Promoting the Health of Latinas

Campaign explored the effectiveness of reproductive health advisers for Latina women in Dane County.

**Description:** With initial funding by OAC in 2006, this PERC grant supported the Evaluation of Cuidándome: A Communitywide Intervention to Promote Breast and Cervical Cancer Screening among Latinas. Cuidándome or “taking care of me” is a community program that promotes health screening among Latinas in Dane County and identifies factors that contribute to Latinas’ underuse of preventive services.

**Results:** This program was associated with increases in breast and cervical cancer screening rates and other positive outcomes, such as improved knowledge and behavioral intentions. Project findings added to the scarce scientific literature on interventions to encourage breast and cervical cancer screening among low-acculturated Latinas and the potential of lay health advisers as health promotion agents for underserved and minority populations. Cuidándome has become a permanent program at Planned Parenthood of Wisconsin, Inc., a community partner.

**Next Steps:** Project leaders continue to explore the role of lay health advisers and the characteristics that make them most effective in promoting reproductive health and cancer screening among Latinas. Several papers based on this project are currently under development.

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**EVALUATION OF CUIDÁNDOME: A COMMUNITYWIDE INTERVENTION TO PROMOTE BREAST AND CERVICAL CANCER SCREENING AMONG LATINAS**

**Principal Investigator:** Ana Martinez-Donate, PhD, Population Health Sciences, SMPH

**Grant Program:** New Investigator

**Award:** $90,000 over two years