) | Lake (%) | Orange/ Osceola (%) |
|---------------------------------|-----------------|-----------|-------------|------------|-------------|----------|----------|---------------------|
| <i>Country of origin</i> | México | 63 | 18 | 83 | 91 | 30 | 76 | 32 |
| | U.S. | 7 | 5 | 11 | 5 | 1 | 13 | 2 |
| | South America | 5.6 | 19 | N/A | 1 | 9 | 2 | 16 |
| | Central America | 9.7 | 37 | 3 | N/A | 8 | 3 | 5 |
| | Caribbean | 10.3 | 24 | 1 | N/A | 43 | 3 | 38 |
| <i>Total served</i> | | 100% | 13% | 14% | 24% | 6% | 27% | 16% |
| <i>Age</i> | Over 40 | 77 | 67 | 98 | 99 | 69 | 56 | 63.5 |
| | Under 40 | 23 | 32 | 2 | 1 | 31 | 43 | 35 |
| <i>Have medical insurance</i> | All ages | 34 | 45 | 27 | 35 | 37 | 31 | 33 |
| <i>Family history of cancer</i> | All ages | 14 | 19 | 12 | 7 | 14 | 15 | 20 |

Knowledge of Early Detection Screening

| Question | Variables | Total (%) | Alachua (%) | Putnam (%) | Volusia (%) | Levy (%) | Lake (%) | Orange/ Osceola (%) |
|------------------------------|--------------|-----------|-------------|------------|-------------|----------|----------|---------------------|
| <i>Know BSE</i> | All ages | 85 | 91 | 85 | 84 | 83 | 83 | 89 |
| <i>Practice BSE</i> | All ages | 54 | 53 | 55 | 53 | 70 | 54 | 48 |
| <i>Know and Practice BSE</i> | All ages | 63 | 81 | 65 | 64 | 85 | 65 | 54 |
| <i>Frequency of BSE</i> | Once a month | 26 | 28 | 24 | 24 | 43 | 27 | 20 |
| | Other | 26 | 24 | 26 | 26 | 23 | 24 | 31 |

Findings from Creando Nuestra Salud

Early breast cancer detection
among Hispanic women



Rural Women's
Health Project
El Proyecto de Salud en Pro de la Mujer Rural



2011

- Creando Nuestra Salud -2011 Report –

One of the greatest health disparities facing rural Hispanic women, 40 years of age and older, is the high rate of death from breast cancer due to late detection.

The goal of the Creando Nuestra Salud (Creating Our Health) program is to reduce late detection of breast cancer among rural Hispanic, Spanish-speaking women living in North Central Florida. Creando Nuestra Salud utilizes promotoras de salud to accomplish this work through one-on-one outreach education.

The Creando Nuestra Salud [CNS] community-based health project trained 45 promotoras de salud (lay-health workers) in North Central Florida counties. They used interactive teaching tools and fotonovelas to empower women to practice early breast cancer detection. This project was carried out in coordination with partners in

Lake, Putnam, Volusia, Levy, Orange/Osceola and Alachua counties. In 2011, with the critical assistance of the *promotoras*, over 1,200 women in 124 zip code sectors were educated through *Creando Nuestra Salud*.

According to the Florida Early Breast Cancer Foundation, one in seven women will develop breast cancer in her lifetime. Every 13 minutes, a woman will die of breast cancer in the U.S. Unfortunately, Florida has one of the highest incident rates in the country. Fourteen percent of CNS participants had a family history of cancer.

| | Alachua | Volusia | Levy | Lake | Putnam | Orange/ Osceola |
|------------------------|---------|---------|------|------|--------|--------------------|
| Number of Promotoras | 8 | 10 | 4 | 11 | 7 | 6 |
| Number of Women Served | 153 | 299 | 70 | 326 | 166 | 189 |

Significant findings from *Creando Nuestra Salud* show that 37% of women 40 years of age and older in the North Florida program face obstacles in accessing medical services or clinical breast exams. The two critical obstacles to accessing these services were transportation and cost. According to researchers from The University of Arizona Mel and Enid Zuckerman, College of Public Health, two-thirds of breast cancers in Hispanic women are detected by a self-exam, only 23% are found through a mammography and 6% through a clinical exam. With 66% of women in the *Creando Nuestra Salud* program having no medical insurance, the importance of self-exams becomes evident. It is essential that these barriers be addressed in rural communities.

