MCW COMMUNITY OUTREACH, EDUCATION AND RESEARCH EFFORTS

Presented by MCW Cancer Prevention and Outcomes Team

WI Breast Cancer Task Force

January 17, 2018

MEDICAL COLLEGE OF WISCONSIN

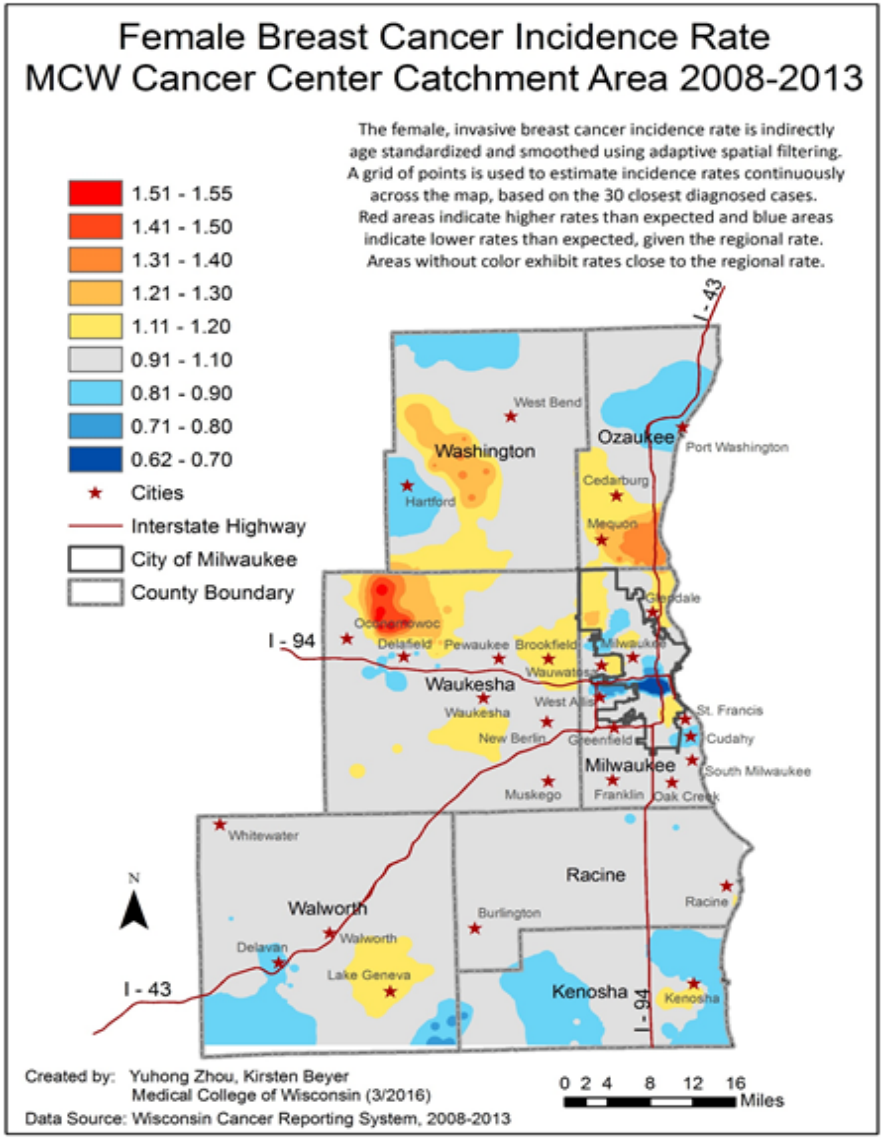
COMMUNITY OUTREACH, EDUCATION AND RESEARCH TEAM

