

Did You Know?

Upcoming Events

SAVE THE DATE!

MEN'S HEALTH FORUM

PRESENTED BY: MOFFITT CANCER CENTER

**SATURDAY
MARCH 9, 2013**

★

**FREE ADMISSION, FOOD,
PARKING, PRIZES &
HEALTH SCREENINGS**

★

PROSTATE EXAM VOUCHERS
Limited quantity for those who qualify
*No on-site prostate cancer testing

★

MARSHALL CENTER
University of South Florida
4202 E. Fowler Avenue, Tampa 33620

TO ATTEND:
Call 1-888-MOFFITT (1-888-663-3488) Press 5
(Mon-Fri, 8:00 a.m. - 5:00 p.m.)
More information: MHTampa.com

www.tbccn.org

1-866-84-TBCCN



T B C C N
Tampa Bay Community Cancer Network
at H. Lee Moffitt Cancer Center & Research Institute

NETWORK NEWS

Creating Partnerships
For Better Health

December 2012

Winter Edition

Tampa Bay Community
Cancer Network

2012 TBCCN FALL FILM FESTIVAL

Written by: Mariana Arevalo, MSPH

TBCCN premiered two educational videos during its Fall Film Festival. The event was held on November 15th. The 60 guests in attendance included community members, Moffitt faculty, and physicians who were featured in the films. The festival celebrated the culmination of two research projects, which have developed educational materials for the Tampa Bay community.

The actual premiere consisted of two 10-minute TBCCN produced videos. The first video was entitled “Colorectal Cancer: Prevention Begins at Home.” It aims to promote patient-provider communication about colorectal cancer screening and increase awareness of Immunochemical Fecal Occult Blood Testing (iFOBT) among diverse medically underserved populations. The second featured video, entitled “Biobanking: A Hope for a Cancer Cure,” aims to increase awareness about biospecimen donation and banking among healthy (cancer-free) and diverse community members. This video showcased an array of interviews with physicians, researchers, and community advocates, who discussed the importance of biobanking in the advancement of cancer research. Both videos were developed using ongoing feedback from community members. Certificates of appreciation and copies of the educational videos were given to those in the audience who participated in the videos.

Copies of “Colorectal Cancer: Prevention Begins at Home” and “Biobanking: A Hope for a Cancer Cure” can be obtained by calling Mariana Arevalo at 813-745-6812. ↑



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CANCER EDUCATION
WORKSHOPS

Is your organization interested in
having TBCCN provide cancer
education sessions for your community?
Please contact us.
We can help.

1-866-84-TBCCN

FOR MORE INFORMATION
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TRAINING & WORKSHOPS
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COMMUNITY PARTNERS HIGHLIGHTS

RESEARCH CORNER

TBCCN Biostatistician Offers Free Consultation to Community Partners

Ji-Hyun Lee, DrPH, is an Associate Member of Biostatistics at Moffitt Cancer Center. Additionally, she is an Associate Professor of Biostatistics & Oncologic Sciences at the University of South Florida. Ji-Hyun has collaborated extensively in the area of cancer research, with researchers from the departments of Health Outcomes & Behavior Program, Cancer Epidemiology Program, and Experimental Therapeutics Program. Her most recent research focuses on health disparities. She is also a Certified Professional Statistician through the American Statistical Association (PStat®).

During the TBCCN November journal club, Dr. Lee made the announcement that she is available to provide statistical guidance to TBCCN community partners in the following areas: study design, data collection, summarizing data, analyzing data and interpreting data.

Understanding how to collect, manage and interpret data for TBCCN’s partnering organizations can inform policy, determine which community programs make the biggest impact, and help improve services by targeting the populations that need it most. As a statistician who has a strong passion for combating health disparities and on increasing statistical literacy within various communities, Ji-Hyun is “eager and willing to provide statistical guidance to our partners as needed.”

Those partners interested in scheduling a consultation with Dr. Lee are asked to please contact Khaliah Fleming at Khaliah.Fleming@moffitt.org or via phone at 813-745-8864. Additional TBCCN sponsored journal clubs are scheduled for February 12th and May 14th. All journal clubs are free of charge. Lunch will be provided. For more information regarding the journal clubs, please contact Lynne Klasko, MPH, at 813-745-6813. ↑



Dr. Ji-Hyun Lee will offer free consultations to interested TBCCN community partners.

Written by: Lynne Klasko, MPH

Dr. Kristen Wells Awarded Grant for Future Avatar Study

Latinas experience higher cervical cancer (CC) incidence and mortality when compared to the general population in the United States. Many Latinas lack access to health care and experience literacy, communication, and knowledge barriers that prevent them from obtaining CC screening. Patient navigator and other similar interventions have been used to increase CC screening rates; however, few have focused directly on the needs of Latinas. Interactive technological interventions, like embodied conversational agents (ECA), are currently used in other populations. No known initiative has used culturally and literacy appropriate technology to deliver Spanish-language cervical cancer education as part of a patient navigation intervention.

