

# Innovative Ways of Reducing Cancer Risks and Other Health Disparities among Hispanics: A Community Engaged Prevention Approach

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Coronavirus Pandemic Research Center

# Disclosure

- Neither I nor my spouse have any relevant financial relationship with manufacturers or any commercial products and or provider of commercial products or services discussed here.
- I do not intend to discuss unapproved/investigative use of commercial product/s/device/s/ in my presentation
- My research is in part supported by the National Cancer Institute, P30CA014089 (Lerman), ICA144052 (Murphy/Baezconde-Garbanati), P50CA180905 (Leventhal/Pentz), U54CA233465-01 NI, (Carpten/ Stern/ Wilkie/ Reams/ Reda), CTSI, NIH, UL1TR000130, and the W. M. Keck Foundation.

# This presentation: Cancer disparities data and model programs

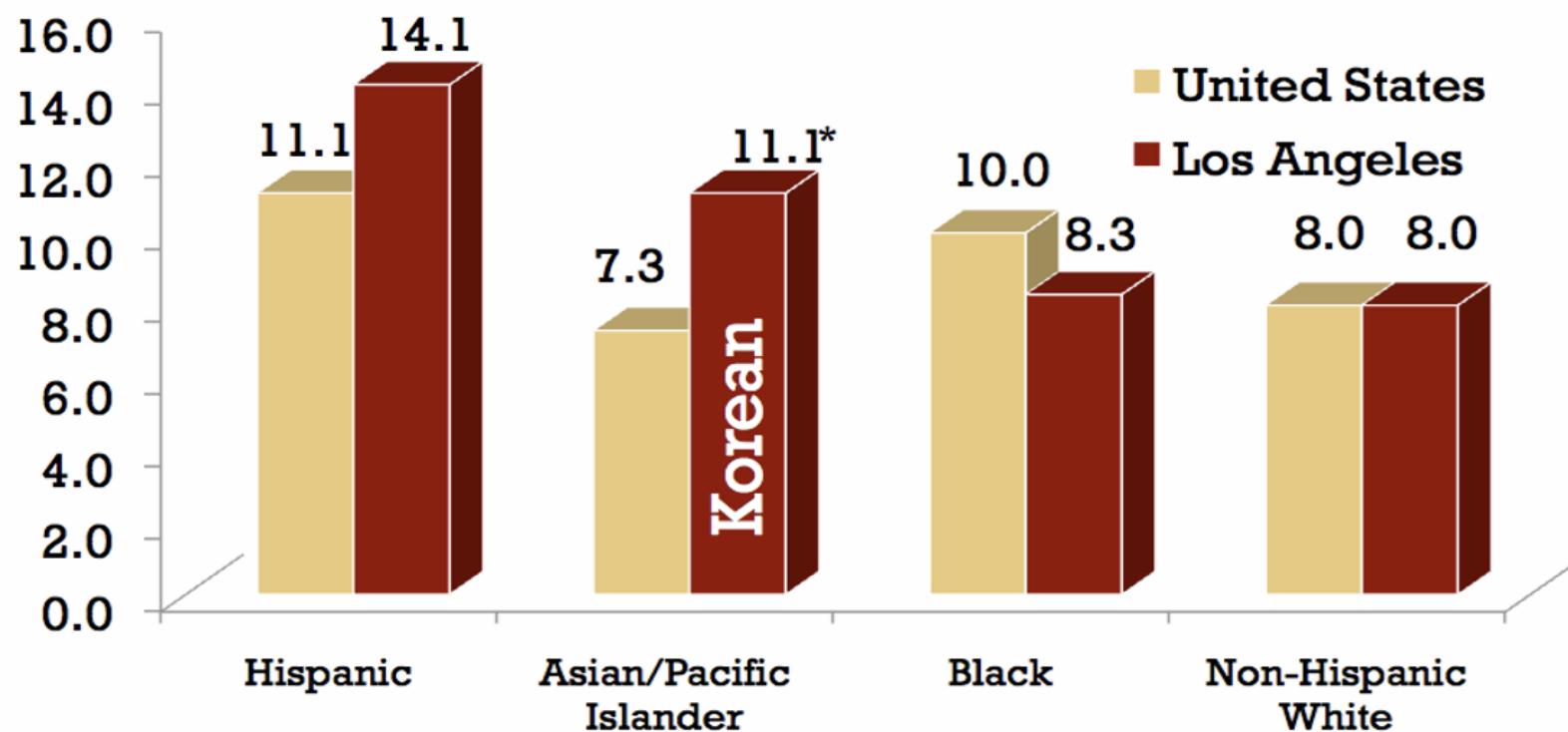
Three primary Educational Frameworks that guide our Community Interventions to eliminate or reduce disparities

- Participatory processes –Community Engagement
- Edutainment
- Environmental cues

Model programs for communicating health information effectively to vulnerable communities

- The Jacaranda Initiative
  - Es Tiempo
  - Tamale Lesson
- COVID-19:
  - Stay Connected L.A.,
  - Vaccinate L.A

