

Reducing the Ethnic/Minority Cancer Burden Utilizing a Community Based Participatory Approach



Beaumont
William Beaumont Hospital

Cancer Institute

William Beaumont Hospital, Royal Oak, MI

Vicky Dykes, Monty Fakhouri, Hari B. Menon, Mary Plotz, David Decker, M.D., Ishmael Jaiyesimi, D.O., Samer Ballouz, M.D., Dwight Fitch, M.D., Muhyi Al Sarraf, M.D., Ammar Sukari, M.D., C. Jeanne Archer, Ph.D., Stanley Berry, M.D., Adil Akhtar, M.D., Frank A. Vicini, M.D.

Abstract

Background

Since 2003, Beaumont Cancer Institute's (BCI) Minority Outreach Program has continued to develop and enhance our program in an effort to provide cancer education to our minority communities. On March 4, 2006, the 3rd Annual African-American Cancer Prevention Forum was held at the Charles Wright African-American Museum featuring motivational speakers, Les Brown and Lauren Hudson. Our primary goal is to provide cancer prevention, detection and treatment to our minority outreach communities in an effort to reduce cancer incidences. Beaumont medical oncologists and radiation oncologists provided information on prevention, detection and treatment of breast, endometrial, ovarian, and prostate cancer at all 3 symposiums. In 2005, the Minority Outreach Program and the Arab American Chaldean Council undertook the process of implementing and developing the 1st Annual Arab American and Chaldean Cancer Education, Prevention and Early Detection Forums with Beaumont physicians again providing cancer prevention and educational information. This was followed by the 2nd Annual Arab American and Chaldean Cancer Prevention forum in 2006. To determine if we were achieving our goal of cancer screening/prevention and ultimately providing cancer screening to our underserved a post test was developed to measure our achievements.

Materials & Methods

A post-test for the forums was developed by the BCI. The survey had three sections: forum content, participant's cancer screening history and the symposium logistics and materials. These items were scored using a likert scale of: excellent, good, satisfactory and unsatisfactory. After careful review, the post-test was redefined for the 2nd Arab, American & Chaldean Cancer Forum with the responses categories of agree, neutral, disagree and not sure. The post-test was also available in Arabic at the 2nd Arab American Cancer Prevention Forum, in response to suggestions collected from the first survey. The survey also asked the participants to make recommendations and to provide comments for future forums and implementation. Participants were also requested to provide their mailing address, telephone number and email address, for additional follow-up information on cancer prevention, detection, and screening.

Results

The 2nd Annual African American Cancer Prevention Forum had over 250 attendees with over half of the surveys completed with 99% stating the forum provided valuable information, 98% learned something new about cancer prevention, detection and treatment, 96% felt the forum made a valuable contribution to their community, 97% felt the forum would benefit them personally and 98% stated they would undergo some type of cancer screening. At the 3rd Annual African-American Cancer Forum: previous attendees were asked, if they had undergone screening for various types of cancers as a result of their participation, 32 (29.9%) women had a mammogram, and 23 (21.5%) had a pap smear. Ten men (9.3%) stated they had a PSA in the past year and 9 participants had other forms of cancer screening. 58 comments and recommendations were made which were combined for the purpose of this analysis and fell into four categories: logistics, public relations/marketing, health topics, and positive praise. Responses relative to the forum's logistics comprised 58 (17%) comments and 25% of the recommendations were related to health issues in the praise category 28 (48%), 25% of the comments were words of encouragement and 61% rated it as a very good program. 94.6% felt the programs made a valuable contribution to the African-American community in Southeast Michigan and 99.1% felt that the Forum provided them with valuable information. 93.7% felt the Forum's content would help them personally, 95.5% learned something new about cancer prevention, early detection and treatment. A significant number of participants (87.4%) reported that they will seek out a cancer screening. The majority also enjoyed hearing the personal stories of the motivational speakers (Table 1).

