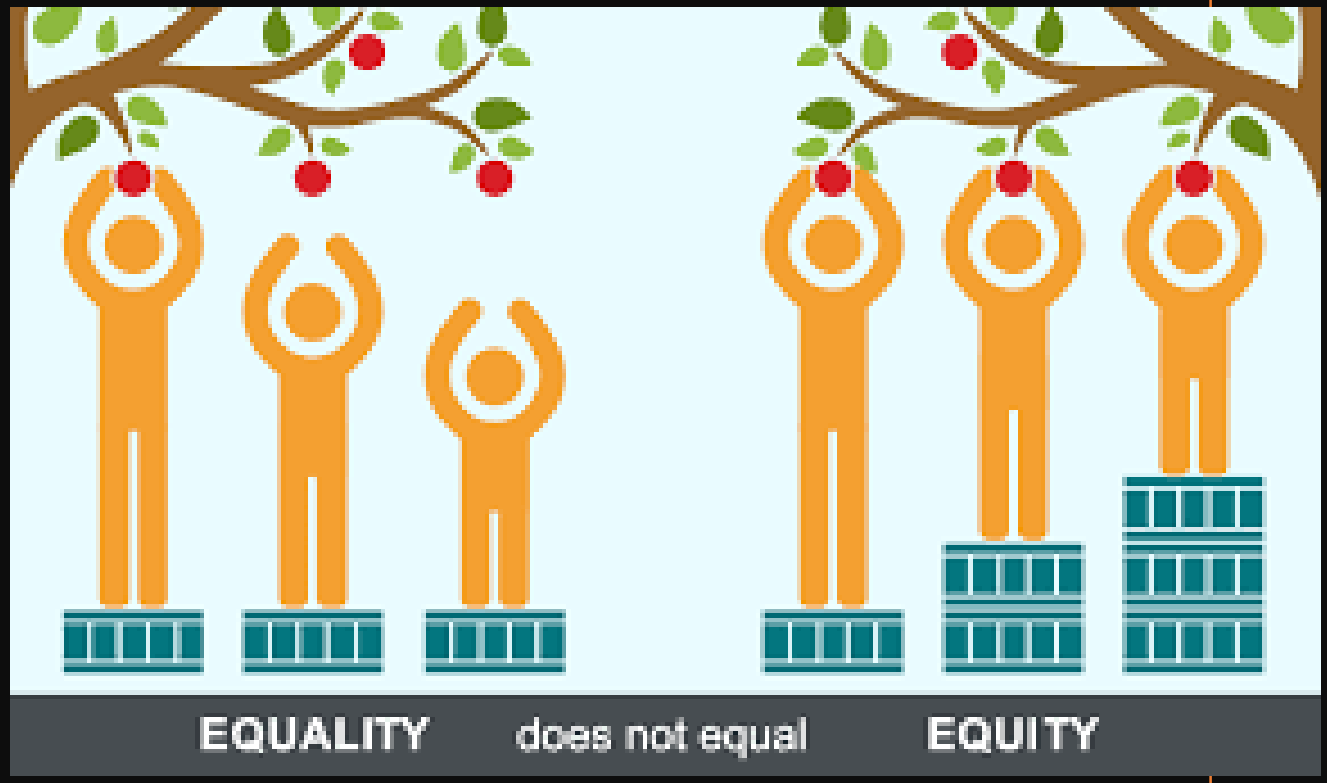
Community Outreach, Engagement and Disparities

Ana Paula Cupertino, Phd

Francisco Cartujano, MD



Addressing Cancer Disparities

- Community-driven research
- Catchment area driven research
- Community approaches
- Community- based participatory

Community-based Participatory Research

CBPR is “a collaborative process that equitably involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community with the aim of combining knowledge and action for social change to improve community health and eliminate health disparities.”

–kellogg community health Scholars Program (2001)

CBPR principles

Recognizes community as a unit of identity.

Builds on strengths and resources within the community.

Facilitates a collaborative, equitable partnership in all phases of research, involving an empowering and power-sharing process that attends to social inequalities.

Fosters co-learning and capacity building among all partners.

Integrates and achieves a balance between knowledge generation and intervention for the mutual benefit of all partners.

Focuses on the local relevance of public health problems and on ecological perspectives to attend to the determinants of health.

Involves systems development using a cyclical and iterative process.

Disseminates results to all partners and involves them in the wider dissemination of results.

