



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP120111

Project Title:
UHS Cervical Cancer Prevention Services – A Su Salud Program

Award Mechanism:
Evidence-Based Prevention Programs and Services

Principal Investigator:
Villarreal, Roberto

Entity:
University Health System

Lay Summary:

The UHS Cervical Cancer Secondary Prevention and Services – A Su Salud Pap Test Program serves CareLink women ages 18 to 64, in Bexar County. The program increases knowledge about the advantages of Pap tests and how they help prevent cervical cancer. Our plan is to use health promotion and patient navigation to change how CareLink women think and behave about cervical cancer and Pap tests. We are reaching 60,000 CareLink households with flyers through the mail, and all women in Bexar County through educational videos and announcements on the Internet, television and radio with information about Pap tests. Overall, we expect to reach over 1 million people. We will also call some CareLink members by telephone to help them get faster appointments, in clinics closer to home. This will make getting the Pap tests easier. We are also going out into the community to educate small businesses, churches and community groups near downtown about the Program. This way they can help the women they know live cancer free too. This year in Texas, over 1,200 women will be diagnosed and 380 will die from cervical cancer. For Women in Bexar County, the rate of cervical cancer is higher than the national rate. What's more, race and ethnic background are linked to cervical cancer. For example, Black and Hispanic women have higher rates of cervical cancer than other races. Sadly, cervical cancer is 100% preventable. In Bexar County, Texas almost 60% are Hispanic. The number of Hispanic women who die from cervical cancer is almost double the number of non-Hispanic White women who die from the disease. Cervical cancer awareness information appears in newsletters, billboards and public services announcements broadcast on social networks like Facebook in English and Spanish, and aired on a local Spanish news station. We also offer low cost Pap test to help people who cannot afford them otherwise. Reminders are sent to remind women about their appointments and the importance of getting Pap tests at least every 3 years to help them avoid cervical cancer. Reminders are sent through mail, email, texts and telephone. The program is aimed to help Hispanic women without health insurance, or not enough insurance, live cancer free. Also, the program can be used by other health systems in Texas or beyond to help other women live cancer free. Eventually, mass media, texting, and social networks may also be used to help people fight other diseases.