## Age-Adjusted Incidence Rate of Invasive Cervical Cancer by Race (per 100,000)

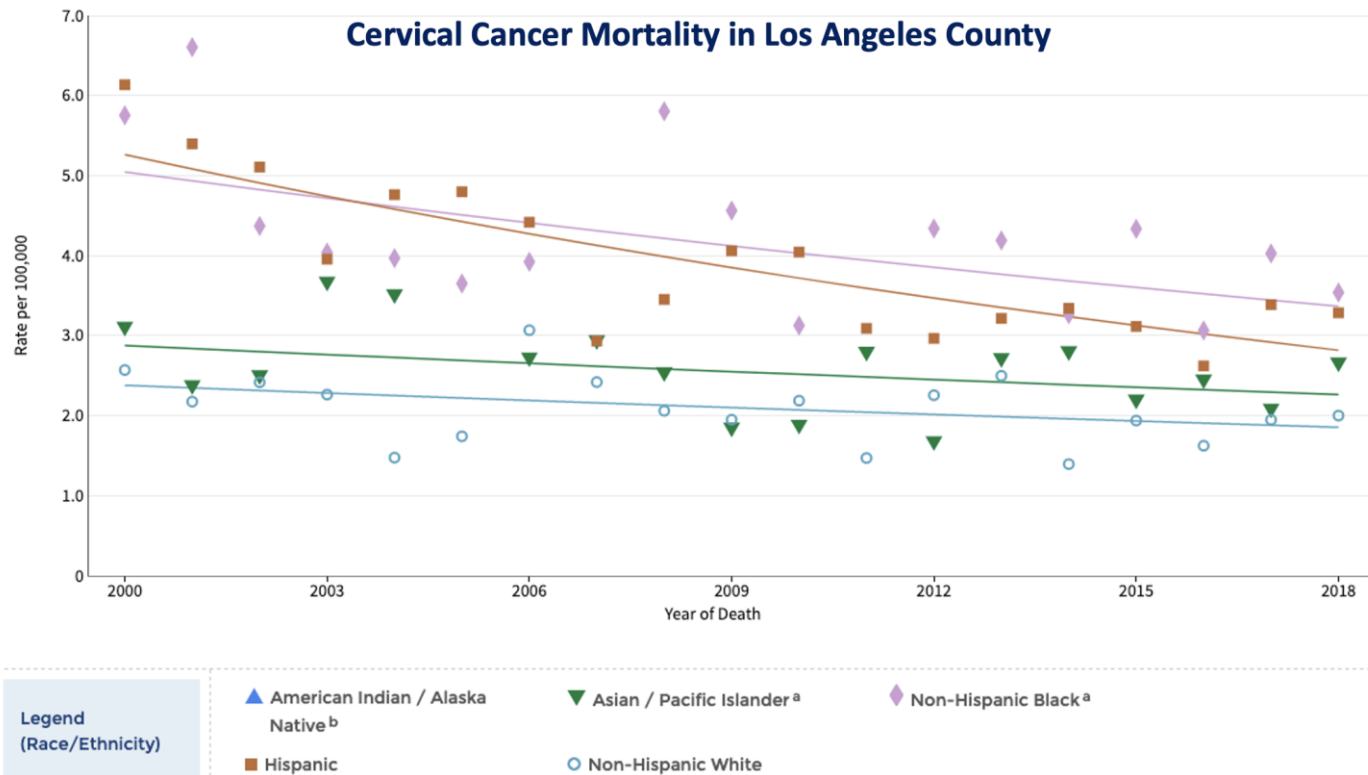


Source: Howlader et al., SEER Cancer Statistics Review, NCI, Bethesda, MD, and Cancer Surveillance Program Los Angeles

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# Cervical Cancer Mortality –Hispanics vs other groups

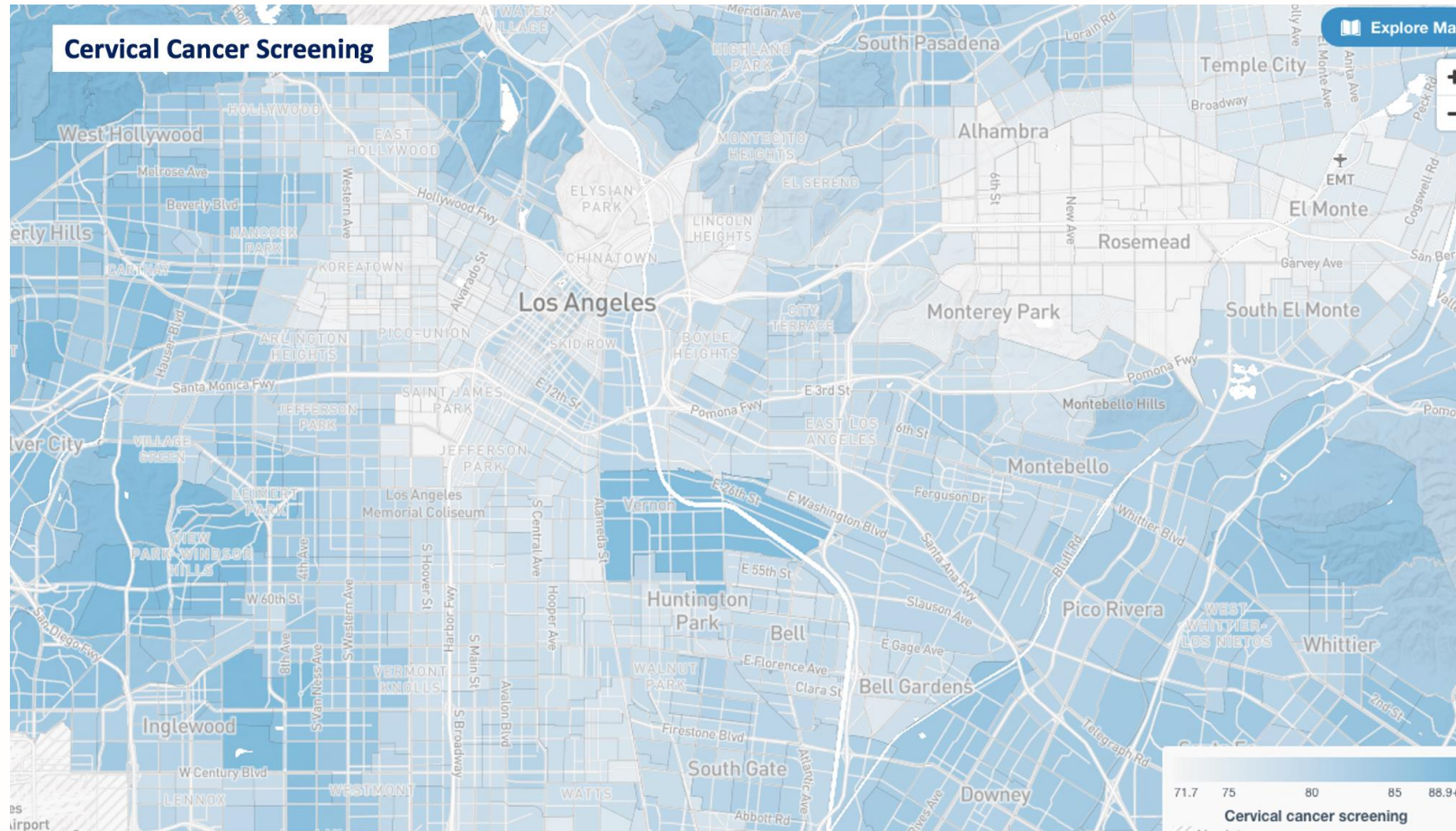


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# Cervical cancer screening in Los Angeles



