



*Creating Partnerships
for Better Health*

December 2013

Winter Edition

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CANCER EDUCATION WORKSHOPS

*Is your organization interested in having
TBCCCN provide cancer education
sessions for your community?*

Please contact us. We can help.

1-866-84-TBCCCN

For More Information on Our EVENTS, TRAINING & WORKSHOPS:

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Tampa Bay Community Cancer Network 2013 *American Public Health Association (APHA)*

Written by: John Robinson

TBCCCN was fortunate enough to present its abstract, *Leveraging the Power of Future Generations*, at the 141st Annual APHA meeting in Boston, MA, in November. The theme for this year's APHA conference was *Think Global, Act Local*. TBCCCN's abstract focused on the work that TBCCCN is doing with its YARO (Youth Ambassadors Reaching Out) Program. I was privileged and honored to present this information during the youth roundtable session at the conference. As a current LINK (Leaders in New Knowledge) student with TBCCCN and a YARO Youth Advisory Board Member (YAB), I was able to share my knowledge of the program as well as my role with the program. As a YAB member, I am responsible for providing insight regarding the content for the YARO sessions as well as assisting with the coordination of the tour of the immunology lab here at Moffitt for program participants.

My APHA experience was wonderful! I was able to attend very interesting sessions at the conference. The atmosphere of the conference was great, and I could tell right from the beginning



1st YARO Cohort of participants
in Pinellas County

that I was surrounded by people who were committed to improving the lives of their community members.

Hosting the roundtable discussion was exhilarating and a great experience to have. The session consisted of me providing an overview of the program and program results, while answering any inquiries that attendees had about the program format, delivery and content. The questions were a great segue for detailed program discussions. There were multiple opportunities for people to express their thoughts about some of the techniques used in the program, and to share their experiences and best practices from their own projects. It was a great experience for me, especially since it was my first time hosting a roundtable session and my first time attending the conference.

Kevin Geffrard Completes Field Experience Opportunity with TBCCN

Written by: *Khaliah Fleming, MPH, CHES*

During the current Fall semester, TBCCN was fortunate enough to acquire Kevin Geffrard, as a field experience student within its outreach core. Kevin is a 2nd year MPH student at the University of South Florida's College of Public Health. Each student who matriculates through USF's College of Public Health must complete a field experience. Similar to an internship, the field experience provides students with hands-on learning opportunities to cultivate and improve their critical thinking, analytical, and professional skills in a variety of public health settings.

The objectives of Kevin's field experience opportunity included: demonstrating a working knowledge of community-based participatory research (CBPR); designing and implementing community outreach educational events; processing and analyzing data; learning more about the structure of community partnerships; and gaining more knowledge about the communities served by TBCCN. These objectives were met through Kevin's participation as a co-facilitator of TBCCN's YARO program; his attendance at CBPR journal clubs; his creating of databases to house data obtained from outreach events; his attendance at TBCCN administrative core team meetings; and his attendance and participation in community-based health events such as the African American Health Forum in Pinellas County.

When asked about lessons learned from his time with TBCCN, Kevin emphasized the need to be mindful of the language used within the delivery of health information and resources; the need for solid collaborations and partnerships; and the need to fully understand the role that cultural competency and respect plays within the field of public health. Kevin further elaborated on his time at TBCCN by stating, "My time at TBCCN has been an eye-opening experience. The classes I've taken have attempted to prepare me for what I'll see in the field. However, interning with TBCCN's outreach core has taught me far more than I could have ever expected.

“ *My time at TBCCN has been an eye-opening experience.* ”



Kevin Geffrard at the College of Public Health's field experience debriefing session highlighting his work with TBCCN this semester.

The biggest lesson I've learned is to be creative and think outside the box. Many of the solutions to the disparities TBCCN addresses are obvious, or at least they seem that way on paper. But actually making an impact on these disparities takes innovation and flexibility. I had never seen educational materials in foreign languages until I arrived at TBCCN. It

acknowledges the diversity in our communities and how English isn't everyone's first language. I also noticed the presence TBCCN has within the community. Being visible makes TBCCN seem personable to the people we want to help."

Kevin completed his field experience opportunity with a poster presentation highlighting his experience at the College of Public Health's Field Experience debriefing session on December 5th. This poster presentation was open to all students, faculty members and public health associates.

TBCCN is grateful to Kevin for his time and work with its outreach core during this semester.

Tampa Bay Community Cancer Network Cervical Cancer Educational Resource

Written by: *Khaliah Fleming, MPH, CHES*

TBCCN is proud to announce that it has completed its CHE (Community Health Educator) directed NCI funded supplement to revise its Cervical Cancer Education Resource (known as the TBCCN-CCER). This project was completed in collaboration with TBCCN's partner, Catholic Charities Mobile Medical Services (CMMS). The overall outcome of the CHE supplement was to increase knowledge of HPV, cervical cancer, and Pap tests; thus increasing the uptake of Pap tests by women in the Hispanic farmworker migrant community. The theoretical framework used as the basis for the project was the Social Cognitive Theory. Additionally, information gathered from previous formative interviews with women from the community was used to influence the specific content addressed in the revised TBCCN-CCER. These interviews provided insight into what hindered women in this community from obtaining regular pap tests.

The project consisted of two phases. Phase 1 consisted of the conducting of learner verification interviews with women from the community in order to modify and finalize a culturally appropriate low literacy cervical cancer educational resource. Phase 2 consisted of conducting preliminary testing of the effectiveness of the TBCCN-CCER with women from the community.

The revised TBCCN-CCER is in the form of 18 flip-chart like cards to provide easy access and transporting. Women who have participated in Phase II of the study also received a take home brochure highlighting the main points of the TBCCN-CCER: why the Pap is important, who should receive the Pap and how often, as well as how to go about scheduling a Pap at the clinic. While the Phase II data

is currently being analyzed, the final intended outcome is a culturally-tailored, relevant and sensitive educational resource consisting of visually engaging teaching cards aimed to motivate and prime Hispanic farmworker women to obtain regular Pap tests.

TBCCN's work in this area of health education and health communication was recognized at this year's International Conference on Cancer Education. TBCCN's poster highlighting its revision and development of the TBCCN-CCER, ¡Es Por Mi Bien! Development of the Tampa Bay Community Cancer Network Cervical Cancer Educational Resource, was featured at this conference.

For more information about this project, please feel free to contact Khaliah Fleming, MPH, CHES, at (813) 745-8864 or via email at Khaliah.Fleming@moffit.org.



Final set of TBCCN-CCER 18 visually engaging teaching cards

The logo features a stylized blue and white 'D' shape on the left, followed by the words 'MOFFITT DIVERSITY' in white, bold, uppercase letters on a dark blue background.

Moffitt Diversity 10th Anniversary
Diversity & Inclusion Seminar Series

Present

M-POWER

Moffitt Program for Outreach
Wellness Education & Resources

**M-POWER Strategies for Reaching the
Community with Cancer Prevention & Education**

Please join us for an informative and interactive seminar focusing on effective community outreach, health education, and research recruitment strategies.

January 16, 2014
12:00 pm—1:00 pm
SRB Ferman Family Conference Room

Lunch will be provided.

Please RSVP to (813) 745-6904 or Roberto.Ramos@moffitt.org