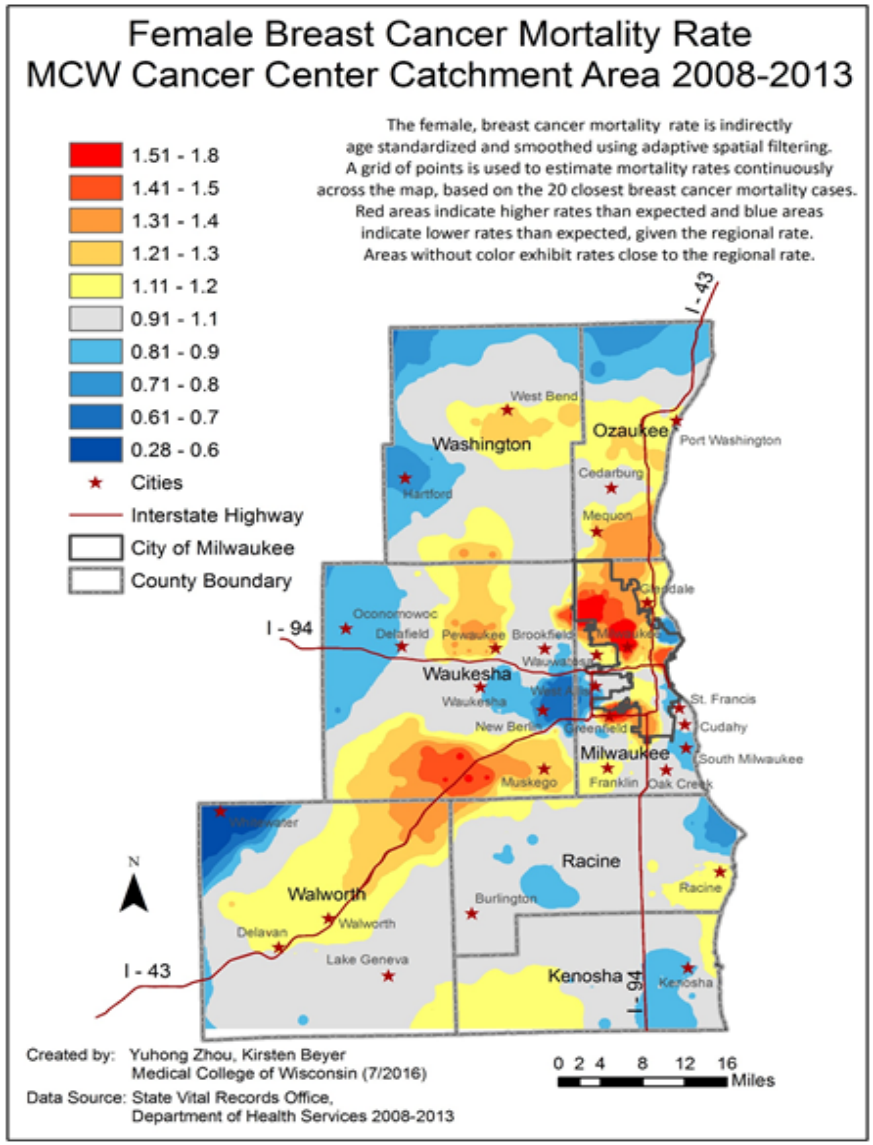
- Melinda Stolley, PhD
- Kathleen Jensik, MSW
- Lauren Matthews, MPH
- Magdalisse Henderson
- Jermaine Murry, MS
- Also includes Janine Tucker and Gigi Sanchez Froedtert Patient navigators; Yvonne Montero, ACS/Froedtert Patient Navigator