Dr. Kristen Wells was recently awarded a grant by the National Cancer Institute to fund her study entitled, “Feasibility of Virtual Agent Cervical Cancer Education for Hispanic Farmworkers.” This study aims to create and conduct a preliminary evaluation of a Spanish-language Virtual Patient Educator multimedia application to support a patient navigation intervention for increasing cervical cancer screening rates among Latinas in a rural agricultural community. Using the Social Cognitive Theory, the proposed project will be conducted in 2 phases. In Phase 1, the research team will engage community members to develop a low literacy Spanish-language interactive multimedia tool. The project team will design the virtual patient educator through systematic and technical processes. Ongoing feedback from community members will be used to make any necessary revisions.

Once testing is complete, a series of learner verification interviews will be conducted to assess the suitability of the virtual patient educator. In Phase 2, a preliminary evaluation of two methods of patient navigation delivery (with and without the virtual patient educator) will be conducted with 60 participants who are not up to date with recommended CC screening guidelines according to the American College of Gynecologists and Obstetricians.

The proposed project will advance research towards the development of interactive technology interventions to disseminate health education to disparate populations. ↑

Written by: Khaliah Fleming, MPH



Dr. Kristen Wells (third from the right) with fellow TBCCN investigators at the biennial Cancer, Culture and Literacy Conference held last summer

C.A.R.E.S STUDY UPDATE

The **Colorectal cancer Awareness, Research, Education and Screening** (C.A.R.E.S.) study is a community clinic-based intervention that helps reduce the barriers to colorectal cancer screening among medically underserved diverse populations. The study is currently recruiting in Pasco and Pinellas county community clinics.

Adults aged 50 to 75 years are taking part in the CARES research study. This patient-centered intervention, utilizes tailored education materials developed in phase I of the C.A.R.E.S. study and a pre-existing brochure. Qualified patient participants are randomized into a standard intervention or a new culturally tailored intervention. The standard intervention consists of standard education materials (a tri-fold brochure about colorectal cancer screening). The culturally tailored intervention consists of newly developed photo novella booklet and a DVD, about colorectal cancer screening. To reduce access barriers, all patient participants receive a free take home colorectal cancer screening test kit known as the immunochemical Fecal Occult Blood Test (iFOBT), or the home stool test. To date, 69 men and women have been enrolled in the study since August 2012. At the current accrual rate of about 15-17 patients a month, the study is on track to complete enrollment within two years.



C.A.R.E.S. research study coordinator, Rania Abdulla

The C.A.R.E.S project has had recent changes in personnel as the original full-time coordinator, Jamila Ealey, MPH, has transitioned to another public health opportunity. The C.A.R.E.S team would like to extend a special thanks to Jamila, who served as the project's research coordinator since inception of the study (October 2010 to October 2012). Rania Abdulla and Alyssa Schmidt are now the primary study coordinators. Rania Abdulla graduated from the University of South Florida with a Bachelor's degree in Biology and a Master's in Education, Measurement and Evaluation concentration. She has been working on the C.A.R.E.S project since January 2011.



C.A.R.E.S research coordinator, Alyssa Schmidt

Alyssa Schmidt joined the C.A.R.E.S team in October as a new coordinator. She recently graduated from USF's College of Public Health and attended the University of Portland for her Bachelor's degree. Alyssa was a research assistant in the Cancer Epidemiology department at Moffitt before joining the C.A.R.E.S team. ↑

Written by: Rania Abdulla, MA

TBCCN Announces New Community Liaison

Gloria San Miguel is currently responsible for the management, accreditation and quality process improvement of clinical and non-clinical areas for the oncology service line at Morton Plant Mease Hospital (MPMH)/ BayCare Health Systems. Gloria has more than nine years of post graduate experience in hospital operations management and five years of Six Sigma Methodology experience.

Prior to completing her masters degree in Health Services Administration, she had 10 years of clinical trials and academic research experience with several peer-reviewed publications. Past positions include research assistant positions at the James A. Haley Veterans Hospital (Tampa, FL), the National Institutes of Health (Bethesda, MD), the Massachusetts Institute of Technology (Cambridge, MA), and the University of Puerto Rico (Rio Piedras, PR).

In her new role as the TBCCN community liaison, Mrs. San Miguel will be responsible for providing community insight and perspective within TBCCN's administrative core. She will continue to represent Morton Plant Mease/BayCare Health Systems as a TBCCN community partner.



TBCCN welcomes Gloria San Miguel as the new TBCCN Community Liaison.

