



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP100104

Project Title:
A Su Salud Cancer Prevention

Award Mechanism:
Health Promotion, Public Education, and Outreach Programs

Principal Investigator:
Villarreal, Roberto

Entity:
University Health System

Lay Summary:

All cervical cancer deaths can be prevented. In Texas, Hispanic women are twice as likely as non-Hispanic white women to have cervical cancer. Hispanic women are also more likely to be diagnosed later when cancer is harder to cure. The goal of this project is to prevent cervical cancer. We plan to do this by increasing early cancer detection for women in Bexar County, Texas. We also plan to help these women who are not insured find funding for cervical cancer screening and treatment.

We will reach this goal by using the A Su Salud health promotion model within the CareLink program. A Su Salud is an evidence-based, bilingual program that promotes disease and injury prevention in Bexar County. It has been operating for over 20 years. CareLink is a "safety net" financial assistance program run by University Health System (UHS). CareLink has about 35,000 women 18 years and older. We plan to increase cervical cancer screening rates from 60% to 75% by 2012. Also, women 40 and older who have not had a mammogram within the last two years will be given a referral for one.

The A Su Salud model uses mass media and community volunteers to promote cancer screening in the community. Information about cervical cancer screening will be in newsletters and on Spanish television news programs. CareLink members will be told about the value of early and frequent cancer screening by their doctors. They will also be reminded about appointments through e-mail, text messages, and telephone calls from their doctors' office.

We expect this program to lower costs of cancer treatment by reducing the number of patients diagnosed with advanced cancer. UHS is committed helping uninsured women get the cancer screening and treatment they need through innovative education for CareLink women.