Involves a long-term process and commitment to sustainability.

Openly addresses issues of race, ethnicity, racism, and social class, and embodies “cultural humility.”

Works to ensure research rigor and validity but also seeks to ”broaden the bandwidth of validity” with respect to research relevance.

Sources: 1-9, israel et al., 1998 and 2005; 10-11, Minkler and wallerstein, 2008.

Paula Cupertino
Associate Director, Community Outreach and Engagement Professor - Department of Public Health Sciences

Charles S. Kamen, PhD
Assistant Director, Community Outreach and Engagement, Assistant Professor - Dept .of Surgery, Cancer Disparities, LGBTQ+ Communities Health Disparities

Candice Lucas & Nikisha Ridgeway
CCAC Co-Chairs

Francisco Cartujano, MD
Assistant Director, Community Outreach and Engagement Research, Assistant Professor - Dept. of Public Health Sciences, Tobacco Control, Minority Health Disparities

Cancer Epidemiology Team	Community Cancer Action Council	Scientific Partners & Clinical Trials Office	Community Outreach Team & CRTEC

Cancer Community Action Council (CCAC)

Candice Lucas
CCAC Co-Chair

Nikisha Ridgeway
CCAC Co-Chair

Primary Prevention

Project: "Diet Intervention"

Survivors and Caregivers

Project: "Resource Guide"

Community-Driven research

Project: "Enrollment of underrepresented minorities in clinical trials"

Rural disparities

Project: "Telehealth Hubs for Rural Communities"

Steering Committee

Active CCAC **54** members

Steering committee **10** members

13thirty cancer connect

Exercise Express

Climate Solutions Accelerator

Finger Lakes Region Cancer Services Program
Your partner for cancer screening, support and information

UR Medicine Noyes Health

Genesee Valley Health Partnership

ArnotHealth

Common Ground Health

ROCHESTER REGIONAL HEALTH

Refugees Helping Refugees

STARBRIDGE
For the Hope and the How

SIS

Thrive to Survive

Cancer Services Program of Oneida, Herkimer and Madison Counties

Bassett Healthcare Network
New York Center for Agricultural Medicine and Health

New York State Na Ar Cu Ce Cancer Consortium

YMCA

IBERO American Action League, Inc.

PODER 97.1 FM

54 active members
Steering committee (10 members)

OrleansCountyNewYork

Ovarian Cancer Project

CSD

Us TOO Prostate Cancer
SUPPORT - EDUCATION - ADVOCACY

C.U.R.E.
Childhood Cancer Association

Steuben County New York

STTAC
SOUTHERN TIER TOBACCO AWARENESS COALITION
Chemung, Schuyler, and Steuben Counties

Gilda's Club Rochester New York
60 Years
An Affiliate of the CANCER SUPPORT COMMUNITY
60 Years of Caring, Community and Changing Lives

Monroe County Public Health

Excellus

Public Health
S2AY Rural Health Network

HOBART AND WILLIAM SMITH COLLEGES

Center for Community Health & Prevention

Genesee County Health Department
Your Health. Our Work.