TEAM

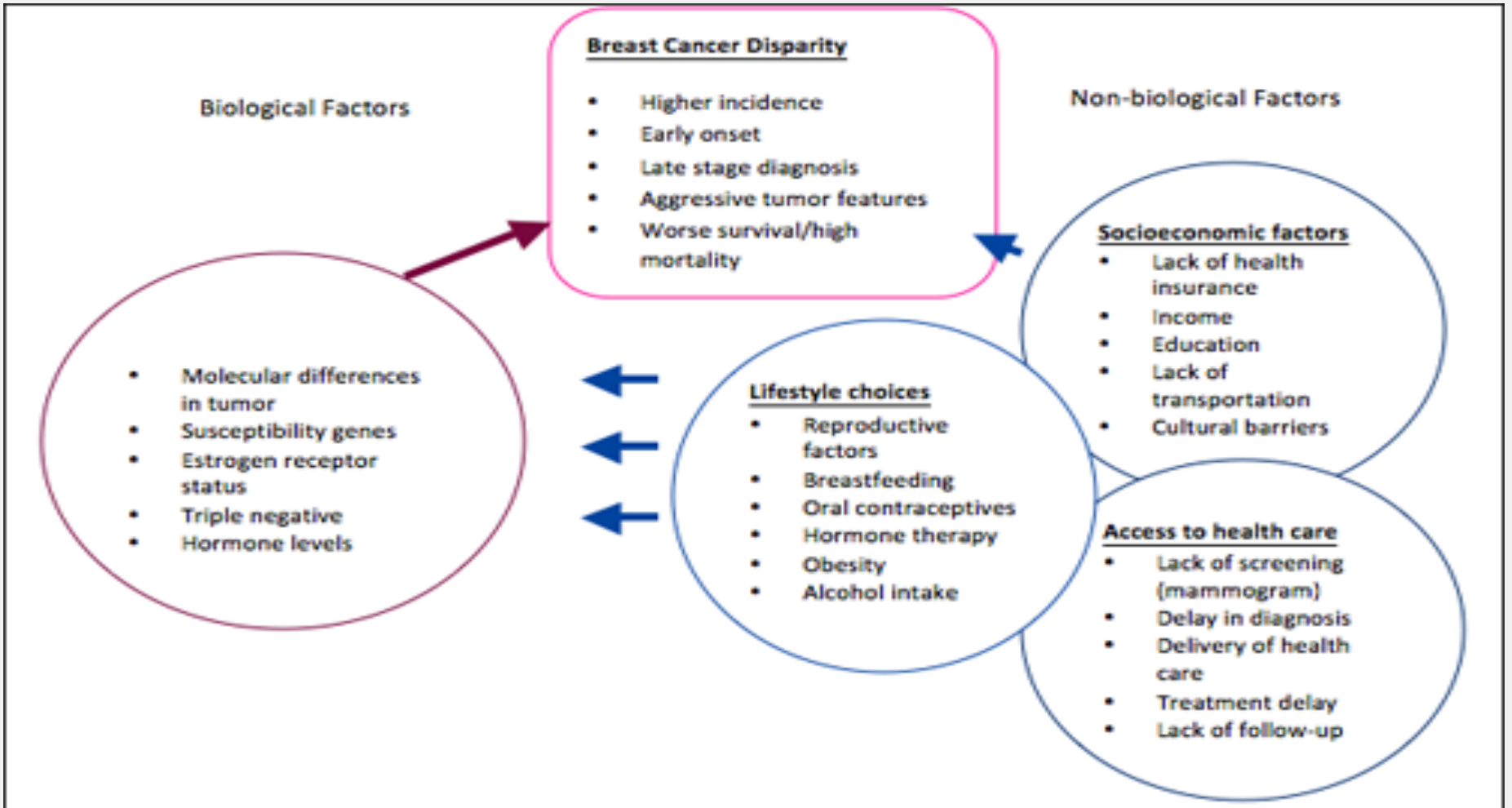
MEDICAL COLLEGE OF WISCONSIN

BREAST CANCER





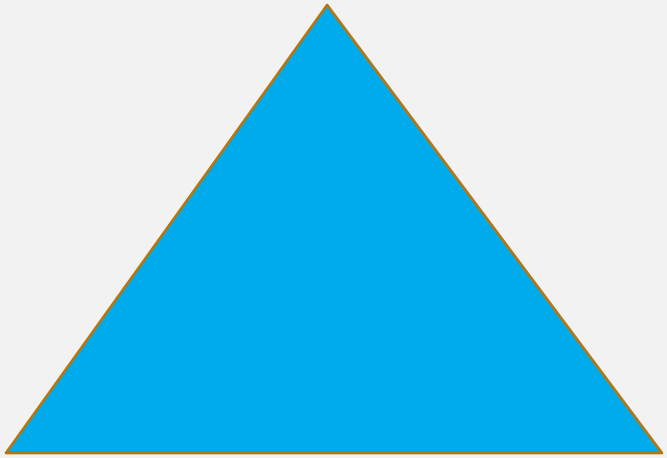
CONTRIBUTORS TO DISPARITIES



Biological and non-biological factors that contribute to breast cancer disparities
Non-biological activities are thought to influence biological activities. Non-biological factors may also influence disparities directly. The non-biological factors are depicted in overlapping circles to indicate that they may interact with each other, and the non-biological factors may act alone or in combination to influence breast cancer disparities (*adapted from Danforth, Breast Cancer Research 2013*).

INTEGRATED APPROACH

RESEARCH



COMMUNIITY TRUST AND PARTNERSHIPS

DIVERSE WORKFORCE

"RAISE YOUR VOICE"

FUNDED BY THE GREATER MILWAUKEE FOUNDATION

Goal: Understand community perceptions of and potential solutions to the unequal cancer burden

Maps (shown earlier)

Focus Groups with 80 African-Americans

Three populations: no cancer, breast cancer, prostate cancer

Major Themes Highlighted:

- Education (about cancer)
- Community Investment
- Trust and the MD/Patient Relationship