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# Edutainment: Accelerating translation from discovery to delivery

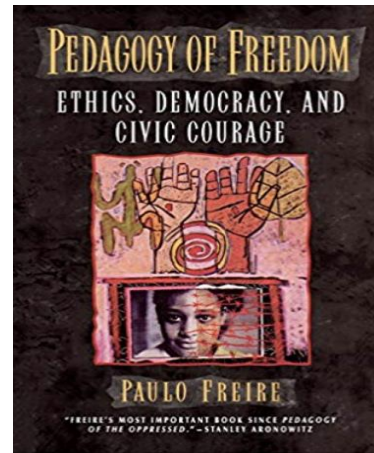
It takes approximately **eight years** for scientific discoveries to reach communities.

**Need to accelerate the process of translation from the bench side**

**to the bedside to community public health interventions and influence various levels.** We optimize engagement and communication in a **bidirectional** manner.

*Popular  
education*

Pedagogy of the  
Oppressed by  
Paolo Freire

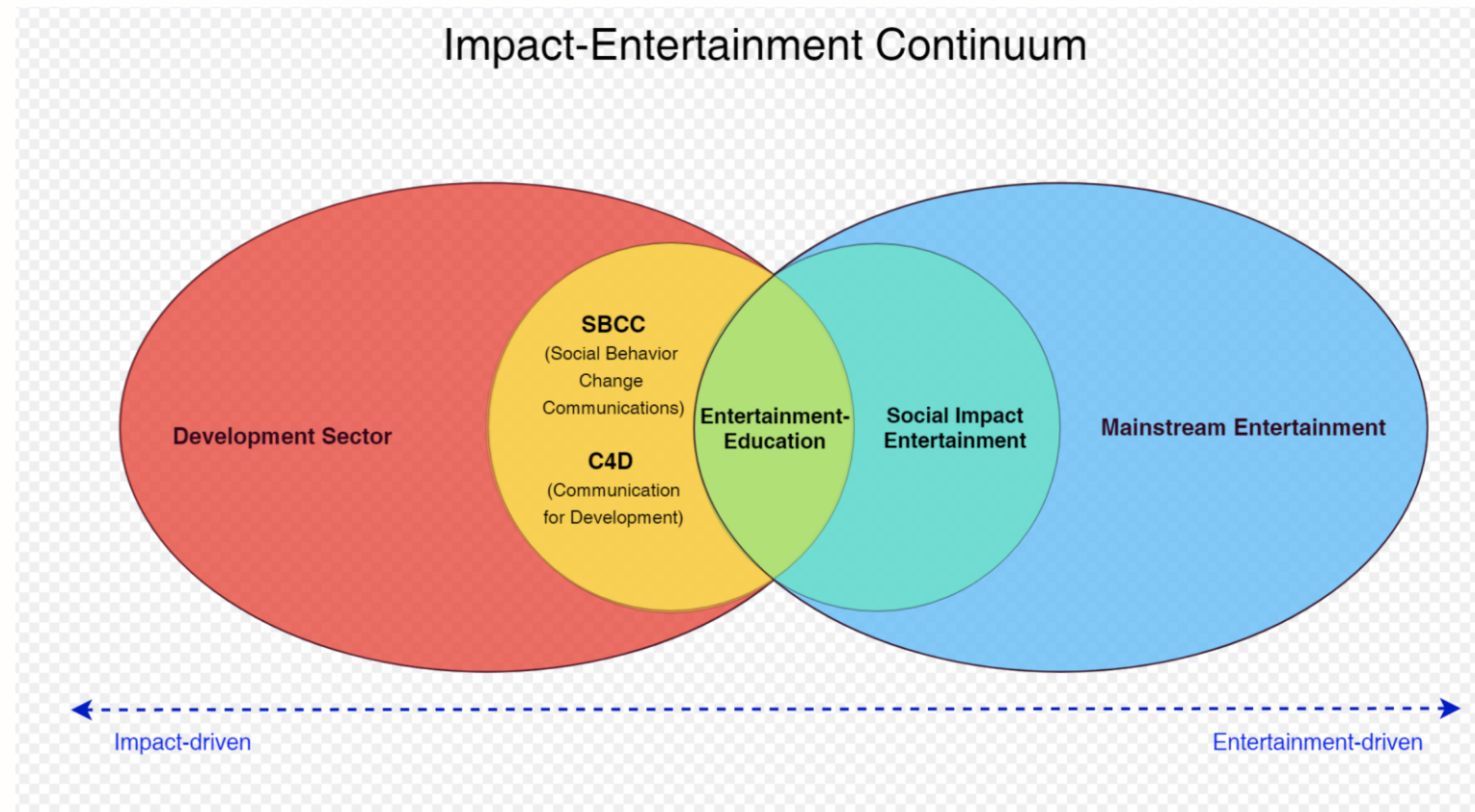


# Edutainment: At the intersection of education and entertainment

Based on Communication and Behavioral Change theories.