Under-represented minority participation in clinical trials

Therapeutic
trials

Community
based recruitment

Disseminate

Cancer dialogues

Community-Driven Research

Paula Cupertino, Phd

Francisco Cartujano-Barrera, MD

Research Assistant Professor

Department of Public Health Sciences

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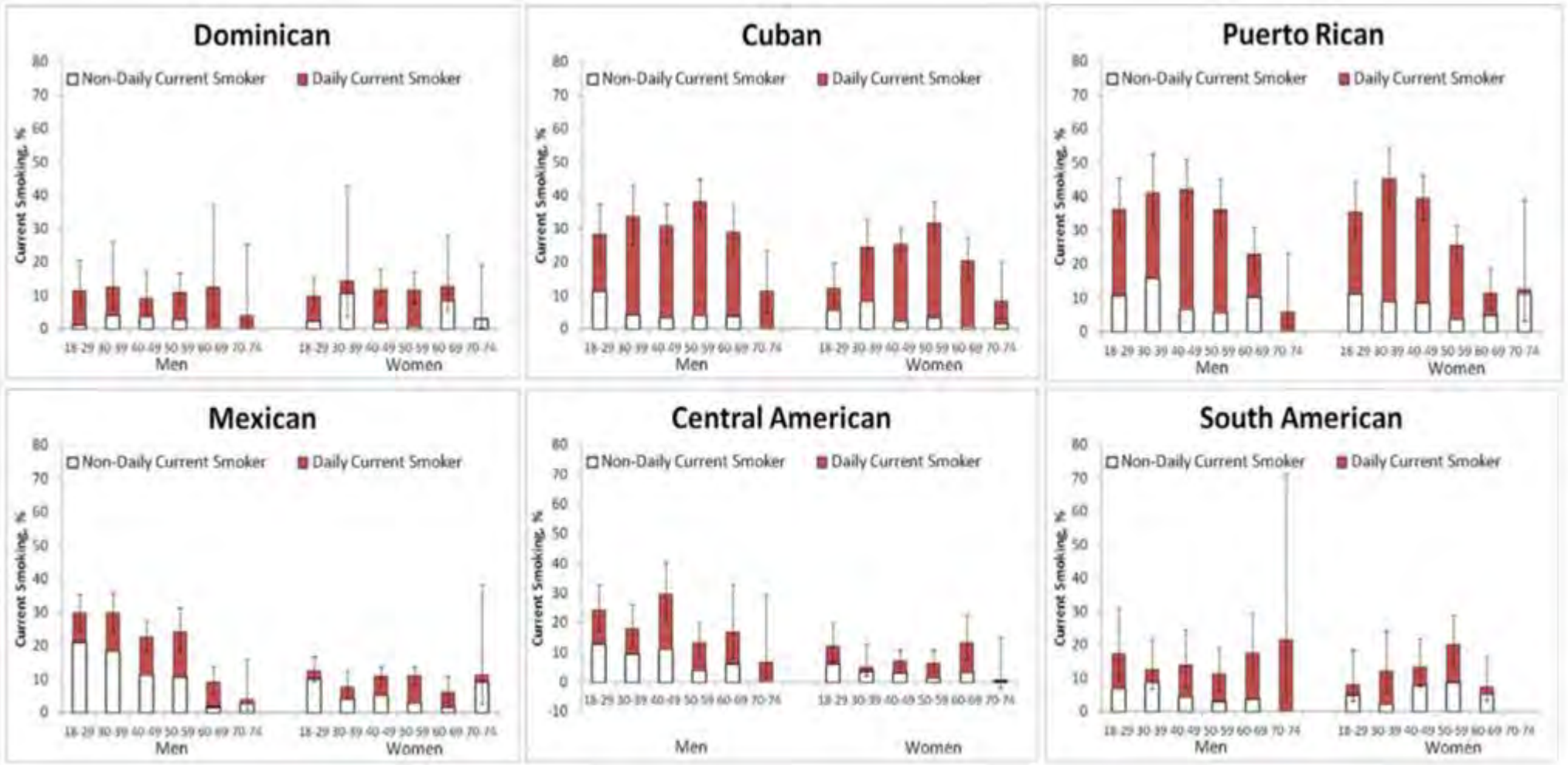
Participatory research

- Participatory research is the co-construction of research between researchers and people affected by the issues under study.
- Participatory research strengthens relations between the community and academia, ensures the relevancy of research questions, and increases community's capacity to identify and solve their problems.
- Participatory research seeks to move from conducting research "on" communities to conducting research "with" communities, and as such, represents a paradigm shift that better enables health research with different populations.

