



# **CERVICAL CANCER EDUCATIONAL OUTREACH INTERVENTION**

## **MODULE 3**



**National Center for Health in Public Housing**  
*a project of North American Management*

Wednesday, December 18, 2019

# DISCLAIMER



- The National Center for Health in Public Housing (NCHPH), a project of North American Management, is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U30CS09734, a National Training and Technical Assistance Cooperative Agreement (NCA) for \$608,000, and is 100% financed by this grant. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.
- The mission of the National Center for Health in Public Housing (NCHPH) is to strengthen the capacity of federally funded Public Housing Primary Care (PHPC) health centers and other health center grantees by providing training and a range of technical assistance.



MUTE



CHAT



RAISE HAND



Q&A

# MODULE 2 REVIEW

- Discussed a CHW's responsibilities for AMIGAS
- Learned about the AMIGAS toolbox
- Learned how CHWs can be effective cervical cancer screening promotoras



# LEARNING OBJECTIVES



Demonstrate how to use the AMIGAS toolbox step-by-step



Describe the challenges that may arise in the field of health promotion



Discuss the basic concepts of cultural competency

# AMIGAS LESSON PLAN

## WHAT ARE MY GOALS?

Explain what is a Pap Test

Discuss the Importance of Pap Testing

Find out your participant's current knowledge and practice

Discuss any concerns about the Pap test

Develop an action plan with the woman

Provide information



# IMPORTANT TOPICS

- Getting a Pap Test can help women stay healthy.
- Cervical Cancer is easier to cure if it is found in time.
- It is important for all women to get a Pap test.
- Women can get a Pap test in this community.
- Make a promise to yourself and your family to get a Pap test.



# INTRODUCING THE FLIPCHART

- If there is plenty of time: read all 34 pages out loud to your audience
- If no time, focus on pages 3-4, 7-10 and 15-20
- Make a plan
- Provide the promise sheet to help her commit to an action plan
- Provide the resource sheet and an appointment card if she is ready to make an appointment





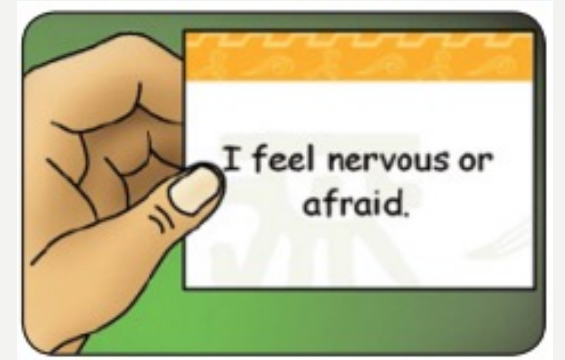
# STEPS 1 AND 2 – WELCOME AND INTRODUCTION

- Welcome your participants and greet each other. May start a small conversation first
- Introduce the information in the flipchart
  - What is Cervical Cancer?
  - What is a Pap test and why is it important?
  - The female reproductive system and what happens when you get a Pap test (Can show the speculum and cytobrush during this part of lesson plan)



# STEP 3 – USING THE MESSAGE CARDS

- Place them in front of your participant (s) and ask to choose the ones that ring a bell for them.
- May choose one purple card and as many of the orange cards they want.
- Make sure to help the women understand the content of the cards.
- **Purple** cards provide general information about her feelings toward Pap testing.
- **Orange** cards provide insight on more specific beliefs, barriers or facilitators associated with getting a Pap test.
- Use the words in the back to help you respond to the card she chooses.



# STEP 4 – MAKING A PLAN

- After discussing her views about getting a Pap test, make a plan together
- The purple card she chose will help you decide what statement fits best for her.

Pap testing status	What you can ask
Has not thought about getting a Pap Test	“How can I help you start thinking about getting a Pap test?”
Thinking about getting a Pap Test	“How can I help you make a plan to get a Pap test?”
Planning and taking first steps towards getting a pap test	“How can I help you make and keep an appointment for a Pap test?”

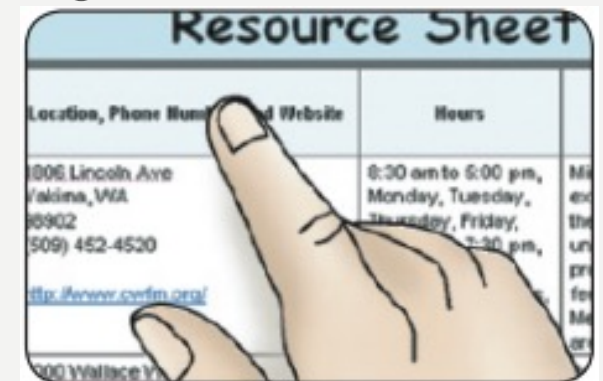
# STEP 5 – PROMISE SHEET

- Once an action plan is established, provide the Promise Sheet.
- Have participant think about specific steps she will take towards getting a Pap test.
- Let her know this is a commitment to herself and her family.
- Have her write down her steps on the promise sheet. She should take the sheet with her to serve as a reminder of her commitment.



