

Targeting Breast Cancer on the Border

Nuestra Clínica del Valle (NCDV), in collaboration with the Center for Community Health Development (CCHD), and a multitude of health and human service providers have joined forces to develop a pilot project called WIN—Women's health Improvement Network.

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The purpose of this project is to provide screenings, mammograms, and all follow-up care for women living in Alton and San Carlos colonias (Hidalgo County, Texas) to detect and treat residents with breast cancer. This concept arose from community meetings where colonia women expressed their concern in lack of ability to access and pay for mammograms. As a result, Dr. E. Linda Villarreal (a local physician) took the initiative to secure 200 mammograms free of charge from four additional partners as well as the services of radiologists to read these mammograms at no cost. CCHD community health workers (CHWs/



Women's Health Recognition Ceremony, Alton, TX, May 2007 (over 200 adults attended; WIN project was introduced; Dr. Linda Villarreal was the guest speaker on breast cancer and two colonia residents gave their testimony on their experience with breast cancer).

promotores) will provide outreach, assessment, service coordination (care/case management), and follow-up services.

CCHD CHWs organized two large

screening events in June 2007 where they asked women a series of questions to determine eligibility to receive a mammogram (such as have you ever had a mammogram, age, family history of breast cancer, etc.). Those qualified will receive a voucher for a free mammogram, and enter into service coordination by the CHWs which will include making appointments, scheduling transportation, and follow-up on whether or not the resident received the mammogram. Those requiring additional services (have an abnormal reading)—will be referred to NCDV—which will

become the resident's medical home (if the resident does not have one). NCDV will assess the patient and along with CCHD CHWs, will assist patients in accessing Sub-Specialty care and inpatient services. Sub-Specialty care will be provided by physicians recruited by the Hidalgo-Starr Medical Society, and these physicians will be reimbursed at the current Medicaid/Medicare rates for treatments. Inpatient services will be provided by contracts with NCDV to ensure continuity of care and reinforcing the medical home concept.

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San Carlos Walk-a-thon, June 2007: CCHD promotores doing WIN surveys with colonia women to qualify residents for a free mammogram

Welcome Aboard Dr. Michael T. Stephenson



The Center for Community Health Development would like to introduce and welcome aboard Dr. Michael T. Stephenson as the new Director of Communication. Dr. Stephenson has a Ph.D. from the University of Kentucky and is an Associate Professor in the Department of Communication at Texas A&M University. Dr. Stephenson has been a member of the faculty since August of 2002.

Dr. Stephenson's primary research focus is on the mass media's role in changing or reinforcing health behavior. He is highly recognized in communication with some of his work being acknowledged in seven "Top Paper" awards at national and international communication conventions. Some of Dr. Stephenson's publications appear in Human Communication Research, Communication Research, Communication Studies, Communication Monographs, Journal of Communication, American Journal of Public Health, Journal of Applied Communication Research, Health Communication, and Journal of American College Health.

The Center for Community Health Development is proud to have Dr. Stephenson working with us and welcomes him as a member of the team.

CDC Site Visit

In August, the Center for Community Health Development hosted visitors from the CDC Prevention Research Center Program Office – Director Dr. Eduardo Simoes, Robert Hancock, and Demia Wright. During the two-day site visit, the CDC staff visited with CCHD faculty, staff, and community partners. Presentations highlighted the work of the Center across all the required core functions – community collaboration, research, communication and dissemination, training, and evaluation. A highlight of the visit, the CDC staff visited the health resource centers in Burleson and Leon Counties and met with local community representatives. The visit concluded with a meeting with local, regional, and state-level partners from the Brazos County Health Department and Texas Department of State Health Services. As the site visit came to a close, Dr. Simoes, Mr. Hancock, and Ms. Wright all expressed their pleasure with the true partnership between the Center and the community and the level of community engagement in the Center's activities. A site visit report will be issued from the CDC PRC Program Office sometime this fall.



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During this time, the CHWs will continue to guide the resident through the disease management process. In August 2007, CHWs attended a two-day training on service coordination by Albert Ramirez, a service coordinator/case manager with several years experience in the Brazos Valley. CHWs are assisting clients in scheduling the mammograms October-December 2007 and will provide ongoing service coordination for those requiring additional assistance January-August 2008.

Breast cancer is the leading type of cancer in new cases (34%) and deaths (16% of cancer deaths) among Hispanic women (ACS, 2006). Additionally, Hispanic women living along the U.S.-Mexico border are less likely than non-Hispanic White women to receive routine screenings for breast and cervical cancer according to a 2003 study funded by the Centers for Disease Control and Prevention. Healthy People 2010 reports a current national mortality rate of 27.9 per 100,000 with a goal of 22.3. Border Health 2010 reports mortality at 42.1 in border-residing Hispanic women. Thus, the goal of the WIN project is to not only treat and detect breast cancer but to also test the effectiveness of CHWs as service coordinators.

A Focus on Disparities...

Since its inception, CCHD has partnered with communities to reduce disparities in access and health status for rural and isolated populations in the Brazos Valley and the Lower Rio Grande Valley.

The Federal Collaboration on Health Disparities Research (FCHDR) is a joint initiative among several federal funding agencies, including the Centers for Disease Control and Prevention, the Office of Minority Health, the U.S. Department of Health and Human Services, and the Interagency Committee on Disability Research at the National Institute for Disability Rehabilitation Research, to explore the role of research in advancing progress in eliminating disparities in health. On September 17th, the FCHDR held a meeting in Virginia called Partnerships to Accelerate Collaboration on Health Disparities Research to identify critical research areas and to discuss promotion of the

application of interventions found to be effective in reducing disparities.

In addition, the Center for the Study of Health Disparities (CSHD) at Texas A&M, in partnership with the Center for Community Health Development, was awarded a \$6.8 million grant from the National Center for Minority Health and Health Disparities. CCHD principal investigator, Dr. Kenneth McLeroy, is the principal investigator of the disparities grant that creates a joint Program on Rural and Minority Health Disparities Research. The program, directed by CSHD's new director Dr. Mary Shaw-Ridley, includes three research projects headed by Dr. Joseph Sharkey (SRPH), Dr. Sam Forjough (Scott & White Health System), and Dr. Lisako McKyer (TAMU) respectively. A number of faculty from TAMU, the Texas A&M Health Science Center, and Prairie View A&M will be participating in various aspects of the research and program activities.



Alton Walk-a-thon, June 2007: CCHD promotores doing WIN surveys with colonia women to qualify residents for a free mammogram


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