Case 1:
Addressing smoking cessation among Latinos

Smoking prevalence among Latinos by country of birth

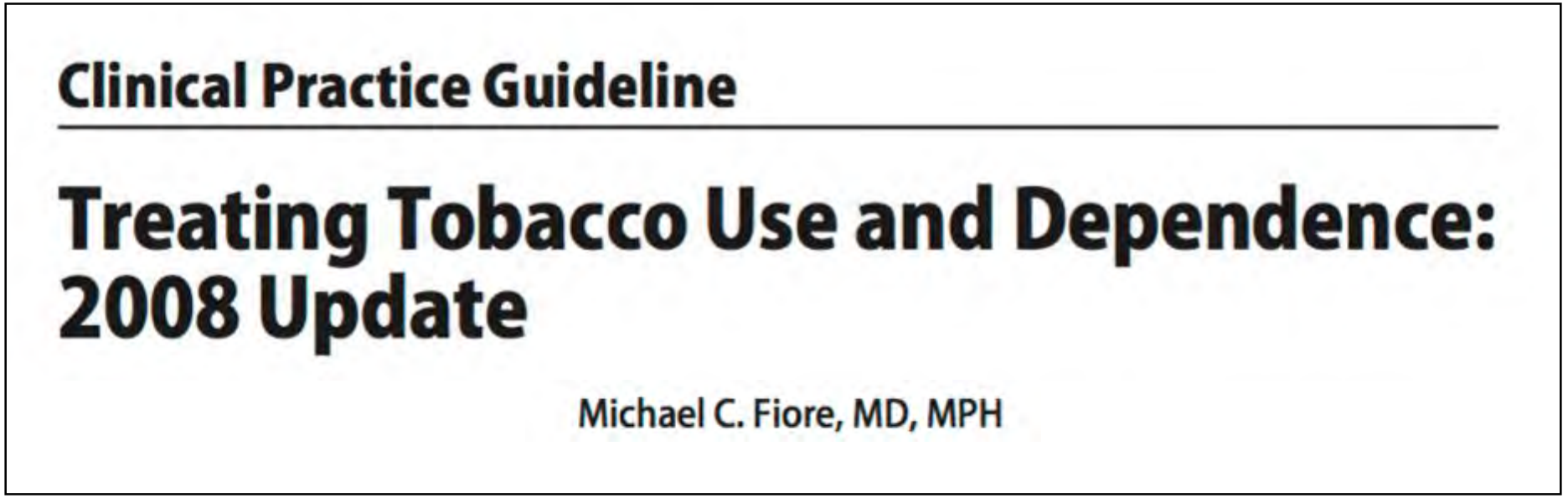


Kaplan RC, Bangdiwala SI, Barnhart JM, Castaneda SF, Gellman MD et al... Smoking among US Hispanic/Latino adults: The Hispanic Community Health Study/Study of Latinos. *Am J Prev Med.* 2014 May;46(5): 496-506.

Why Latinos?

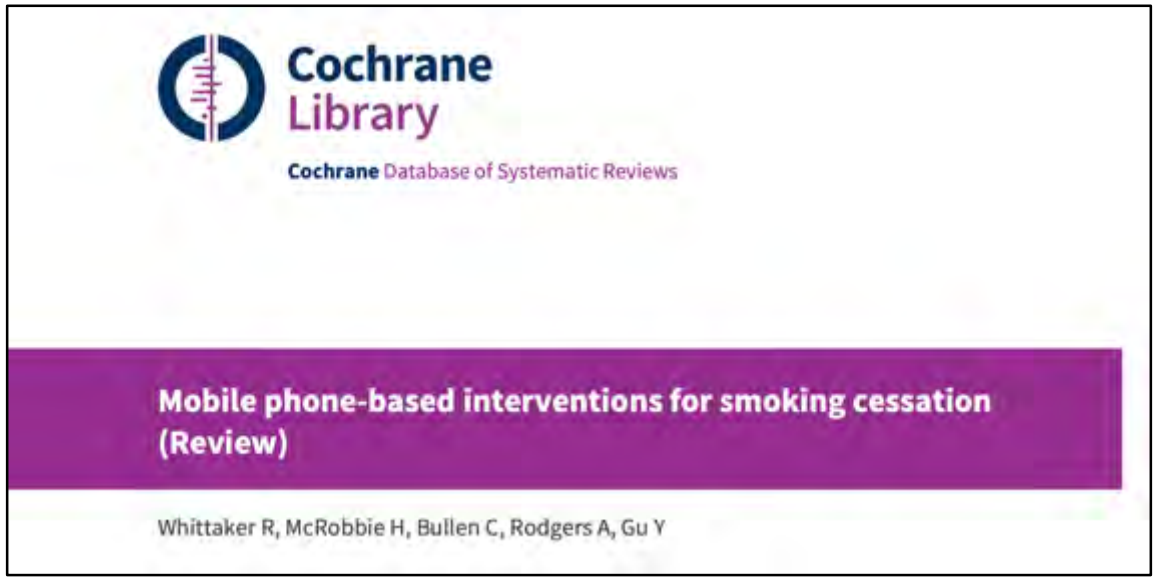
- 17% of population → 30% by the year 2060
- ↓ have access to healthcare
- ↓ advice to quit smoking
- ↓ use of counseling and medication
- ↓ participate in studies
  - Cultural and linguistic sensitivity
  - Non-daily or light smokers

How to treat smoking?



