



The Breast Health Platica Project: A Multi-Level Community Engaged Initiative to Enhance Cancer Prevention & Screening Among Hispanic/Latina Women in New Mexico



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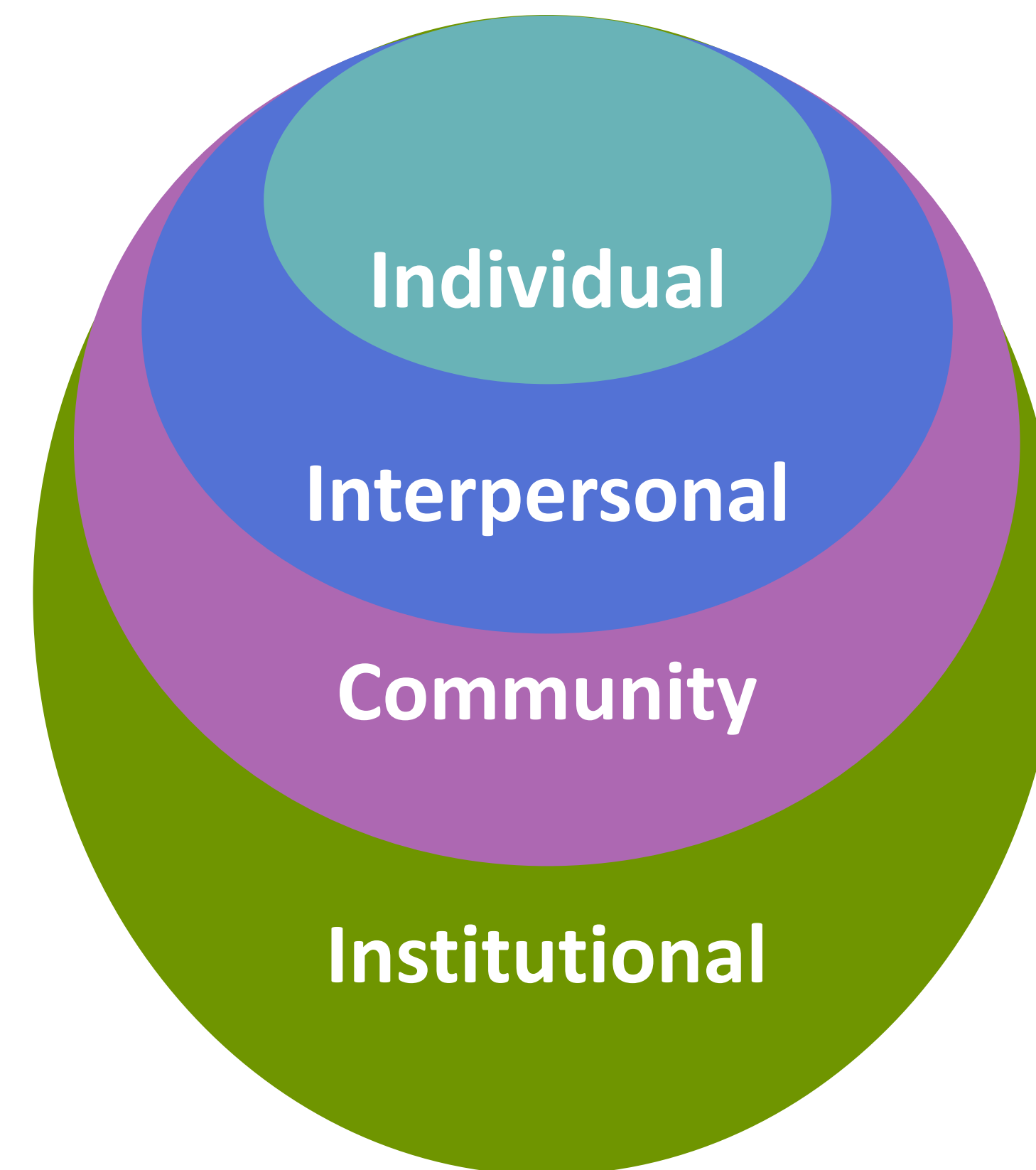
Background

- Despite lower incidence of breast cancer (BC), Hispanic/Latinx women are diagnosed at more advanced stages, experience delays in BC treatment, & have worse survival rates.¹⁻⁵
- Individual- & systems-level factors lead to BC disparities among Hispanic/Latina women.
- Peer-patient navigation & community-based interventions can be effective & a culturally-relevant approach to addressing systemic barriers to BC screening & care.⁶⁻⁸

Multi-Level Approach

The Comadre a Comadre Program is a multi-level, community-based peer led culturally linguistically competent intervention designed to improve the breast health and breast cancer outcomes among Hispanic/Latina women in New Mexico.

