



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP110057

Project Title:
A peer education and outreach program to prevent cervical cancer among Latina mothers and daughters living in Texas-Mexico border communities

Award Mechanism:
Health Behavior Change Through Public and Professional Education and Training

Principal Investigator:
Parra-Medina, Deborah

Entity:
The University of Texas Health Science Center at San Antonio

Lay Summary:

Women in the Texas Lower Rio Grande Valley (LRGV) experience more cases of and deaths from cervical cancer compared to the nation. Cervical cancer is preventable using the HPV vaccine and can be detected early and treated using Pap test screening. The proposed program will focus on Latino mothers and daughters from this area and provide health education on cervical cancer risk factors, screening guidelines, and other prevention strategies. The long term goal of this program is to reduce cervical cancer incidence and mortality in the LRGV by increasing HPV immunizations and knowledge of cervical cancer risk factors, screening guidelines, and the HPV vaccine. Strategies of the program to promote education and outreach to Latinas are: promotoras, peer educators, netbooks, and collaborations with local community organization and clinics. Using promotoras for outreach into Latino communities has proven to be an effective strategy to increase Pap Test screening rates. Programs have also utilized peer educators to deliver health education (e.g., HIV, sexual health) and referral services to youth. The program is partnering with a community-based organization to utilize their expertise and resources to reach and provide immunization and screening services for Latina mothers and their daughters. The program utilizes netbooks with wireless Internet access, applications for surveys and tracking program participants, to assist promotoras with data collection and evaluation of program. These strategies give the program the potential to reduce cervical cancer incidence and mortality among Latinas not only in the LRGV, but in other areas of Texas, as well.