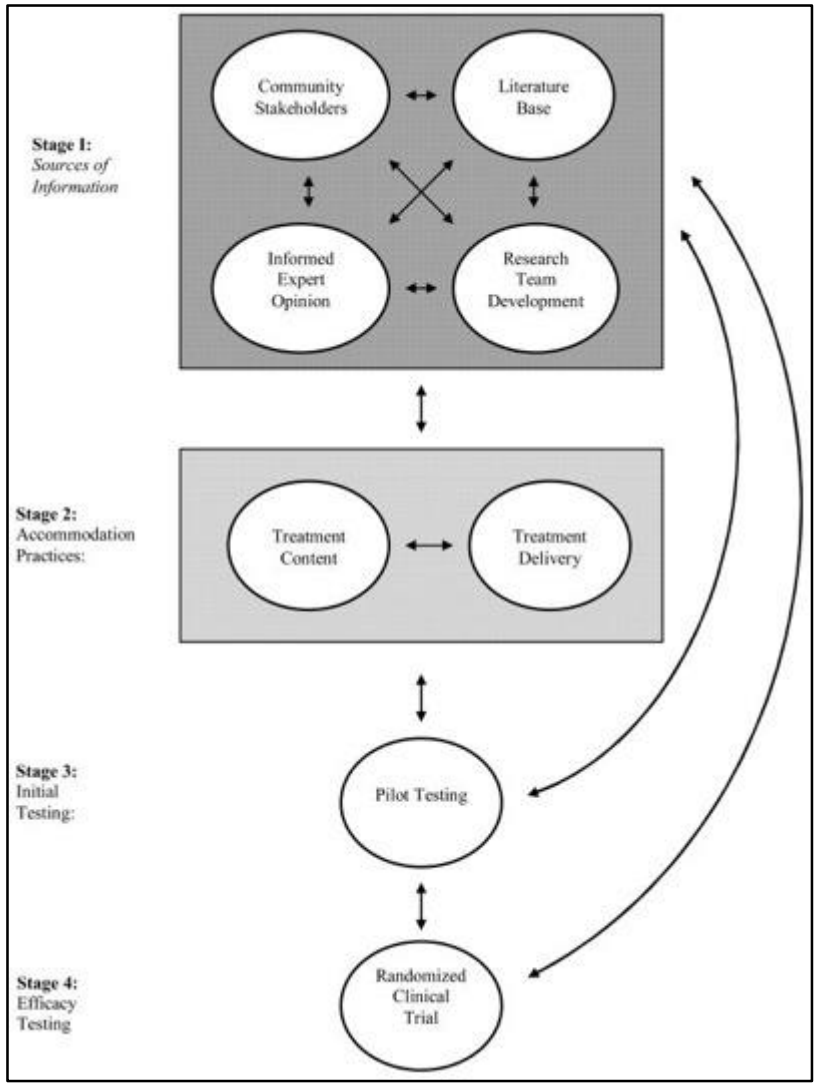
The combination of counseling and medication is the most effective treatment for treating tobacco use and dependence

How to treat smoking?



- Smoking cessation text messaging interventions are effective for smoking cessation.
- However, these interventions have not been studied among Latinos.
- The effect of these interventions among among hard-to-reach, socioeconomically disadvantaged, and uninsured populations may be greater.