Behavior change can be achieved through *“raising social consciousness and by educating the public via a custom-tailored entertainment that is capable of producing behavior change.”* Miguel Sabido (1969)

Term used by Walt Disney in 1954



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# Tamale Lesson

- Challenged the assumption that traditional recitation of facts is the optimal way to convey health information.
- Why did Pinocchio's nose grow? (TR01)
- What was the name of your third-grade teacher and one significant fact she taught you?
- Tested Narrative versus Non-Narrative

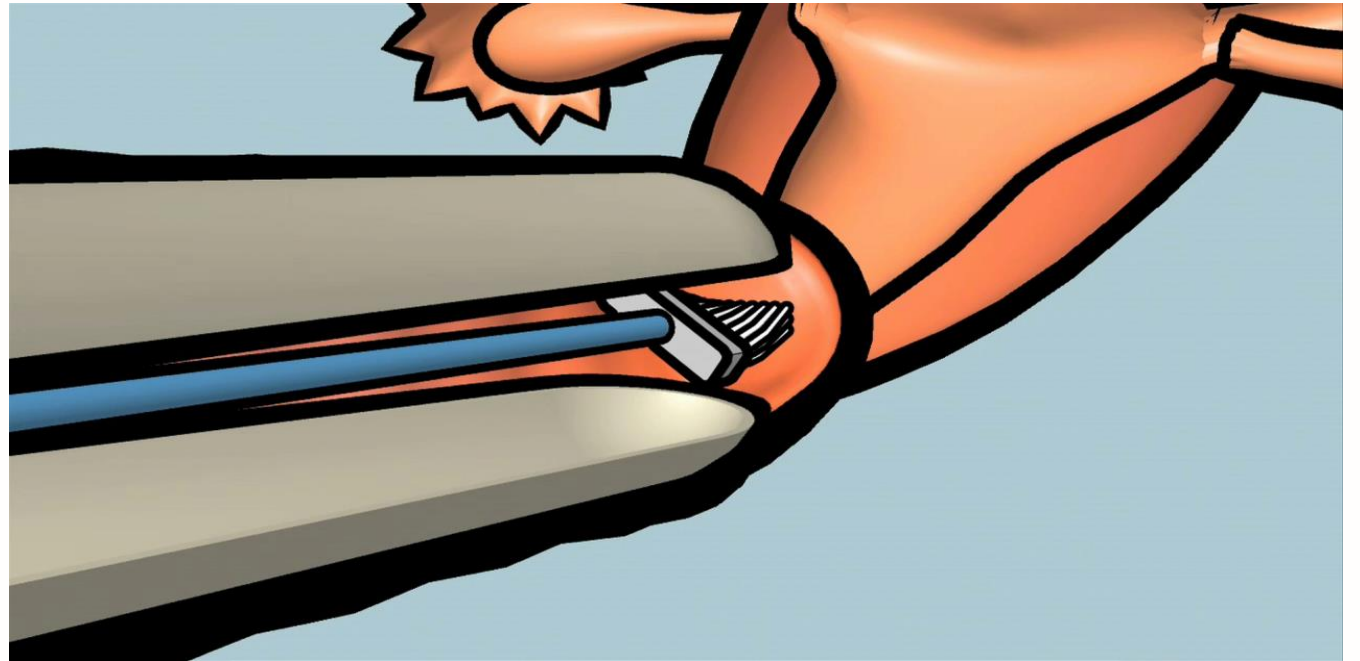
**PIs: Sheila Murphy, Annenberg School of Communication and Journalism and Baezconde-Garbanati, Population and Public Health, KSOM, USC , Jeremy Kagan and Doe Mayer, USC School of Cinematic Arts**



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# Narrative versus Non Narrative – Tamale Lesson vs It's Time



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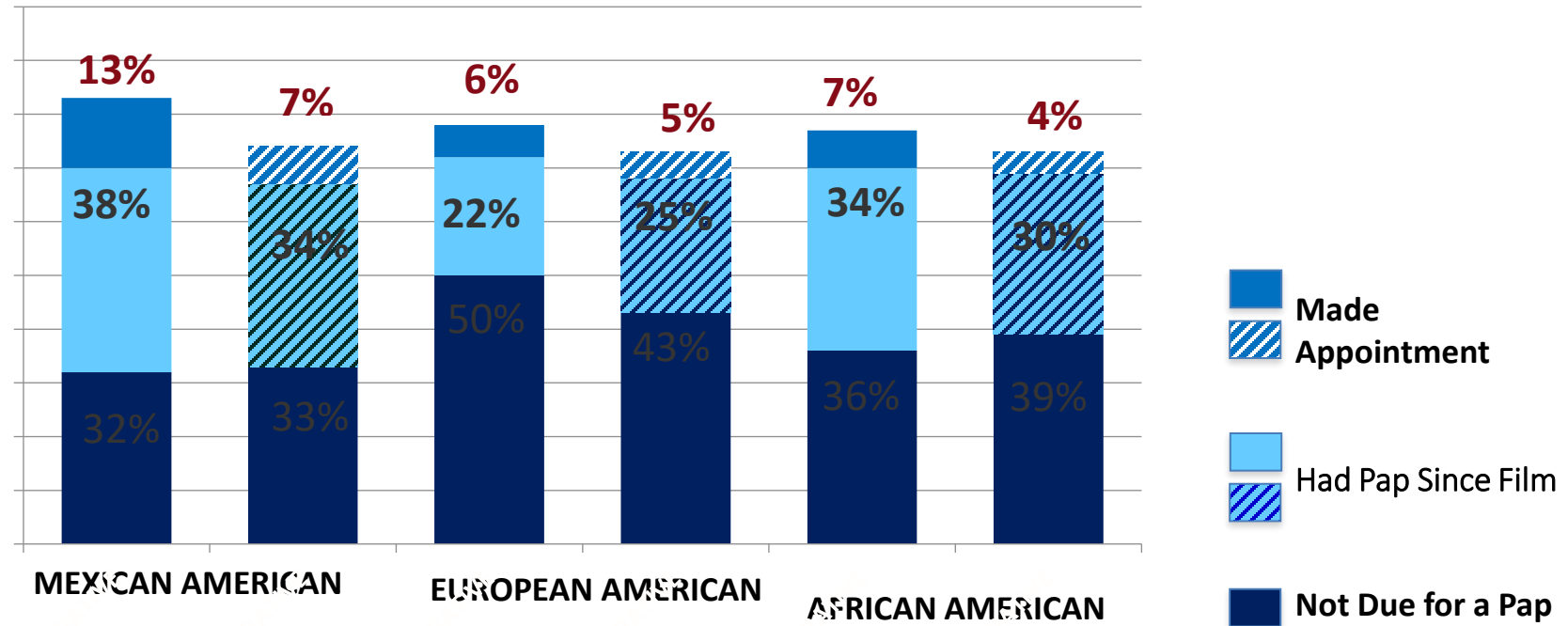
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# Had a Pap Test/Made an Appointment) at 6 Months Follow-Up