# STEP 6 – PROVIDE RESOURCE SHEET

- Keep in mind what you already know to help your participant make a decision on Pap testing.
- Keep in mind what you will say if she is ready for an appointment or if she is not ready.
- If NOT ready: guide her into what she will do next.
  - Provide the resource with the list of health center sites near her. Let her know about Spanish speaking staff, childcare options, bus routes, coverage for the Pap test, etc...
  - Provide your contact information
- If she IS ready: Help her plan a visit
  - Help her identify a health center that she may be interested in going to
  - Go over questions she may want to ask when she calls
  - Go over appointment time options
  - Provide your contact information



# STEP 7 – PROVIDE CONTACT SHEET

- Have the woman fill out the contact sheet with her personal information
- Make sure to mention how you would like to have a record of the discussion you've had with your participant.
- Explain the purpose of the sheet and how it is a useful tool to keep track of Pap testing progress.



# STEP 8 – BROCHURES AND AMIGAS HANDOUT



Provide the AMIGAS handout and brochures that contain information about Pap test and cervical cancer.



Contains similar information discussed during the lesson such as an overview of the AMIGAS program.



May be a time for questions

Answering tips:

Answer if you can

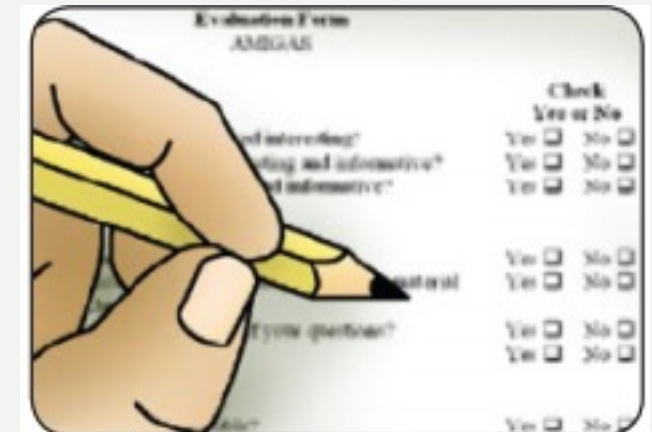
If you can't answer, offer to find out for her



Provide extra handouts to share with her family and friends

# STEP 9 – COMPLETE EVALUATION FORM

- Time to close the session
- Make sure to thank your participants
- Have them fill out the form and ask for them to be honest.





# POLL QUESTION 1

- Which of the following options best represents a challenge you may face as a Community Health Worker in your community?
  - a. Overlapping roles with other health care providers
  - b. Limited resources available
  - c. Cultural barriers
  - d. Partnerships

# WHY IS CULTURAL COMPETENCE SO IMPORTANT?

- CHW's need to be aware and be familiar with the cultural beliefs
  - Not having an understanding of your audience's cultural beliefs may provoke unintended negative health outcomes
- Hispanics are at high risk of receiving poor quality care and experience negative health outcomes.
- Ethnic minorities have a higher morbidity and mortality rates from chronic conditions than their white counterparts.
- Minorities do not have a regular source of care or health care insurance.



# BENEFITS OF CULTURAL AND LINGUISTIC COMPETENCE

- Expand quality and effectiveness of care
- Improve health outcomes and well-being
- Increase the effectiveness of the women's health patient-provider communications
- Expand provider knowledge and skills
- Foster mutual respect and shared-decision making
- Strengthen Patient and Provider Satisfaction



# ADDRESSING COLLOQUIAL LANGUAGE

- Informal types of language may vary on the area where participants of your intervention are from
- Be open to understand the meaning of certain words
- Example: Names of part of the body



# POLL QUESTION 2

- Do you ask questions to get a personal understanding on personal, cultural beliefs, and history?
  - a. Yes
  - b. No

# WHAT ABOUT CULTURAL HUMILITY?

- Cultural humility can transform the way health centers deliver services.
- Goes beyond being culturally competent
- Can help individuals feel that they're being listened to and understood.
- Lead to treatment that will fit their lives
- Cultural Humility requires for you to step outside the box and be open to other people's identities.



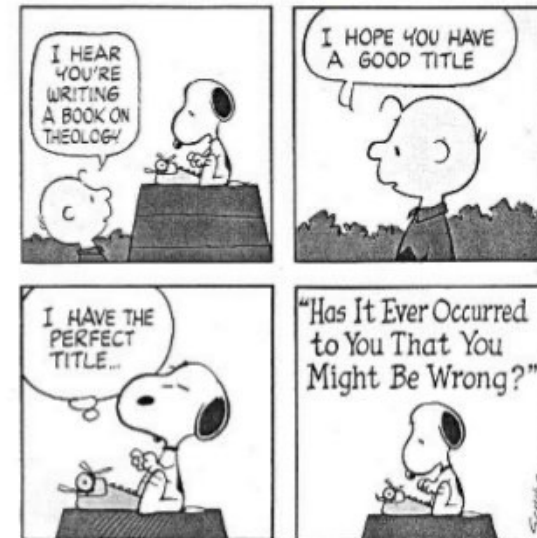
Source: <https://www.rwjf.org/en/blog/2018/06/practicing-cultural-humility-to-transform-healthcare.html>

# CULTURAL HUMILITY TIPS

- Ask about Identity First
- Disease Is Not the Only Issue
- Listen More Than You Speak
- Reflect on Your Own Identity
- Cultural humility is essential to working with your audience as “people” to improve their well-being in an equitable and meaningful way.

