Yo me cuido®
Addressing Breast Cancer Health Disparities among Latinas in the Tampa Bay area

Venessa Rivera Colón, M.Ed.
Moffitt Cancer Center
Moffitt Program for Outreach Wellness
Education & Resources

Disclosure

- The Yo me cuido® program received funding from the American Cancer Society and Walmart Foundation. Funding is not currently active.
Objectives

• Participants will be able to identify evidence based methods in increasing breast cancer screenings.

• Participants will be able to define barriers faced by Latinas in accessing screenings.

Latinas and Breast Cancer

• Most commonly diagnosed cancer among Latinas

• Often diagnosed at late stages and larger tumors

• Hispanic women are more likely to die of breast cancer than non-Hispanic white women diagnosed at a similar age and stage

(ACS, Cancer Facts and Figures for Hispanics/Latinos, 2012-2014)
Contributors to Breast Cancer Disparities

- Access to care
- Delayed follow up for abnormal mammography
- Additional considerations
  - Language
  - Cultural beliefs
  - Marianismo
  - Legal status
  - Insurance status
  - Isolation

History of Yo Me Cuido

- Created by Moffitt staff (health educator and outreach staff) in July 2011 to address health disparities
  - Seed funding from the Walmart Foundation and the American Cancer Society

- Topics: Incidence and mortality rates for Latinas, breast self-awareness, mammography screening, risk reduction through healthy lifestyles
Designing the program

- *The Guide to Community Preventive Services*-recommendations to increase breast cancer screenings:
  - **Client reminders**: phone, email, reminder postcards, text.
  - Small media
  - One-on-one education
  - Reducing structural barriers/out of pocket costs

---

**Yo me cuido: Phase I**
July 2011- January 2012

- Funding through the American Cancer Society and Walmart Foundation

- Initial goal:
  - Reach 250 women through 18 workshops in the Tampa Bay area
    - Pasco, Hillsborough, and Pinellas Counties
  - Follow up with women ages 40-75 to determine mammography utilization
Phase I Outcomes

- 636 women reached, 23 workshops
- Overwhelming support from the Latino community
  - Churches, support groups, women’s groups, English as a second language classes
- Locations: People’s homes, restaurants, churches, beauty salons
- Percentage of women reporting having a mammogram: 66%

Yo me cuido: Phase 2
January 2012- May 2012

- Funding through the American Cancer Society
  - Media campaign
  - Website
  - Symposium
  - One-on-one outreach at events
Media Campaign

• Partnership with Entravision
  – Univision Tampa Bay, Telefutura, LATV
  – Created 6 public service announcements-
    featuring nutritionist, survivors, volunteers,
    nurse
  – Created 8 interview segments
  – 10 county reach: Hillsborough, Pinellas,
    Hardee, Highlands, Citrus, Pasco, Polk,
    Sarasota, Manatee, Hernando

Media Campaign

• Reached 92% of Tampa Bay Hispanic
  households
  – Total Hispanic Adults 18+ Reached: 470,000
  – Total Hispanic Women 35+ Reached: 140,000
  – Total Hispanic Households Reached: 215,000
  – Over 3 million impressions

Myriam’s video:
http://www.youtube.com/watch?v=3khhxeKC4iY&feature=relmfu
Website/Facebook

- www.yosimecuido.com
- www.idotakecare.com
  - Testimonials
  - Public service announcements
  - Contest
  - Facts
  - Contact

• Facebook
  - www.facebook.com/Yosimecuido

Yo me cuido Symposium

• Moffitt Cancer Center
  - 129 participants

• Topics: Nutrition, survivorship, mammography screening and breast self-awareness

• Client reminders for women 40 and older
  - Phone calls and postcards
Yo me cuido: Phase III
July 2012- April 2013

• Greater emphasis on the rural/farmworker population and on healthy lifestyles

• Initial goal to reach 850 people through 25 workshops.

• Total reached: 1,008 women and 85 men
  – 38 workshops

• 45% received a mammogram

Yo me cuido: Nutrition

• Additional funding from the American Cancer Society and Walmart Foundation

  – Breast and nutrition education- expansion to additional rural communities

  – Club Yo me cuido: Tracking BMI, health incentives

  – Media campaign
Outcomes

- Total reached in breast health program: 2,484 women
- Total reached 40 and older: 1,380
- Percentage of women who have reported receiving a mammogram: 56%

Pre/Post/Evaluations

- Pre/post-test/evaluations: 2,039 women
- Evaluation:
  - Nearly 90% strongly agreed that they learned something new
  - 89% strongly agreed that they felt confident they can make healthier choices
  - 83% strongly agreed that because of what they learned, they plan on getting a screening in the next six months or will continue to be screened.
Visit us at www.yosimecuido.com

A special thanks to Jeannette Palencia and Myriam Escobar

References


