FORMATIVE RESEARCH AND DEVELOPMENT OF HEALTH PROMOTION MATERIALS IN CUSCO, PERU

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PRESENTATION OUTLINE

• Background
• Study Aims
• Phase 1 – Key Informant Interviews
• Phase 1 – Patient Surveys
• Phase 2 – Materials Development
• Conclusion
Women from the Andes are significantly less likely to be screened for cervical cancer than women from the coast.

**BACKGROUND – CERVICAL CANCER IN PERU**

- Peru has an age-standardized incidence rate of 34.5/100,000 population;
- and a mortality rate of 16.3/100,000 population
- Rough estimates place screening coverage between 7-43% of the eligible population
STUDY SITE

- Amerindians compose 45% of Peru population
- Speak Quechua as primary language
- Study site Cusco (350,000 pop.) and surrounding communities in region

STRUCTURAL, INDIVIDUAL, & CULTURAL BARRIERS TO CERVICAL CANCER SCREENING

- Shortage of quality facilities and laboratories
- Few trained personnel
- Distance to health care facilities
- Irregular hours of operation
- Long waiting times at the facilities
- Lack of preventive health seeking behaviors
- Less exposure to biomedical procedures
- Language issues (Quechua speakers)
CERVICUSCO CLINIC

• Built in 2008 in Cusco
• 4 exam rooms, lab, consultation room, medical records
• Conducts medical outreach campaigns
• Collaborates with Peru MOH & private clinics to provide liquid-based Pap tests (BD Company)
• Over 20,000 women screened with this Pap test

AIMS OF CERVICUSCO STUDY

1) To evaluate the social, behavioral and cultural factors that impact cervical cancer screening uptake among Quechua women from the Cusco, Peru region.

2) To develop and pilot a brief social marketing intervention to increase cervical cancer screening uptake and appropriate follow-up care targeted to women in the Cusco, Peru region.
PHASE 1: KEY INFORMANT INTERVIEWS

KEY INFORMANT (KI) INTERVIEWS

- (16) Participants included:
  - 8 KI CerviCusco healthcare staff – obstetric nurses, front desk staff, biologist, doctor
  - 2 KI from Quiquijana government DEMUNA – county director and psychologist
  - 6 KI from Peru public health sector MINSA – obstetric nurses, doctors
- Gender: Male (2) Female (14)
WHAT ARE MAJOR HEALTH PROBLEMS IN THE COMMUNITY?

- **Teen pregnancy:** women were not educated about using birth control
- **STDs**, e.g., chlamydia, trichomonas, vaginitis, and candida
- **Lack of health education and a “macho” culture:** barriers to birth control practices
- **Unnecessary** conical surgical procedures
- Quiquijana KIs listed *family violence, pneumonia, TB, alcoholism*

WHERE HAVE YOU HEARD ABOUT CANCER?

- TV
- Radio
- **Meetings at MINSA**
- **Courses for healthcare staff**
TELL A STORY ABOUT SOMEONE WITH CERVICAL CANCER...

- At CerviCusco, patients with atypical results called for F/U and received colposcopy or biopsy
- Conical/LEEP performed also
- Physician informant told story of a Quechua speaking woman 41 years old with three children, separated from her husband, and who never had a Pap test
- Patient had stage 3 cancer, b/c of financial barriers, the patient could not travel to Arequipa for radiotherapy
- The doctor gave the patient 3 months to live, and the patient died shortly thereafter.

WHAT ARE COMMUNITY ATTITUDES TOWARD HEALTH/PREVENTION

Public has a very negative view of government health services

1. Long wait times
2. Difficulty in getting referrals to a specialist
3. Not receiving test results in a timely manner
4. Lack of caring attitudes on the part of doctors and healthcare workers
5. Having to pay more for a private clinic because of inefficiencies in the government system
6. Filling out a lot of paperwork for free or low-cost services
PERCEIVED PATIENT ATTITUDES OF CERVICUSCO SERVICES

• Overall, high patient satisfaction
• Occasional lab delays in processing results
• Only Peruvian facility using liquid Pap test
• One health department nurse said view of practice had improved with CerviCusco, especially with the free or low-cost services
• One doctor identified equipment needs (urine/blood exam, X-ray, pharmacy)

SUGGESTIONS TO ADDRESS PROBLEMS

• CerviCusco –
  ✓ examine operating hours schedule
  ✓ quicker lab results turnaround
  ✓ marketing – radio ads, reservations about too much written materials because of literacy concerns
• Continuing education training for healthcare workers
• Charlas (health education talks) for patients
TRAINING NEEDS

- CerviCusco – training in diagnostics of imaging and colposcopy
- Better understand doctor’s treatment recommendations
- More bilingual (Quechua/Spanish) staff

PHASE 1: PATIENT SURVEY
RECRUITMENT AND SAMPLE

- 30 women 30-49 yrs. old
- 10 clinic-based surveys at CerviCusco
- 20 campaign-based surveys in outlying communities in Cusco region
- Average age – 40 yrs. old, 6½ yrs. schooling
- Quechua dominant speakers
- 2/3 married or with partner
- Average salary approx. $115/week

PATIENT ATTITUDES TOWARD CAMPAIGNS

- Pluses
  - Pap tests were free
  - Services were good quality
- Minuses
  - Waiting in line
  - Communication (Quechua language)
  - Communication (English-speaking volunteers)
  - Lack of additional free healthcare services
COMMON ILLNESSES AND TREATMENTS

- Diarrhea, stomach problems, colds, body pains, and urinary or vaginal infections
- **Preventive methods**: wear warm clothes and drink hot tea
- **Symptoms**: colds and various pain-related conditions were most frequently mentioned
- For **urinary infections**, causes included not washing underwear, walking in the heat with heavy loads, and sexual relations

CERVICAL CANCER KNOWLEDGE

- **3 (10%) participants had not heard** of it
- Most reported hearing about it from **the health department**
- **Prevention**: annual Pap test, not having multiple partners, washing genitals with cool herbs, not having an abortion, and good hygiene
- **8 (27%) women said they knew someone with cervical cancer**
How long before your most recent Pap?

• 23 (77%) reported within the last 3 years
• 6 (20%) had heard of HPV
• 2 (7%) had been told they had a HPV infection
• 6 (20%) women thought HPV caused cervical cancer
• 5 (17%) women had heard of the HPV vaccine
• 4 (13%) women reported they had been infected with a STD
MATERIALS TO BE DEVELOPED

- Social Network Survey in Quiquijana (N=70)
- Pilot promotional strategy to increase attendance at Quiquijana outreach campaigns

PHOTO-NOVELLA

Fotonovela – input from focus groups
PHOTO-NOVELLA

Radio ads

Radio ads in Quechua about cervical cancer & to notify dates of campaigns
POSTER

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