- Healthy Lifestyles

Investigators: Staci Young, PhD, Kirsten Beyer, PhD, Melinda Stolley,

Next steps: Focus groups with Hispanic community. Cancer center funding is supporting a similar project in Racine/Kenosha

"RAISE YOUR VOICE"

FUNDED BY THE GREATER MILWAUKEE FOUNDATION

Town Hall Conversation & Project Dissemination

EDUCATION AND OUTREACH

PROSTATE HEALTH EDUCATION

- Sponsored by Prostate Health Education Network (PHEN) + MCW
- Partnership with Pilgrim Rest Baptist Church, but open to all
- Four presentations: Prostate Cancer Screening, Diagnosis and treatment options, The role of clinical trials, Survivorship
- Free PSA testing provided by Wisconsin Diagnostics Lab

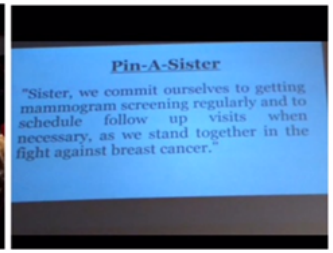
EDUCATION AND OUTREACH

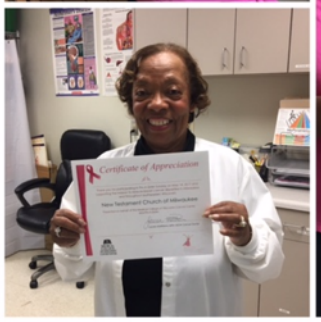
Pin-A-Sister™
Examínate Comadre™
An Initiative of Access Community Health Network

Milwaukee Breast Cancer Resources:

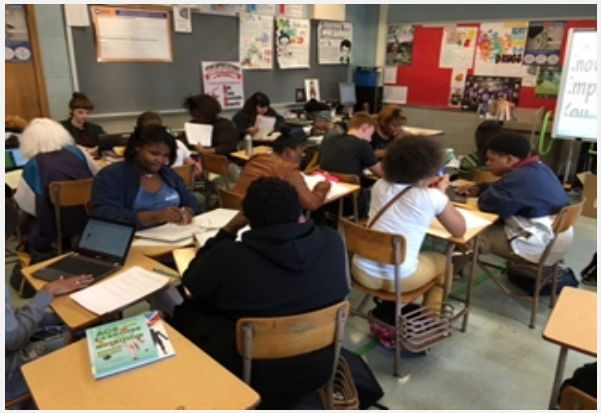
- Froedtert & Medical College of Wisconsin
- Sisters A Thrive
- Wisconsin Well Woman Program
- abcd after breast cancer diagnosis — the power of one-to-one
- Susan G. Komen
- American Cancer Society
- SisterPact