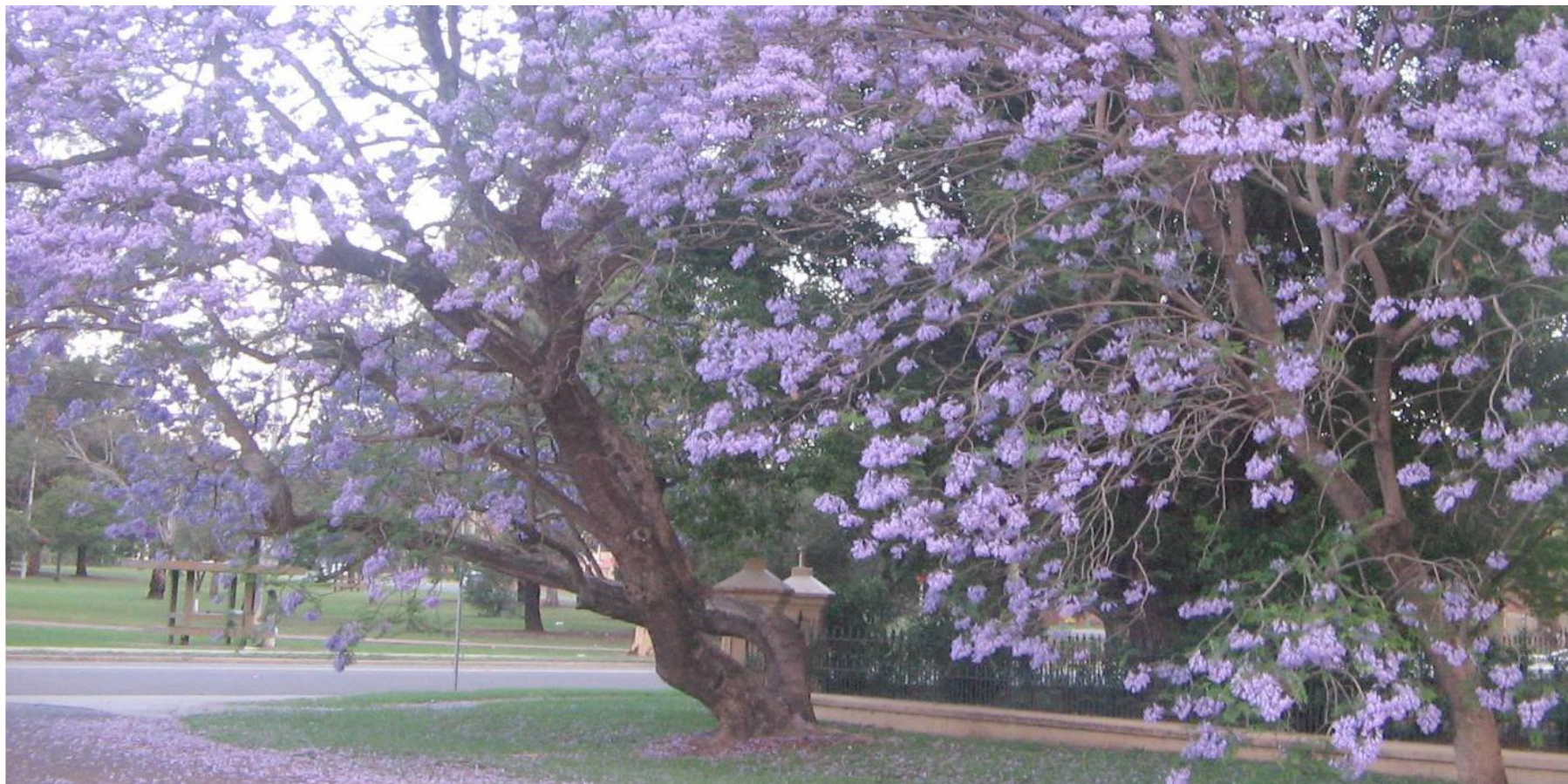
Theoretical  
variables

Transportation  
Identification  
Emotion

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# Es Tiempo

Exploit the blooming of a stunningly beautiful Jacaranda tree's annual bloom as an environmental cue to come in for screening (if have not been screened) and/or get vaccinated against HPV.