Source: <https://www.rwjf.org/en/blog/2018/06/practicing-cultural-humility-to-transform-healthcare.html>

## Cultural humility model



# CHALLENGES

- Overlapping roles with other health care providers
- Limited resources available to clients
- Overloading clients with resources
- Personal barriers of participants (embarrassment, fear, or pain)
- Safety of the CHW's
- Women's beliefs on a Pap Test
- Speaking with your organization's administrator on how to address these challenges may help plan the intervention in a successful manner

Source: <https://www.ncbi.nlm.nih.gov/pubmed/17274222>



# OVERCOMING CHALLENGES

- AMIGAS is an example of “One-on-One Education for Clients”.
- According to the Community Preventive Task Force (CPSTF), one-on-one education increases cervical cancer screening on the basis of strong evidence.
- Delivers information on indications, benefits and ways to overcome barriers.  
Example of the Resource Sheet
- Having a Trauma-Informed Care approach in your health center to make sure things are explained to women properly
- End goal is to inform, encourage, and motivate Hispanic women at risk of cervical cancer to seek recommended screening

# ACCESS TOOLS

- Moodle Profile:
  - NCHPH Learning Collaborative: Cervical Cancer  
<https://ncfcs.org/moodle/moodle/>
- Our website:
  - NCHPH.org

# NEXT ON MODULE 4:

- Understand the benefits of the HPV Vaccine
- Locate additional cervical cancer outreach education resources
- Review the AMIGAS program

# Q&A

- If you would like to ask the presenter a question, please submit it through the questions box on your control panel
- If you are dialed in through your telephone and would like to verbally ask the presenter a question, use the “raise hand” icon on your control panel and your line will be unmuted.

# SAVE THE DATE!

Please visit our website at [www.nchph.org](http://www.nchph.org) to stay tuned for symposium updates!

## SAVE THE DATE

*Health in Public Housing  
National Training Symposium  
2020*

*June 18 – 19, 2020*

*The Westin Alexandria Old Town*

*Alexandria, VA*



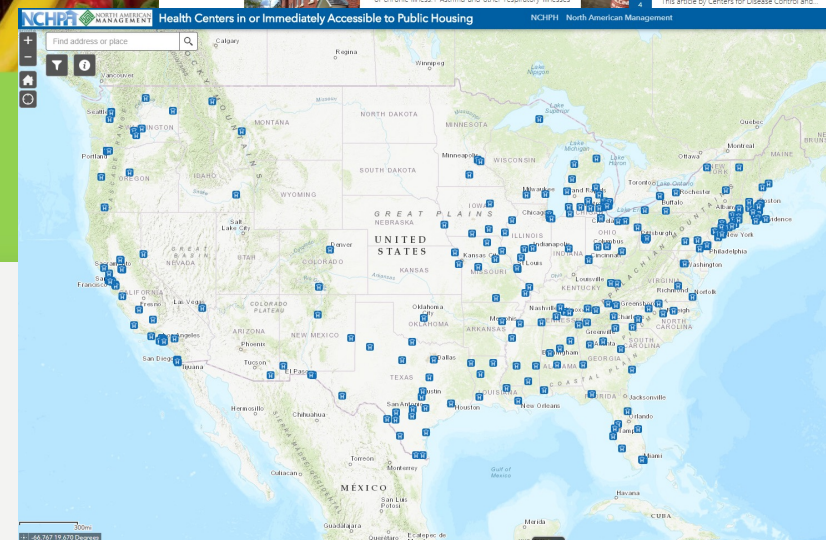
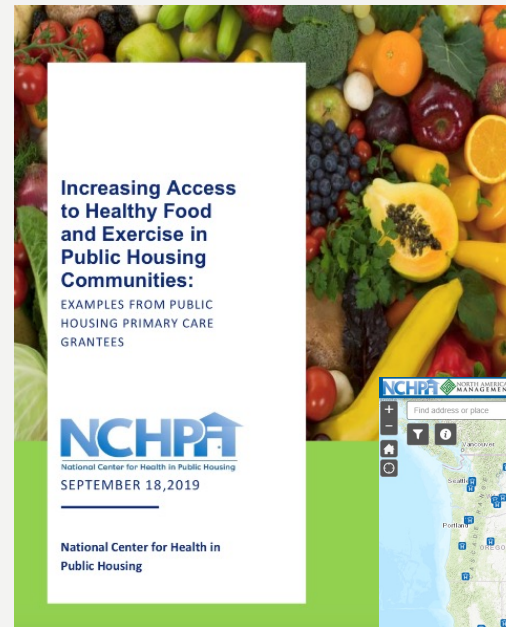
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