

# Prevenir es Vencer

## **Norma Gomez, Promotora de Salud**

*Mixteco/Indigena Community Organizing Project*

*In partnership with:*

- 1. Prevent Cancer Foundation*
- 2. University of California, Los Angeles*





## **Disclosure of Commercial Interest**

It is the policy of the Prevent Cancer Foundation and the Nurse Practitioners in Women's Health that the education presented at CE-certified activities will be unbiased and based on scientific evidence. To help participants make judgments about the presence of bias, the Prevent Cancer Foundation provides information that faculty have disclosed about financial relationships they have with commercial entities that produce or market products or services related to the content of this educational activity.

**Norma Gomez has indicated no relevant financial relationships within the past 12 months.**



# Antecedentes

- Se estima que hay 200,000 Indígenas Mixteco/Zapoteco/Triqui Mexicanos viviendo en California muchos trabajadores de la agricultura.
- Muchos de ellos hablan español y otros hablan en sus idiomas indígenas mixteco y zapoteco.
- Dado que ha sido difícil realizar encuestas en una comunidad sin lenguaje escrito hay poca información sobre las necesidades de la comunidad indígena.



# Background

- There are an estimated 200,000 indigenous Mexicans living in California, including Mixtec and Zapotec immigrant farm workers. Half of California's indigenous farmworker population are estimated to be Mixteco speaking
- While many speaks Spanish, a substantial proportion speak only their native non-written languages, Mixteco and Zapoteco
- Since it is difficult to survey a community with no written language, there is Little information about the need of this community.





# Mixteco/Indigena Community Organizing Project (MICOP)

- Organización sin fines de lucro fundada en el 2001 en Oxnard CA, Ventura.
- Mas de 20 programas de entrenamiento de liderazgo, educación y alcance.
- Trabaja en colaboración con escuelas, Salud Publica, etc, provee servicios de interpretación, referencias, talleres y referencias.
- Entrena a lideres indígenas bilingües como promotores de Salud.
- Non-profit organization founded in 2001 in Oxnard, Ventura County.
- Manages over 20 programs that provide service, leadership training, advocacy work, outreach & education.
- Partners with local schools, Ventura County Health Care Agency, etc; provides language interpretation services, educational workshops, referrals to health and social agencies.
- Trains bilingual Spanish-indigenous language promotores de salud.





# Métodos

- 4 módulos de 1 hora: Que es Cáncer? Que Podemos hacer para reducir riesgos? Cáncer de Seno y mamogramas, Visitas completas para la mujer
- 4 PSA de 10min y grabado en Mixteco
- Referencias y navegación a visitas medico sin costo
- Promotoras entrenadas para realizar 48 talleres de 1 hora sobre prevención de cáncer a 500 participantes en Mixteco y Español
- Evaluación básico Pre- y Post-



# Methods

- Developed four 1-hour modules workshop: What is cancer? What can we do to reduce our risks? Breast awareness and mammograms, Well Woman Visits
- Developed & aired four 10-min Radio PSAs and recorded in Mixteco language
- Referrals & Navigation to free wellness visits
- Trained indigenous promotoras to enable them to conduct 48 1-hr cancer prevention workshops in Spanish and Mixteco language to 500 participants
- Developed very-low Literacy pre- & Post-Survey





# Aprendizaje

## Factores a considerar para mejorar la prevención y el Acceso son:

- Horario de servicios durante los fines de semana o después de 5pm.
- Interpretación en lenguas indígenas, Mixteco/Zapoteco
- Tener una doctora para hacer el examen de detección en las mujeres.
- Entrenar promotoras bilingües para alcance y educación sobre prevención del cáncer.
- Utilizar medios sociales y radios comunitarias para PSAs/radio novelas en Mixteco, Zapoteco etc.
- Desarrollar materiales visuales e incluir hombres en los entrenamientos de prevención de cáncer de Seno.
- Servicios médicos de prevención de cáncer de bajo costo.
- Colaborar con escuelas, Salud Publica para coordinar referencias y talleres de educación.



# Lessons Learned

## Factors to consider to improve Access and prevention:

- Flexible services hours and weekend hours.
- Interpretation in indigenous language Mixteco/Zapoteco.
- Female doctor for female patients.
- Trained bilingual indigenous leaders as promotor@s
- Outreach using community radio station/social media
- Develop Radio PSAs, Videos, radio novelas
- Visual materials and trained men on breast cancer workshops.
- Low or free medical services for prevention screening.
- Collaborate with School Districts, Public Health for workshops, referrals and outreach.