 **designmatters**  
Art Center College of Design

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# Es Tiempo outdoor campaign images

- Bus benches



Bus Benches with an estimated 35,873 impressions per week)

- Billboards



Billboards with 17,000-59,702 impressions per week

- Lamp posts

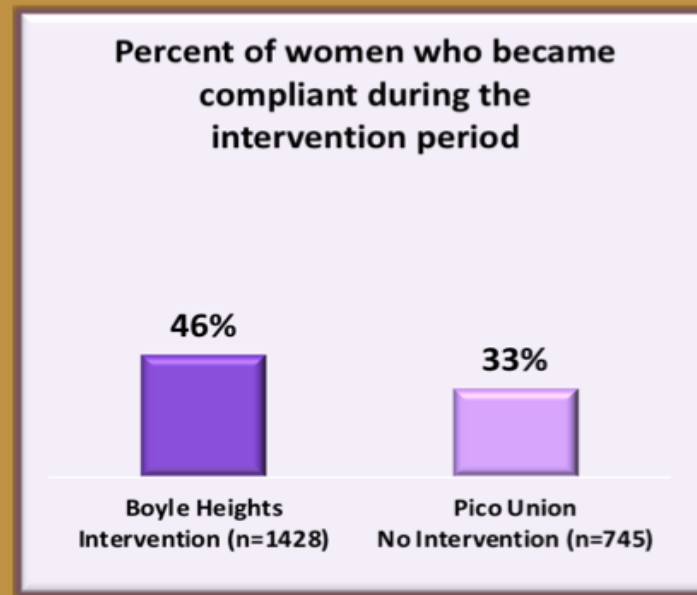


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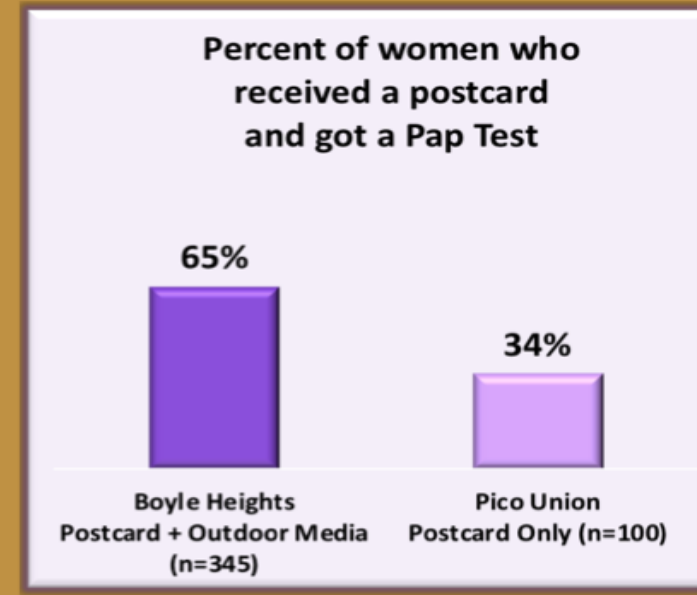
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# Es Tiempo Data

## Es Tiempo Outcomes Clinicas Monsenor Oscar Romero (Los Angeles)



13% difference - Chi-square  $p < .001$



31% difference - Chi-square  $p < .001$

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# Pivoting to Covid-19 to reduce health disparities



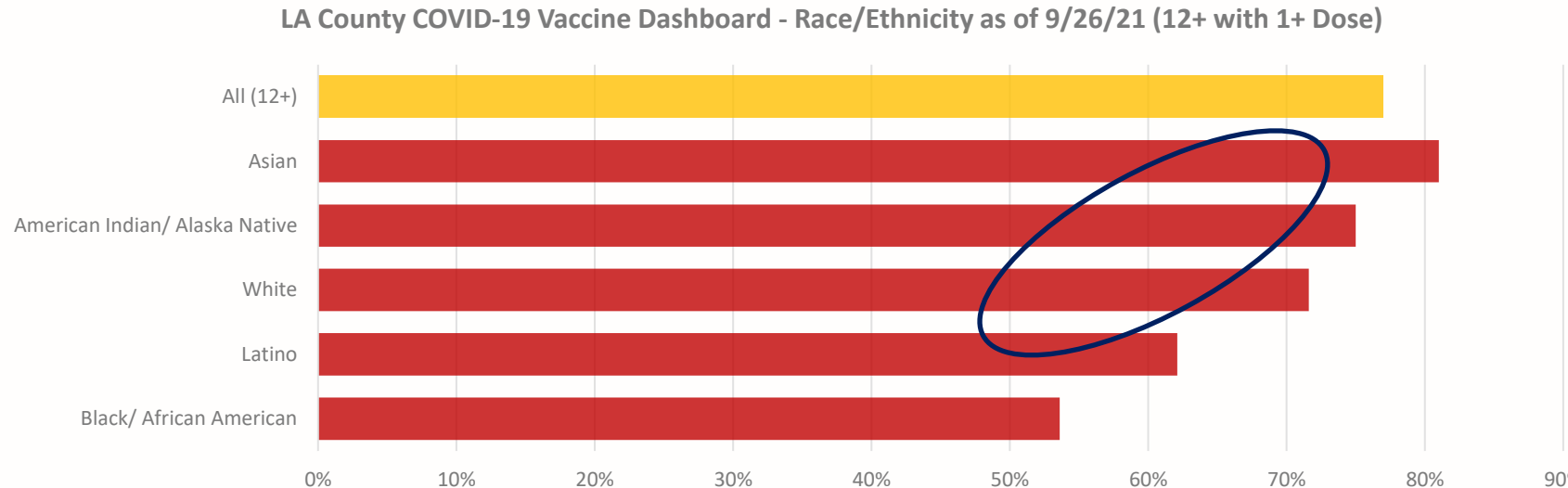


# COVID-19 Disparities

## Impact on Communities of Color

Latinos and African Americans have been disproportionately impacted by the pandemic (LA and U.S.)

