

NATIONAL CONFERENCE ON MINORITY WOMEN'S HEALTH  
U.S. PUBLIC HEALTH SERVICE'S OFFICE ON WOMEN'S HEALTH  
ABSTRACT SUBMISSION FORM

Abstract Title: Reaching the Hard to Reach through Expanded Partnerships: Cancer Control  
in the Hispanic/Migrant Community

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Completing the Abstract Submission Form

\*All text should be typed within the perimeter of the box shown. Fonts no smaller than 10 points should be used.

\*Organize the text of the abstracts as follows: 1) objectives; 2) partnership description; 3) analysis of the strengths and weaknesses; and 4) results.

Objectives: To disseminate cancer control information regarding the prevention and early detection of skin, breast, and cervical cancers to Hispanic migrant farm workers and their families, and to increase cancer screening in this medically under-served group. Partnership

Descriptions: Our skin cancer prevention and early detection project partnered with local county health departments to provide education and screening for skin, breast and cervical cancers to Hispanic migrant farm workers and their families. We purchased four Spanish videos for the health departments for use in educating their migrant clients, and a breast model to assist instruction in self-breast examination. We also disseminate Spanish educational materials at Hispanic Community Health Fairs. Promotional items, including sun-protective hats, water bottles and t-shirts, are distributed as incentives for sharing information. Analysis of the strengths and weaknesses: Extensive formative research was conducted to assess the health needs, beliefs and behaviors of this minority group; this has largely resulted in providing information, developing incentives and meeting needs in a useful and culturally appropriate manner. The partnership with county health departments has proved highly beneficial, since they were found to be the migrants' primary point of access to health care. The public health nurses and outreach staff have been a tremendous resource. Results: Our combined efforts have resulted in the screening of over 300 low-income Hispanic women for skin, breast and cervical cancers; at least 50 of these women have been diagnosed and treated for precancerous changes of the cervix and 2 women have had pre-cancerous lumps excised. Use of the breast model in self breast-exam instruction has helped overcome cultural barriers to self-touching. Treatment is a major concern for these clients; health department staff have worked diligently to find treatment sources as needed. A main concern with serving the Hispanic migrants is successful follow-up, since they are a mobile population. Staff have had to be flexible and sensitive to the many cultural subgroups that exist in this population.

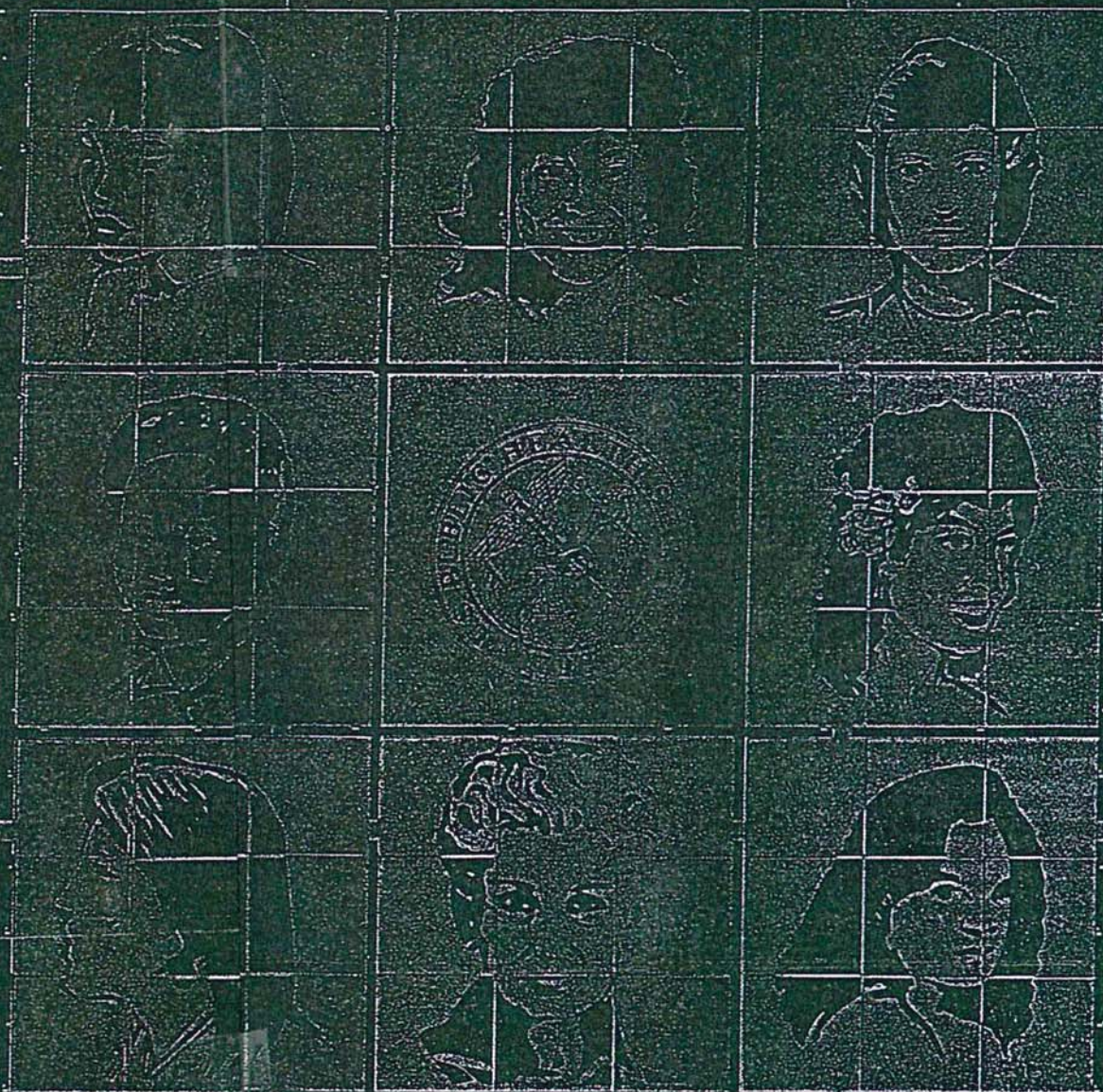
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