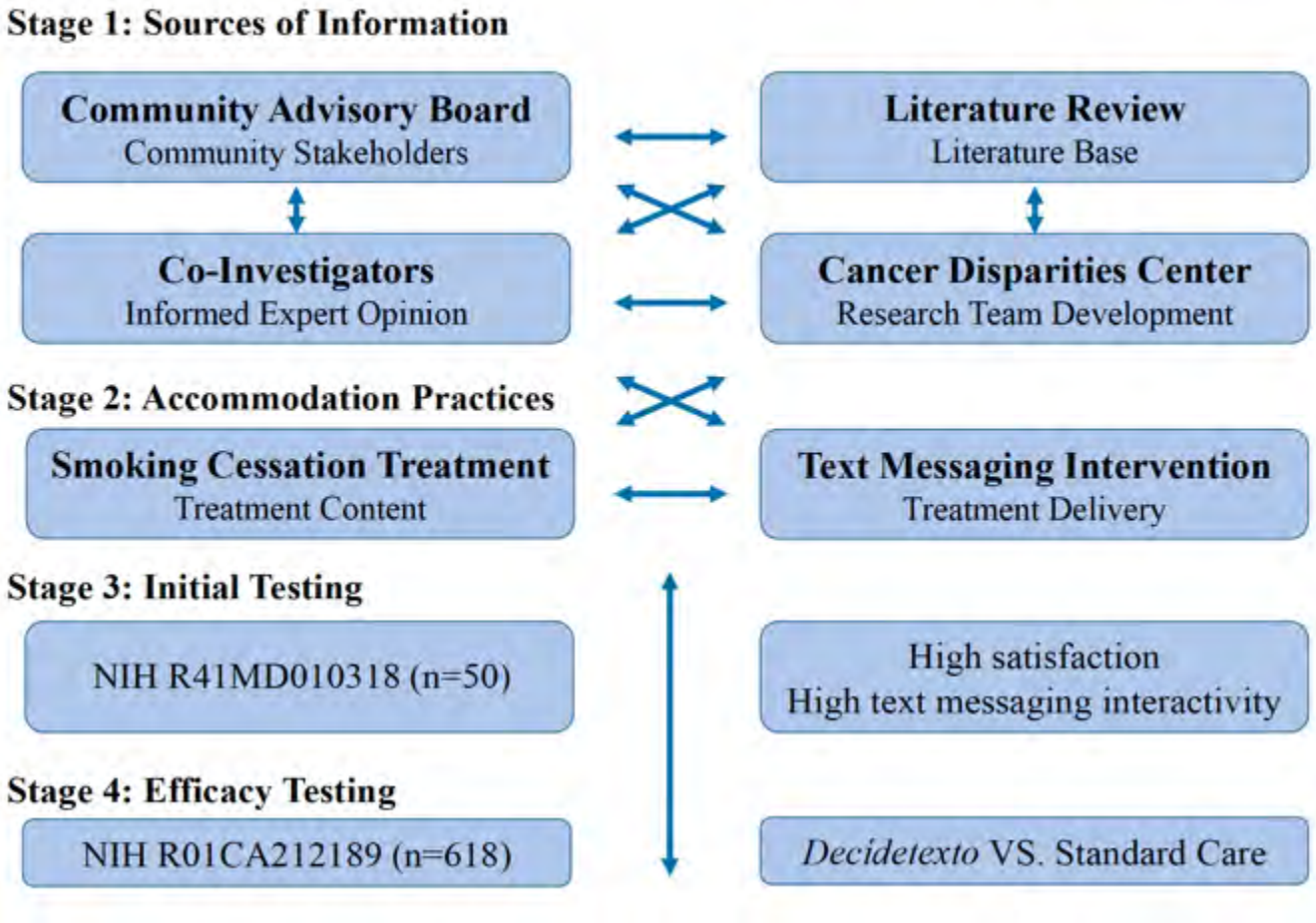
How to tailor an intervention?
Cultural Accommodation Model for Substance Abuse Treatment



Burrow-Sanchez JJ, Martinez CR, Hops H, Wrona M. Cultural accommodation of substance abuse treatment for Latino adolescents. J Ethn Subst Abuse. 2011;10(3):202-25.

How to tailor an intervention?
Cultural Accommodation Model for Substance Abuse Treatment

Figure 1. *Decídetexto* Cultural Accommodation Model



Convening a Community Advisory Board

NAME	ORGANIZATION
Joanne Wendolowski, MS, RN	Hackensack Meridian Health
Lourdes P. Marcial	Americas Unidas for Seniors
Nikki Mederos, MBA, Mkt/HCM	Palisades Medical Center
Diana Bermudez, MA	Hackensack Public Schools
Suleima Rosario-Diaz, MSN, MDiv	Hackensack Meridian Health
Susan McVeigh, MPH	City of Hackensack, Health Dept.
Odallis Rivera	Hackensack Meridian Health
Gene Napoliello, MD	HOSA – Future Health Professionals
Bill Tipacti	Univision
Lynne Harwell Algrant	Bergen Volunteer Center
Erin Ihde, MA, CCRP	Hackensack Meridian Health

Treatment delivery

Impact behavior

one **text** at a time.

Watch The Video ▶

Initial testing to efficacy testing

Kick Buts: Mobile Cessation Support for Latino Smokers

KUMC CTSA
Paula Cupertino
(Principal Investigator)

Text messaging support for Latino smokers (n=20).