- Unemployment, under-employment and financial hardship
- Food insecurity
- Residential instability and homelessness
- COVID-19 infections, morbidities, and mortality



**Lower Vaccination Rates**

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# Storytelling & Culturally specific in language Educational Videos-Vaccinate LA



Share your  
why  
Educational  
videos



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# Vaccinate LA Short Film: Of Reasons and Rumors



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## Resources Management and Referrals Approach

- 10 Promotores de Salud trained
- 66 clients followed for 8 weeks
- Provided resources, exercises, made referrals

### Common themes:

- Helped with masks, coping, quarantine
- Education about COVID-19, boosters, \***mental health was key issue**
- Information, guidance, & referrals for mental health, Medicare, housing, food insecurity

# Promotores de Salud

# Community Vaccine Navigators

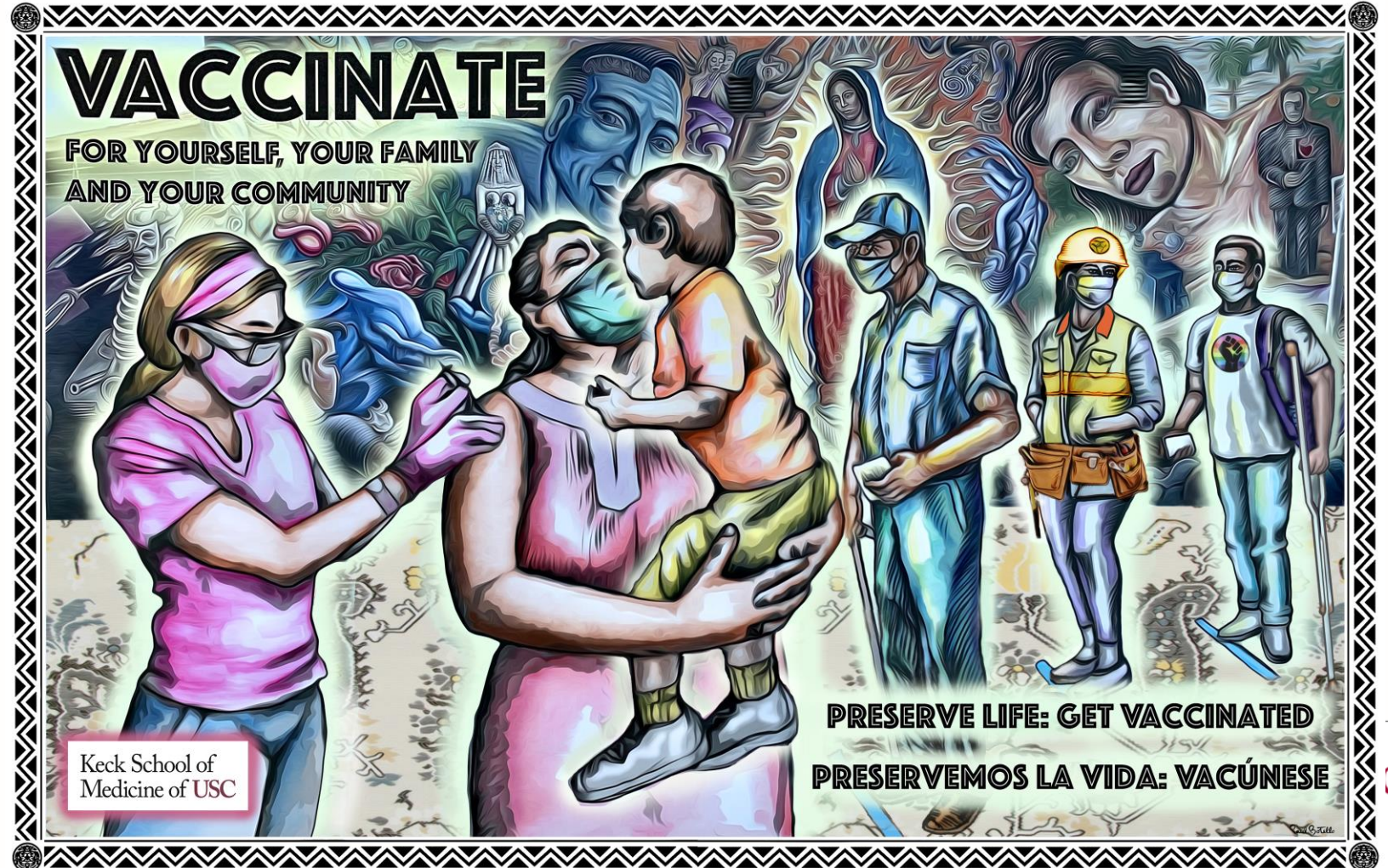
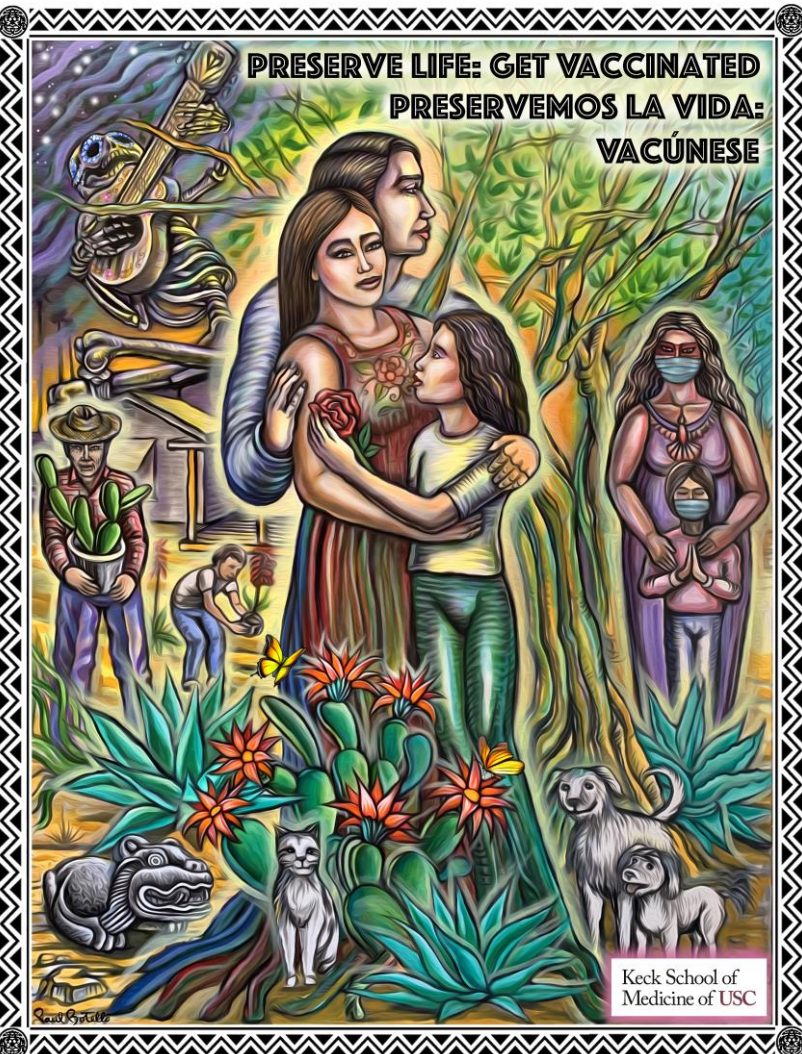