TBCCN would like to congratulate Gloria on her new role! TBCCN would also like to express its gratitude to Lounell Britt, for her dedicated service as the network's previous community liaison. ↑

Written by: Khaliah Fleming, MPH

Youth Ambassadors Reaching Out Awards Ceremony

TBCCN completed its first middle school cohort of its **YARO Program** (Youth Ambassadors Reaching Out). YARO is a youth-based program educating middle and high school students within Pinellas, Pasco and Hillsborough Counties about careers in health and science, health disparities, healthy lifestyle practices, and cancer prevention. The first cohort was comprised of 14 students from St. Petersburg. While in the program, students enjoyed a tour of Moffitt Cancer Center, interactive educational sessions, and the completion of



YARO participants with program facilitators, Dr. Vani Simmons, Nia Jackson and Khaliah Fleming.

a photovoice project which allowed students to capture health disparities within their own communities. Students were also encouraged to serve as local health ambassadors by sharing what they learned in the program with others in their schools, neighborhoods, and homes.

YARO participants were honored for their completion of the program on November 8, 2012, with an awards ceremony at the James B. Sanderlin Neighborhood Family Center. ↑

Written by: Khaliah Fleming, MPH

CBPRTI Awards Travel Funds

I was recently inducted into TBCCN's Community Based Participatory Research Training Institute (CBPRTI) with other postdoctoral research fellows and assistant professors interested in collaborating with the community to conduct more effective and ethical community-based research. As a member of the second training cohort, the CBPRTI is providing me the opportunity to collaborate with TBCCN partners to gain hands-on practice employing the CBPR paradigm to outreach and research. Each trainee has been paired with both an academic and community partner experienced to help us better understand CBPR processes. The CBPRTI also offers resources to help conduct and present community-based research. For example, each year they provide up to two scholarships for trainees to attend and present research at national conferences.

This year the CBPRTI provided me the opportunity to travel to San Francisco to present my research at the 140th American Public Health Association (APHA) Annual Meeting and Exposition. The largest public health conference in the nation, APHA hosts numerous scientific sessions related to community based participatory research (CBPR). The CBPRTI travel award allowed me to participate in this conference, learn about other community-engaged research, network with public health scholars and practitioners, and present my research related to the sustainability of community health worker (CHW) programs.

Community engagement and empowerment are at the heart of CHW programs because lay community members are selected and trained to serve as CHWs to deliver culturally sensitive and language appropriate disease control and prevention information within their communities. This model has also been viewed as a sustainable means of health education and outreach because the health interventionists live and work within the communities they serve.

I conducted a study which explored program planners' perspectives regarding the sustainability of CHW-led obesity-related health programs for Hispanic women and their families. Research implications included the need to develop sustainability strategies during program planning stages and to implement policies to more effectively integrate CHWs into existing healthcare systems at local, state, and national levels.

Presenting this research at this year's APHA annual conference provided me the opportunity to network with other professionals interested in CHW research and learn about the direction of national and international level CHW outreach and research. I am grateful for the support I received to present my research and further understanding of this model of care. ↑



Postdoctoral fellow, Alexis Koskan, was awarded a CBPRTI travel award.

Written by: Alexis Koskan, PhD

TBCCN Journal Club

The Research and Practice CBPR Journal Club is a forum for students, academic researchers and community members to discuss best practices in community-based participatory research (CBPR). Co-facilitated by a representative from a TBCCN partner organization and a CBPRTI trainee, the journal club serves as an interactive lunch session to critically evaluate recent articles in the scientific literature pertaining to community engaged research. Open to the general public, the journal club meets quarterly, usually on the campus of Moffitt/USF.

On November 6th, TBCCN held its first journal club at a community partner site. Martine Dorvil, Director of Community Outreach at the University Area Community Center (UACC) hosted the event at the UACC and co-facilitated with Stacy Davis, a post-doctoral research fellow and CBPRTI trainee. The article discussed, "Results from the Data & Democracy Initiative to Enhance Community-Based Organization Data and Research Capacity," described a research intervention in which researchers taught representatives from community organizations how to manage their own data.

Martine and Stacy did an excellent job of explaining and analyzing each section of the article. They provided insightful community and academic perspectives regarding data management. The discussion component of the journal club focused on the short length of the specified intervention as a possible program limitation. Students, researchers and community members alike discussed the ability of the intervention to increase the capacity of the organizations involved.

At least one community partner from each of the counties served by TBCCN was in attendance. The next journal club will be held in February. For more information on the TBCCN journal clubs, please contact Lynne Klasko at 813-745-6813. ↑



TBCCN Journal Club attendees during the November 6th journal club held at the University Area Community Center.



Written by: Lynne Klasko, MPH