



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP180026

Project Title:
Pasos Para Prevenir Cancer: Obesity-related Cancer Prevention in El Paso

Award Mechanism:
Evidence-Based Prevention Programs and Services

Principal Investigator:
Salinas, Jennifer J

Entity:
Texas Tech University Health Sciences Center at El Paso

Lay Summary:

Need: Obesity-related cancers (esophageal, colon, pancreatic, breast, uterine, kidney and thyroid) account for approximately 36% of expected new cancer cases in El Paso County. The incidence of cancer is expected to rise due to the increasing prevalence of obesity in the county, with 70% of the population being overweight or obese. In order to address the growing public health threat of obesity-related cancers in our underserved border community, the overall goal of the study is to deliver a sustainable multilevel community based cancer awareness and obesity prevention program.

Overall Project Strategy: We will use a wide-scaled community organization partnership across El Paso County (how many organizations?) to 1) Deliver a promotora-led education and outreach on obesity prevention, physical activity and nutrition. 2) Provide navigation to low or no-cost physical activity and nutrition resources using our newly-created website. 3) Deliver obesity counseling training to physicians, nurses and other healthcare workers through CME/CEU workshops. 4) Implement an obesity prevention curriculum for residents, medical students, and nursing students at Texas Tech University Health Sciences Center El Paso. 5) Create a sustainable infrastructure for long-term obesity-related cancer prevention through coalition building, work-based challenges and launching a website to provide resources and information on how to increase physical activity and improve nutrition.

Specific Goals:

Goal 1. Improve clinical measures of obesity through the implementation of an education, outreach, and navigation program in El Paso County.

Goal 2. Enhance the uptake of evidence-based obesity prevention and treatment strategies by healthcare providers in the health care setting.

Goal 3. Create sustainable community solutions to decrease obesity prevalence in El Paso County.

Innovation:

There are few cancer prevention programs that target obesity as a modifiable risk factor for multiple cancers in the Hispanic and border community in general. Furthermore, few, if any, obesity prevention programs take on a multilevel approach targeting 1.

Individuals, 2. Physicians and healthcare workers and 3. Community agencies as proposed in this application. Therefore, the innovative aspects of this proposed project include: 1. Providing an enhanced cancer prevention program that includes culturally-

sensitive obesity education and outreach using promotoras, 2. Training current and future physicians and healthcare workers on counseling and other strategies for preventing obesity in a clinic setting. 3. Supporting county-wide infrastructure to prevent obesity-related cancer in El Paso County through coalition building, building a website for physical activity and nutrition resources and promoting work-based challenges.

Significance and Impact:

Obesity rates in El Paso County are high with no immediate signs of decline. As a result, obesity-related cancer incidence is expected to increase. Therefore, approaches to prevent increased cancer incidence must be comprehensive, intervening at multiple levels. We expect our program to reach a large number of El Paso residents; providing education and outreach, healthcare professional training, resource sharing and website development to assure long-term sustainability.