- Individual:** Patient knowledge/attitudes/beliefs
- Interpersonal:** Peer-provided, culturally & patient-centered psychosocial support
- Community:** Local community partnerships
- Institutional:** Healthcare systems & institutions



Requests for Peer Patient Navigation 2019-2020

Objective

increase **timeliness of medical appointments** for screening & evaluation of cancer symptoms

188
BHP Attendees
Completed
Request Forms

62.7%
Declined
Navigation
Support

31.4%
Requested
Navigation
Support

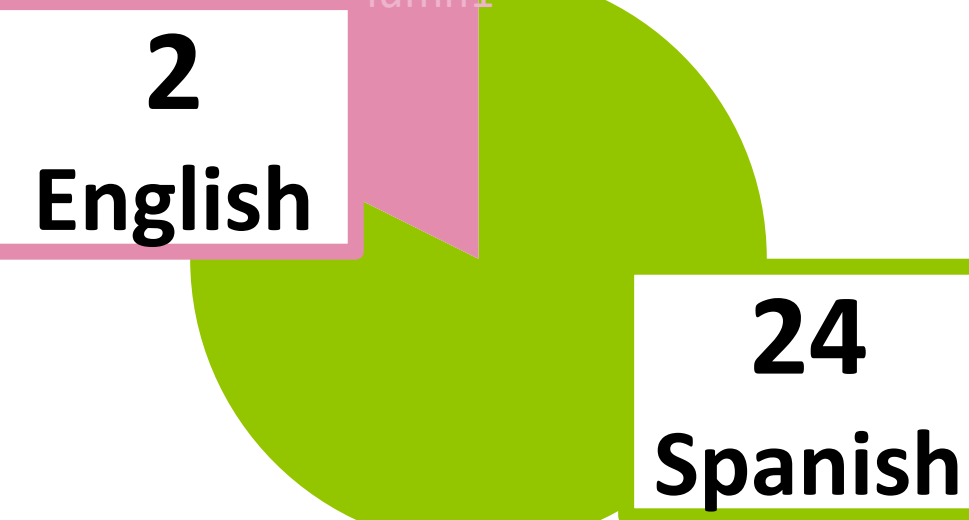
Requested navigation for... (N = 59)	Decline navigation because... (N = 118)		
"finding out if I qualify for the Breast & Cervical Cancer (BCC) Program"	37	"I am current with my screening (breast & cervical cancer)"	77
"an appointment for a screening mammogram."	45	"I have medical insurance"	73
"because I have breast problem/symptom."	29	"I am already enrolled in the BCC Program"	16
"an appointment for a PAP or HPV test"	12	"I do not need breast/cervical cancer screening at this time"	42
"because I have cervical problem"	35	"I make my own medical appointments"	76
"for a medical problem unrelated to breast/cervical health"	15	"I have a usual place where I get care"	67

Breast Health Platicas Project 2019-2020

Objective

Increase **education & awareness** of early detection & screening for breast & cervical cancer