The results from the 1st Arab American and Chaldean Cancer Prevention Forum resulted in a response rate very low with 23 (6.2%) of the 350 persons in attendance completed/partially completed the survey. 21 (71.4%) felt the symposium provided valuable information, 21 (81%) felt the program was a valuable contribution to the community; 21 (90.5%) felt the program would help them personally and 16 (74.9%) felt they had an opportunity to ask questions of the physicians with 94% intending to undergo some form of cancer screening (Table 2). The survey was not in Arabic and the program ran late which may have led to the diminished number of surveys completed. Following modifications, the 2nd Annual Arab American and Chaldean Cancer Forum, the survey was provided in both Arabic and English with over 105 surveys completed: 79.2% felt the cancer forum provided valuable information, 82.8% learned something new about cancer prevention, detection, treatment, 81.3% felt the program made a valuable contribution to the community, and 60.9% of the attendees intended to undergo cancer screening (Table 3).

Conclusions

The forums impacted our participants with one-third of the attendees from all 5 forums undergoing some type (PSA, Pap smear, mammogram and/or colon cancer) of cancer screening. During the next year, Beaumont Cancer Institute looks forward to continuing our cancer forums to include all of our diverse ethnic groups in the greater metropolitan area. Our goals are to provide our minority communities with up-to-date educational information on breast, prostate, gynecologic, lung, and colorectal cancer prevention, detection and treatment in an effort: "To further penetrate into the consciousness of the minority population by providing education and diminishing the number of cancer incidences."

Background

In September of 2003, the 1st Annual Minority Outreach Cancer Prevention Forum was held. The initial forum only addressed prevention, treatment, and detection of prostate cancer in the African American minority community. During the next six months, requests were made from the community to provide additional information on prevention, detection and treatment of prostate, breast and ovarian cancer. The following are facts related to our decision on our outreach program to our African-American community.

- An estimated 5000 African American women were expected to die from breast cancer in 2005
 - The 5-year survival rate for African American women is 70 % compared to 85 % among white women
 - 60% of Caucasian women were diagnosed with early breast cancer
 - Breast cancer is the most common cancer among African American Women
- In an effort to address these disparities, the 2nd Annual African-American Symposium was held in March of 2005.

Objectives

To further penetrate the consciousness of ethnic/minority populations by providing cancer education.

To provide cancer screening services to our minority communities.

To provide resources to cancer patients and their families in our minority communities

To provide supportive services to our cancer patients and their families in our minority communities.

Study Design

Eliminating Racial Disparities and Reducing Cancer Incidences

In a study published in the March/April of 2005, issue of Health Affairs devoted primarily to racial/ethnic disparities in health care, former U.S. Surgeon General David Satcher found that eliminating the racial gap in health care would prevent nearly 84,000 deaths of African Americans annually. For the study, Satcher and colleagues examined trends in "standardized mortality ratios" for African Americans and whites between 1960 and 2000 and found that while overall mortality rates have improved over the last 40 years, "the gap between the races has narrowed little." Satcher and his colleagues conclude that the United States needs to improve mortality rates for African Americans by making a "systems change" such as establishing universal health insurance, creating a specific primary care "medical home" for each American, ensuring adequate representation of African Americans in health care professions, and eliminating racial bias in the delivery of care, nutritious foods, and ensuring educational access for African-Americans. Thus, the Beaumont Cancer Institute developed and implemented the educational forums on cancer prevention, detection and treatment with the ultimate goal of reducing the incidences of cancer and provide cancer screening to our underserved⁽¹⁻⁶⁾.