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# Campaign Elements: Stay Connected LA







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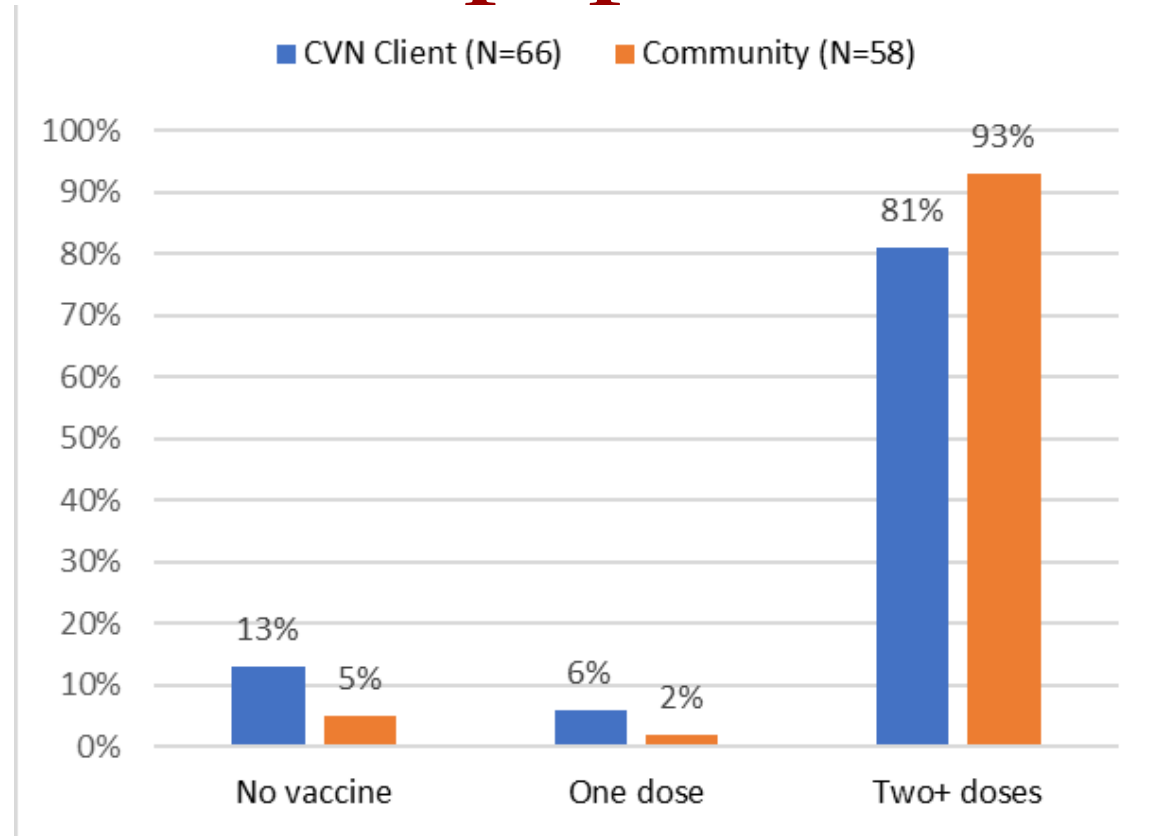
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# Stay Connected LA

## Vaccination rates were higher in our samples vs. LA County Hispanic/Latino population's

### Vaccination rate (1+ dose)

- 95% of **Community** sample
- 87% of **CVN Clients** sample
- vs. 65% of Latinx population in LA County



# Messaging - HPV – examining vaccination hesitancy – Addressing misinformation



Messaging: Vaccinate both  
Boys + young men and  
Girls + young women  
if we are Going to make a  
difference

Dealing with massive  
misinformation

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# Next Steps in Eliminating Cancer and Other Disparities Virtual Reality/Animation

- Examining Vaccine Hesitancy
- Making end of life more meaningful
  - LAC+USC County Hospital (+ Viterbi)
  - USC Institute for Creative Technology
  - USC Office of Research Advancement
  - Collaboration Fund
- USC SensoriMotor Assessment and Rehabilitation Training in Virtual Reality Center
- USC SMART-VR Center studies and develops virtual technologies for healthcare.
- Led by Sook-Lei Liew, James Finley, Albert Rizzo, Judy Pa, Marientina Gotsis and Glenn Fox



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# Engage Young people through Virtual Reality and Animation Experiences (LAC+USC)

Virtual reality takes cancer patient back home

- Family Reunions Project (immigrant families)- returning home via VR
- Improve quality of Life of Cancer Patients
- Rendeever (Seniors check off bucket list)

HPV project on VR: Baezconde-Garbanati, Mariantina Gotsis, Jennifer Tsui, Jennifer Unger, Myles Cockburn (Focus Groups) (P01 – Tsui/Unger)



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# Thanks to our Community Partners Engagement in participatory processes

## SCLA PARTNERS:

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# Thanks to Vaccinate L.A. and other research teams



Michele Kipke and L. Baezconde-Garbanati, PIs  
Children's Hospital Los Angeles and USC (10 schools/Departments)

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# Questions?



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