**CNS
Partners**

| <i>County Base</i> | <i>Program Partners</i> | <i>Medical Partners</i> |
|--------------------|--|--|
| Lake | Lake County Community Health Workers Program | Community Health Initiative Clinics |
| Orange | Community Health Initiative | |
| Alachua | Spanish Seventh Day Adventist Church | UF/Shands Mobile Outreach Clinic |
| Levy | Iglesia Shalom | Levy County Health Department |
| Putnam | Mensajeros de Salud | Family Medical and Dental Center Crescent City |
| Volusia | Alianza de Mujeres Activas | |

Snapshot of the 2011 *Creando Nuestra Salud* program findings:

Participant's Countries of Origin

- 63% Mexico
- 10% Central America
- 10% Caribbean
- 7% United States
- 6% South America
- 4% other areas

Participant Ages:

- 77% of women were 40 years of age or older
- 23% were under 40 years of age

Additionally:

- 66% of women did not have medical insurance
- 14% of women had a family history of breast cancer

Breast Self-Exam Highlights:

- 85% of women understand the breast self-exam (BSE)
- 54 % *practice* the BSE
- *only* 25% of the women practice the breast self-exam monthly

Clinical Breast Exam Highlights:

- 72% of women have had a clinical breast exam (CBE)
- Knowledge of the Clinical Breast Exam (CBE)
 - 83% stated that it is a medical exam
 - 10% stated that a CBE is a mammogram
 - 1% stated that it is a biopsy
- About half of the participants have undergone a CBE within the past two years

Mammography Highlights:

- 89% of women, 40 years of age and older, knew what a mammogram was
- *only* 27% of women have had a mammogram

Health Education Highlights:

- 93% of women used the tumor/bead tumor necklace
- 91% of women were taught and practiced the breast self-exam on the breast model
- 86% of women were trained in how to use the resource guide
- 85% of women read the *CNS fotonovela*
- Levy and Lake counties had the highest rate of use of education material use during one-on-one trainings

Access/Obstacles to medical services

- 91% of women, 40 years of age and older knew the location of a medical or mammography clinic
- 37% of women, 40 years of age and older, said they faced obstacles to receiving medical care. Most common obstacles identified:
 - 26% Cost
 - 9% Transportation
 - 4% Embarrassment
 - 4% Fear
 - 3% Location of clinic

Program Outcome

- 97% of the women felt more capable of performing a breast self-exam after CNS training
- 97% were committed to practicing a BSE monthly
- 76% of the women of all ages received a list of clinic locations
- 21% of the women requested help after the one-on-one training

2011 ACS Creando Nuestra Salud

| Mammography | Variables | Total (%) | Alachua (%) | Putnam (%) | Volusia (%) | Levy (%) | Lake (%) | Orange/ Osceola (%) |
|--|--------------------------------|------------------|--------------------|-------------------|--------------------|-----------------|-----------------|----------------------------|
| <i>Know what a Mammography is</i> | All ages | 86 | 92 | 85 | 84 | 98 | 83 | 83 |
| <i>Know what a Mammography is</i> | 40 and over | 89 | 94 | 85 | 85 | 86 | 87 | 92 |
| <i>Knows what a Mammography is and has had one</i> | 40 and over | 27 | 80 | 70 | 55 | 68 | 83 | 86 |
| <i>Frequency of Mammography</i> | Every 1 -2 years (40 and over) | 45 | 60 | 37 | 32 | 59 | 54 | 64 |

