



COMMUNITY GRANT OUTCOME REPORT

Taking Care of Me: A Cancer Education and Screening Promotion Program for Hispanic/Latina Women

Reducing cancer disparities among Latinas

Planned Parenthood of Wisconsin trained Lay Health Advisors to bring information about breast and cervical cancer screening to an underserved population



Mayra DeGraff, a lay health advisor or "Promotoras de Salud" trained through this program, attends a home health party at which information about annual cancer screenings was presented.

► **Description:** Breast cancer is the leading cause of cancer death among Latinas in the United States, and cervical cancer rates are twice as high as those of whites. Early detection of these cancers through mammography and Pap smear is critical to survival, but Latinas are less likely to get annual screening. The use of lay health advisors (LHAs) is a promising approach to reducing health disparities in underserved communities. The goal of this project was to test the effectiveness of Cuidandome, an LHA intervention to promote breast and cervical cancer screening among Latinas in Dane County. The main component of the study was the use of educational home health parties, led by LHAs and delivered through existing social networks.

► **Results:** This project tracked 353 women who participated in home health parties led by LHAs (known as Promotoras de Salud). Analyses showed statistically significant increases among home health party attendees

on multiple metrics: women who had received mammogram and a Pap smear during the last 12 months; women who intended to obtain a mammogram or Pap smear during the next 12 months; and knowledge of where to obtain the tests and information about the tests. The results suggest LHA interventions are effective at promoting breast and cervical cancer screening among low-aculturated Latinas.

► **The Partnership:** The academic partner provided oversight on data collection activities and participated directly in program evaluation. An involved Community Advisory Board was identified as a key element of this successful project.

► **Next Steps:** In 2008, the WPP awarded \$90,000 to support further evaluation of this project by the academic partner. Early results are positive, which may expand the evidence-base for this type of approach.

GRANT FACTS

Grantee: Planned Parenthood of Wisconsin, Inc.

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