Results

Patients

Table I: Percentage of Responses to African American Cancer Forum Content Questions

Content Items	Excellent		Good		Satisfactory		Unsatisfactory	
	2005	2006	2005	2006	2005	2006	2005	2006
The Cancer Prevention Forum provided valuable information	94%	99%	5.0%	-	10%	-	-	10%
I learned something new about cancer prevention, early detection, and treatment.	90%	95.5%	8.0%	4.5%	10%	-	-	10%
This program made a valuable contribution to our community.	100%	99%	-	-	-	-	-	10%
Les Brown and Lauren Hudson were excellent speakers on the topic of prostate cancer and breast cancer	98%	99%	2.0%	10%	-	-	-	-
The content of the program will help me personally.	97%	93.7%	3.0%	-	-	6.3%	-	-
After this program, I intend to undergo cancer screening for prostate, colorectal, ovarian or breast cancer.	98%	87.4%	1.0%	8.7%	-	1.9%	10%	2.0%

Table II: First Arab American and Chaldean Cancer Forum

Content Items	Excellent	Good	Satisfactory	Unsatisfactory
The Cancer Prevention Forum provided valuable information (n=21)	71.4%	23.8%	4.8%	-
I learned something new about cancer prevention, early detection, and treatment (n=21)	57.1%	33.3%	4.8%	4.8%
This program made a valuable contribution our community (n=21)	81%	19%	-	-
The content of this program will help me personally (n=21)	66.6%	23.8%	4.8%	4.8%
The opportunity to ask questions of the physicians provided additional educational information on cancer prevention, early detection and treatment (n=16)	43.8%	31.3%	18.7%	6.2%
After this program, I intend to undergo cancer screening for prostate, colorectal, and ovarian or breast cancer. (n=19)	68.4%	26.3%	5.3%	-

Table III: Second Arab American and Chaldean Cancer Forum

Content Items	Excellent	Good	Satisfactory	Unsatisfactory
The Cancer Prevention Forum provided valuable information (n=105)	79.2%	12.5%	3.1%	5.2%
I learned something new about cancer prevention, early detection, and treatment (n=105)	82.8%	9.6%	11%	6.5%
This program made a valuable contribution our community (n=105)	81.3%	10.4%	1.0%	7.3%
The content of this program will help me personally (n=105)	75%	18.7%	2.1%	4.2%
The opportunity to ask questions of the physicians provided additional educational information on cancer prevention, early detection and treatment (n=95)	74.7%	13.7%	4.2%	7.4%
After this program, I intend to undergo cancer screening for prostate, colorectal, and ovarian or breast cancer. (n=92)	60.9%	14.1%	4.3%	20.7%

Conclusions

Cancer Prevention Forums impacted our ethnic/minority communities and resulted in one-third of program participants undergoing some type of cancer screening. During the next year, the Beaumont Cancer Institute will be continuing our cancer symposiums to include all diverse ethnic groups in the greater metropolitan area and provide our minority communities with cancer screening along with up-to-date educational information on breast, prostate, ovarian, lung, and colorectal cancer prevention, detection and treatment in an effort: "To further penetrate into the consciousness of the minority population by providing education and diminishing the number of cancer incidences."

REFERENCES

- Ross LE, Stroud LA, Rose SW, Jorgensen CM. Using telephone focus groups methodology to examine the prostate cancer screening practices of African-American primary care physicians. Journal of the National Medical Association. 98(8):1296-9, Aug 2006.
- Satcher D. Plenary session 1: A Surgeons General colloquium. Major health policy challenges and opportunities facing the nation. Ethnicity & Disease. 15(2 Supply 2):S58-61, 2005.
- Satcher D, Fryer GE Jr, McCann J, Troutman A, Woolf SH, Rust G. What if we were equal? A comparison of the black-white mortality gap in 1960 and 2000. Health Affairs. 24(2):459-64, Mar-Apr 2005.
- Centers of Disease Control and Prevention. Preventing and Controlling Cancer: Addressing the Nation's Second Leading Cause of Death. <http://www.cdc.gov/cancer/dcpca>. Dec 2004.
- Healthy people 2010- Understanding and improving health, 2nd ed. Washington, DC: US Government Printing Offices. US Department of Health and Human Services US DHSS, 2000.
- Kulwicki, A. Health Issues among Arab Muslims Families. In Aswald, N & Bilge, B. Families and Gender among Muslims: Issues Facing Middle Eastern Immigrants and their Descendants. Philadelphia, PA. Temple University Press, Pp. 187-221, 1996.