- **Low pharmacotherapy use.**
- **High text messaging interactivity:** Participants sent 31.8 text messages during the 12-week period (in Text2Quit participants sent 11.8 text messages during a 6-month period).
- At 12 weeks, **30% of participants quit smoking using intent-to-treat analysis** (88% follow-up rate).
- **Need for cultural and linguistic adaptation.**

KU MEDICAL CENTER
The University of Kansas

Cartujano-Barrera F, Arana E, Ramírez-Mantilla M, Perales J, Sanderson Cox L, Ellerbeck EF, Catley D, Cupertino AP. "Every day I think about your messages": Assessing text messaging interaction with Latino smokers. *Patient Prefer Adherence*. 2019;13:1213-1219.

Latinos Kick Buts: Mobile Cessation Support for Latino Smokers

NIMHD R41MD010318

Paula Cupertino
(Principal Investigator)

KICK BUTS
I'd like to quit, but...but...but...

Text messaging support for Latino smokers (n=50).

- Pharmacotherapy use (a total of **100% of participants requested NRT at baseline** to support their quit attempt and **66% requested the refill**).
- **High text messaging interactivity:** Participants sent 31.8 text messages during the 12-week period (in Text2Quit participants sent 11.8 and 28.4 text messages during a 6-month period).
- At 12 weeks, **30% of participants quit smoking using intent-to-treat analysis** (88% follow-up rate).

KU MEDICAL CENTER
The University of Kansas

Cartujano-Barrera F, Sanderson Cox L, Arana-Chicas E, Ramírez M, Perales-Puchalt J, Valera P, Díaz FJ, Catley D, Ellerbeck EF, Cupertino AP. Feasibility and acceptability of a culturally- and linguistically-adapted smoking cessation text messaging intervention for Latino smokers. *Front Public Health*. 2020. 8:269.

Latinos Kick Buts: Mobile Cessation Support for Latino Smokers

NIMHD R41MD010318

Paula Cupertino
(Principal Investigator)

"I am 38 years old and I have 3 small kids. I want to quit smoking to spend more time with my kids and some day meet my grandchildren"-Maria

Cartujano-Barrera F, Arana E, Ramírez-Mantilla M, Perales J, Sanderson Cox L, Ellerbeck EF, Catley D, **Cupertino AP**. "Every day I think about your messages": Assessing text messaging interaction with Latino smokers. *Patient Prefer Adherence*. 2019;13:1213-1219.

Decídetexto: Mobile Cessation Support for Latino Smokers

NCI R01CA212189

Paula Cupertino
(Principal Investigator)

Aim: Evaluate impact of Decídetexto, a culturally accommodated program (24 week), VS standard care on smoking abstinence at month 6 among Latino smokers

Decídetexto incorporates two elements:

- A tablet-based decision-making session.
- A text messaging program.

Cartujano-Barrera F, Arana-Chicas E, Catley D, Sanderson Cox L, Diaz FJ, Ellerbeck EF, Graves K, Ogedegbe C, Cupertino AP. Decídetexto: Mobile cessation support for Latino smokers. Study protocol for a randomized controlled trial. Contemp Clin Trials. DOI: https://doi.org/10.1016/j.cct.2020.106188

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Grantee: Francisco Cartujano, M.D.

Position: Instructor

Institution: Hackensack University Medical Center, Hackensack, NJ

Project Title: Advancing smoking cessation in Latinos living with HIV one text at a time

Cancer Prevention Statement: Latino smokers living with HIV face difficulties in quitting smoking. More intense interventions for smoking cessation among this population are needed to prevent cancer. This proposal aims to adapt, and pilot test a smoking cessation text messaging intervention to Latinos living with HIV.

General Audience Summary: The life expectancy of people living with HIV (PLWH) has increased. However, improved survival is tempered by rises in cancer, most notably lung cancer. This increase is partly attributable to high smoking rates among PLWH (more than twice that of the general population). Latinos, the largest and fasting growing minority group, represent 16% of the U.S. population, but account for 25% of new HIV cases. Moreover, Latinos are less likely than non-Hispanic whites to have access to preventive resources and healthcare for HIV and smoking. Overcoming the burden of tobacco use among Latinos living with HIV demands affordable, accessible, and culturally congruent solutions. Evidence supports the feasibility of smoking cessation interventions delivered via text messaging among PLWH; however, these interventions have not been formally tested among Latinos. Moreover, existing interventions do not adequately address the unique barriers to smoking cessation encountered by Latinos, such as language, low education and literacy levels, immigration stress, discrimination, etc.