26
Classes
Held



291
Attendees

19
Community
Partners

Participant
Satisfaction
with
BHP Class

★★★★★
% Highest
Satisfaction
N = 256

Will share information 57.4%

Positive impact 57.8%

Resources materials were useful 58.2%

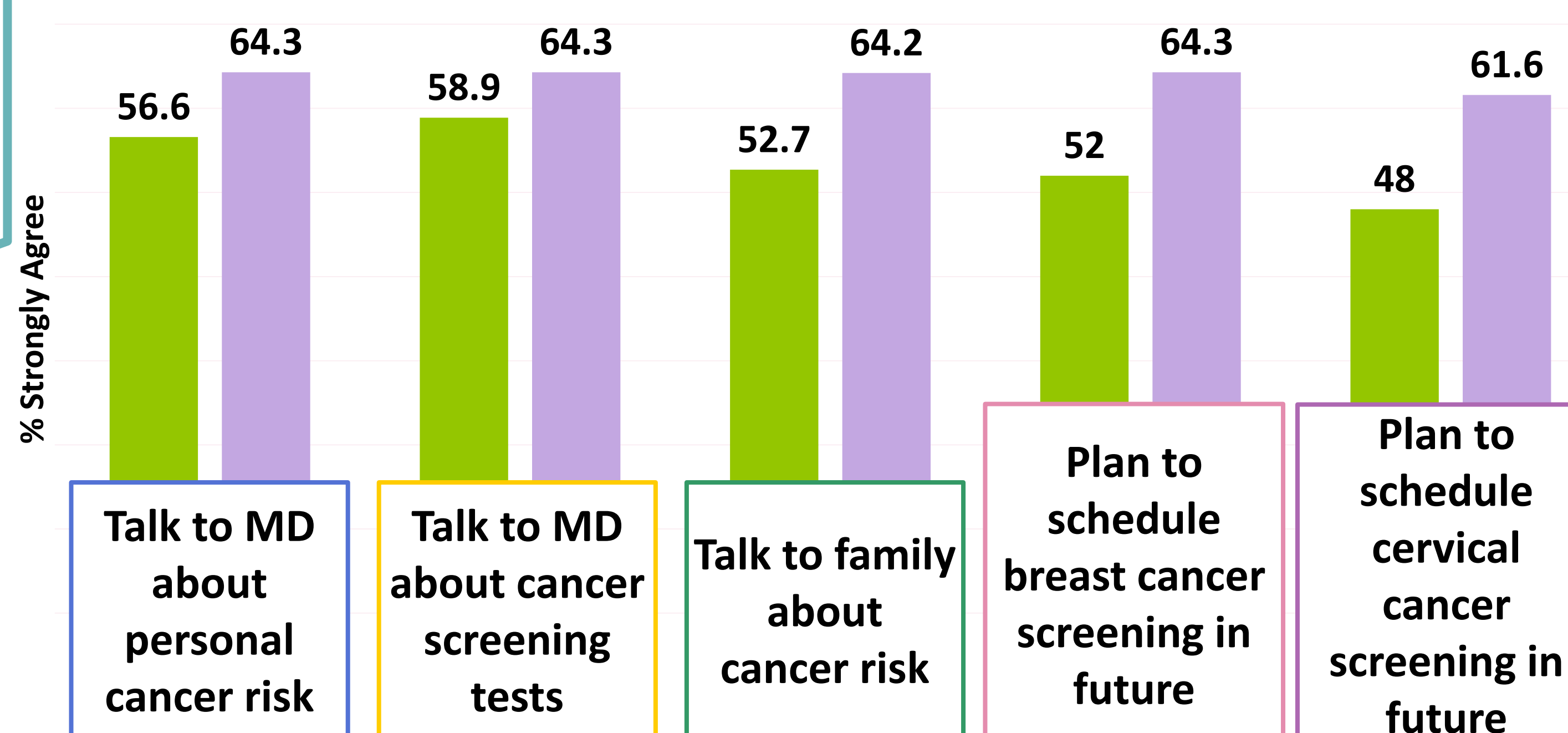
Class was valuable experience 65.2%

Top 5 Barriers to Screening

- No medical insurance
- Cultural value of *verguenza* "modesty"
- No time for cancer screening
- Language issue
- Fear of painful mammogram

Increased Intentions for Cancer Screening

Comparison
(% Increase):
Pre
Post
BHP Class



BHP Attendees Demographics



Mean Age
42 Years

Variable (N = 205)	%
Primary Language:	
Spanish	66.8%
English	25.8%
Both	6.3%
Ethnicity: Mexican	61%
No medical insurance:	37%
< High School	34.1%
Educational Attainment:	
High School – Technical Degree	25.4%
Some College +	38.5%
Annual Income: < \$30,000	42%

Conclusions

- Peer-led, culturally-competent **educational strategies** were successful in **increasing intentions to seek future cancer screening**
- Community partners** are essential.
- Hispanic/Latinx women demonstrate a need for support or **navigation in accessing cancer screening**.
- The findings from multi-level, community-based education intervention may provide **preliminary evidence** for the efficacy of such community-based approaches, to be replicated in other contexts (other health behaviors, ethnically/racially diverse communities).

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