| Clinical Breast Exam (CBE) | Variables | Total (%) | Alachua (%) | Putnam (%) | Volusia (%) | Levy (%) | Lake (%) | Orange/ Osceola (%) |
|---|----------------------------|------------------|--------------------|-------------------|--------------------|-----------------|-----------------|----------------------------|
| <i>What is a Clinical Breast Exam is (all ages)</i> | Mammogram | 10 | 14 | 5 | 10 | 16 | 8 | 11 |
| | Biopsy | 1 | N/A | 1 | 1 | 1 | 1.5 | 0.5 |
| | Medical exam | 83 | 76 | 87 | 88 | 79 | 83 | 80 |
| | Mammogram + medical exam | 1.5 | 4 | 1 | 1 | 1 | 2 | 0.5 |
| <i>Has had a CBE</i> | All ages | 72 | 69 | 81 | 77 | 1 | 68 | 73 |
| <i>Frequency of CBE</i> | Every 1-2 years (all ages) | 51 | 44 | 56 | 56 | 33 | 48 | 52 |

| CNS Education Offered | Variables | Total (%) | Alachua (%) | Putnam (%) | Volusia (%) | Levy (%) | Lake (%) | Orange/ Osceola (%) |
|----------------------------------|------------------|------------------|--------------------|-------------------|--------------------|-----------------|-----------------|----------------------------|
| <i>Read novela</i> | All ages | 85 | 85 | 89 | 73 | 97 | 98 | 71 |
| <i>Taught BSE/used model</i> | All ages | 91 | 86 | 88 | 96 | 94 | 98 | 79 |
| <i>Used necklace</i> | All ages | 93 | 86 | 94 | 97 | 96 | 97 | 80 |
| <i>Trained on resource guide</i> | All ages | 86 | 82 | 76 | 94 | 94 | 96 | 63 |

2011 ACS Creando Nuestra Salud

| Access to Medical Services | Variables | Total (%) | Alachua (%) | Putnam (%) | Volusia (%) | Levy (%) | Lake (%) | Orange/ Osceola (%) |
|---|-------------|-----------|-------------|------------|-------------|----------|----------|---------------------|
| <i>Know location of clinics/mammography sites</i> | 40 and over | 91 | 88 | 85 | 92 | 89 | 95 | 94 |

| Obstacles | Variables | Total (%) | Alachua (%) | Putnam (%) | Volusia (%) | Levy (%) | Lake (%) | Orange/ Osceola (%) |
|---|-------------|-----------|-------------|------------|-------------|----------|----------|---------------------|
| <i>Obstacles to clinics</i> | 40 and over | 37 | 37 | 47 | 43 | 29 | 30 | 34 |
| <i>Transportation for clinics/mammogram clinics</i> | All ages | 9 | 16 | 22 | 28 | 20 | 32 | 19 |
| <i>Location of clinic</i> | All ages | 2.5 | 9 | 8 | 2 | 20 | 8 | 8 |
| <i>Cost</i> | All ages | 26 | 50 | 86 | 81 | 60 | 51 | 86 |
| <i>Embarassment</i> | All ages | 4 | 5 | 96 | 23 | 15 | 10 | 97 |
| <i>Fear</i> | All ages | 4 | 5 | 4 | 26 | 10 | 7 | 2 |
| <i>Other</i> | All ages | 3 | 14 | 9 | 5 | 25 | 2 | 7 |

| Committment | Variables | Total (%) | Alachua | Putnam | Volusia | Levy | Lake | Orange/ Osceola (%) |
|--|-----------|-----------|---------|--------|---------|------|------|---------------------|
| <i>Now feel more capable of practicing BSE</i> | All ages | 97 | 98 | 92 | 99 | 100 | 98 | 97 |
| <i>Committed to BSE monthly</i> | All ages | 97 | 98 | 90 | 98 | 99 | 97 | 96 |
| <i>Received clinic locations</i> | All ages | 76 | 62 | 73 | 88 | 90 | 79 | 57 |
| <i>Need additional assistance</i> | All Ages | 21 | 27 | 29 | 11 | 17 | 26 | 14 |

The Creando Nuestra Salud Network