Advancing Smoking Cessation among Latinos living with HIV

Prevent Cancer Foundation
Francisco Cartujano
(Principal Investigator)

Semi-structured interviews with key leaders of community-based organizations (CBOs) and clinics serving people living with HIV.

Objective: Understand the barriers and facilitators of smoking cessation among Latinos living with HIV.

Level	Barriers	Facilitators
Individual	Minimal understanding of the benefits of quitting smoking	High participation in clinical trials Good medication adherence
Interpersonal	Language barriers Low social support	No smoking in social circles
Organizational	Lack of smoking cessation resources Lack of targeted interventions	First HIV care visit for smoking cessation Culturally competent care
Community	HIV and mental health stigma	COVID-19 as an opportunity for smoking cessation
Policy	Paperwork for insurance	Comprehensive insurance programs

Cartujano-Barrera F, Lee D'Abundo M, Arana-Chicas E, Chock S, Valera P, Kamen CS, Cupertino AP. Barriers and facilitators of smoking cessation among Latinos living with HIV: Perspectives from key leaders of community-based organizations and clinics. *Int J Environ Res Public Health*. 2021;18(7):3437.

Case 2:
Vaping prevention among Black and Latino adolescents

Francisco Cartujano-Barrera, MD

Research Assistant Professor

Department of Public Health Sciences

University of Rochester Medical Center

Do you remember the Community Advisory Board?

NAME	ORGANIZATION
Joanne Wendolowski, MS, RN	Hackensack Meridian Health
Lourdes P. Marcial	Americas Unidas for Seniors
Nikki Mederos, MBA, Mkt/HCM	Palisades Medical Center
Diana Bermudez, MA	Hackensack Public Schools
Suleima Rosario-Diaz, MSN, MDiv	Hackensack Meridian Health
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Gene Napoliello, MD	HOSA – Future Health Professionals
Bill Tipacti	Univision
Lynne Harwell Algrant	Bergen Volunteer Center
Erin Ihde, MA, CCRP	Hackensack Meridian Health

Our involvement with the school district

Why vaping?

- In a cross-sectional survey conducted among a diverse sample of students in grades 7, 9, and 11 attending public schools in a low-income community in the U.S., current vaping prevalence was 19% (compared to 6% for cigarettes).
- Moreover, 55% of students were susceptible to future vaping (no differences by race and ethnicity).

Tercyak KP, Phan L, Gallegos-Carrillo K, Mays D, Audrain-McGovern J, Rehberg K, Li Y, **Cartujano-Barrera F**, Cupertino AP. Prevalence and correlates of lifetime e-cigarette use among adolescents attending public schools in a low income community in the US. Addict Behav. 2021 Mar;114:106738.

Why vaping?

- There is a lack of effective messages and communication channels to prevent initiation.
- Only two studies have assessed if messages can prevent vaping among adolescents and, if so, what messages and delivery formats may be most effective.
- One limitation of both studies is the lack of representation of Black and Latino adolescents.

User-centered design

- A user-centered design is typically defined as “the need for a design that uses the natural properties of the individuals, exploiting the relationships and constraints and focusing on the needs and interests of the user, in order to make the final products usable and understandable”.
- We conducted a series of focus groups with sixteen Black and Latino adolescents to develop culturally and linguistically appropriate graphic messages for vaping prevention.

Health reward

- Participants decided to create a message about the health consequences of vaping.
- Rather than developing a graphic message to scare teens by showing the negative health effects of vaping, participants decided to develop a message that resonates with their emotions.
- Participants suggested the graphic message to show a mother kissing her hospitalized son in the intensive care unit. Participants expressed that the idea of not letting their mother down was a very strong emotional deterrent for vaping.

Health reward

Lessons learned

- Far from looking at Black and Latino adolescents as “at-risk” or in need of knowledge, we welcomed them into our research as experts, as voices from the community needed to improve our practice, and as colleagues. Within this environment, adolescents may become conscience of their realities and envision themselves as agents of change capable of transforming communities.
- Adolescents added innovation and creativity to the development of culturally and linguistically appropriate graphic messages for vaping prevention.
- Appropriate staffing, funding, and approaches are key efforts to PR among Black and Latino adolescents.

Thank You!
¡Muchas Gracias!

Please contact me at
Francisco_Cartujano@URMC.Rochester.edu

Questions?