



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP100228

Project Title:
Taking Screening to the Streets

Award Mechanism:
Community Collaborative Prevention Programs and Services for Breast,
Cervical and Colorectal Cancers

Principal Investigator:
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Entity:
City of Laredo Health Department

Lay Summary:

Early detection and health education for cancer diagnosis and treatment is critically important for prevention. However awareness and health care access for many is still a barrier, especially for underserved and medically indigent communities along the Texas/Mexico Border where many still lack appropriate and adequate access to care and prevention. As the population ages chronic disease and early detection are even more important. Yet today there is already a significant disparity in breast, cervical and colorectal cancer in this primarily Mexican American/Latino population.

This project will implement 4 major interventions: 1). Data collection of cancer prevention needs as well develop an epidemiological system for reporting of cancer incidence; 2). increase cancer prevention awareness through community wide education outreach, 3). Increase health care access points of entry for early detection; and 4). Provide diagnostic and subsequent follow-up services for treatment through partners. Through education outreach by community lay health workers the project will increase cancer early detection awareness as well as link the community to healthier lifestyles (exercise, nutrition and smoking cessation). With increased awareness to seek cancer screening services, the enhanced network of community points of entry will serve as a safety net to augment access, especially for those most at risk and who are least likely to seek or afford services.

The network will consist of existing community health services already known and trusted by the public such as from the health department (Buena Vida/La Familia) and other community health centers who will provide the following screening services:

- Immunoassay fecal occult blood tests -early colorectal screening
- Pelvic exams/PAP smears -cervical cancer
- Breast exams -breast cancer detection
- HPV vaccine to prevent cervical cancer
- Health Education

Once detected, persons will be case managed for better understanding, education and follow through with diagnostic testing/examinations with partners for:

- Mammograms (women over 40)

- Colonoscopy (persons over 50)
- Diagnostic biopsies