- Faith-Based Breast Cancer Awareness Campaign
- MAY 2017 was the 1st time Pin-A-Sister was held in Milwaukee
- 3 churches participated reaching approximately **1000** women on Mother's Day
- October will include additional churches
- Annual events planned May and October





CANCER EDUCATION AND DIVERSE WORKFORCE



CANCER 101: KNOW MORE, FEAR LESS

- Topics covered:
  - Basic cancer biology; Prevention and risk factors; Screening and early detection; Treatment and clinical trials; Survivorship
- Reach: 500 students Milwaukee School of the Arts, 100 community members (New Testament church, Calvary Gardens)
- Outcomes: Knowledge, cancer fear and fatalism, health behaviors
  - Students showed greater knowledge, increased fruit consumption at end of program

COMMUNITY ENGAGEMENT UPDATES

- Participated in over 40 community events in 2016 offering information and education based on community interest
- Development of new partnerships with faith-based and community based organizations (i.e., Parklawn Assembly of God, Calgary Garden
- Cohesive and collaborative efforts with Cancer center Navigators (Janine and Gigi) and Froedtert Community Engagement team

EDUCATION/TRAINING UPDATES

- Summer Internship in Cancer Disparities

- 3rd year: 4 interns per year; 12 to date
- Partnership with MAHEC
- 8-week internship in Cancer Disparities for upperclass undergraduates, recent college grads & M1s

MILWAUKEE AHEC
AREA HEALTH EDUCATION CENTER
A Catalyst For Change ... Since 1992

RESEARCH PROJECT UPDATES

MCW CANCER CENTER AND COMMUNITY ENGAGEMENT CORE PILOT GRANTS

"Understanding Clinical Research Disparities"

- Co-Principal Investigators:
  - Mikel Holt, Black Research Organization
  - Ryan Spellecy, PhD, MCW

- Project leverages a model that increased African American organ donation in Milwaukee to help understand and address disparities in cancer clinical trial participation

- Additional partners: The Reverends Clarence and Deborah Thomas, House of Grace Ministries and Anne Mathias, MCWCC

MCW CANCER CENTER AND COMMUNITY ENGAGEMENT CORE PILOT GRANTS

"***Exploring Barriers, Facilitators, and Cultural Considerations Related to Colposcopy Adherence***"

- Co-Principal Investigators:
  - Maria Barker, Planned Parenthood of Wisconsin
  - Leslie Ruffalo, PhD, MCW
- Project works to ID barriers and cultural considerations related to colposcopy adherence, develop culturally-oriented strategies to increase adherence and add to research highlighting race, education, and economic-based disparities in adherence
- Additional partners: Melissa DeNomie, MCW and Anna Witt, MD and Karen McHugh, LPN from the Colposcopy Program, Waukesha Family Practice Center

MCW CANCER CENTER AND COMMUNITY ENGAGEMENT CORE PILOT GRANTS

"Community Based Colorectal Cancer Education for African American Men"

- Co-Principal Investigators:
  - Darryl Davidson, MS, City of Milwaukee Health Department
  - Staci Young, PhD, MCW
- Reduce African American male colorectal cancer death rate to 14.5 per 100,000 with 15 Black men educating their peers on cancer prevention, screening options, and support systems for more relatable prevention education mixed with behavior change theory.
- Other partners and collaborators:
  - Marques Hogans (Public Health Educator, City of Milwaukee Health Department)
  - The Milwaukee Men's Health Referral Network
  - Milwaukee Barbershop Health Initiative
  - George Sanders Fathers Resource Center
  - Walnut Way Conservation Corps – Men's Wellness Initiative

RACINE/KENOSHA EFFORTS

- MCW Cancer Center funding extends efforts of GMF funded P*romoting Racial Equity and Inclusion in Milwaukee: Understanding and Reducing Cancer Disparities* to **Racine and Kenosha**
- Focus:
  - Partnership building in Racine and Kenosha county
  - Collect in-depth qualitative data from cancer patients and others who represent underserved communities in the Racine and Kenosha areas
  - Dissemination of Cancer Education program through existing community programming

EVERY DAY COUNTS

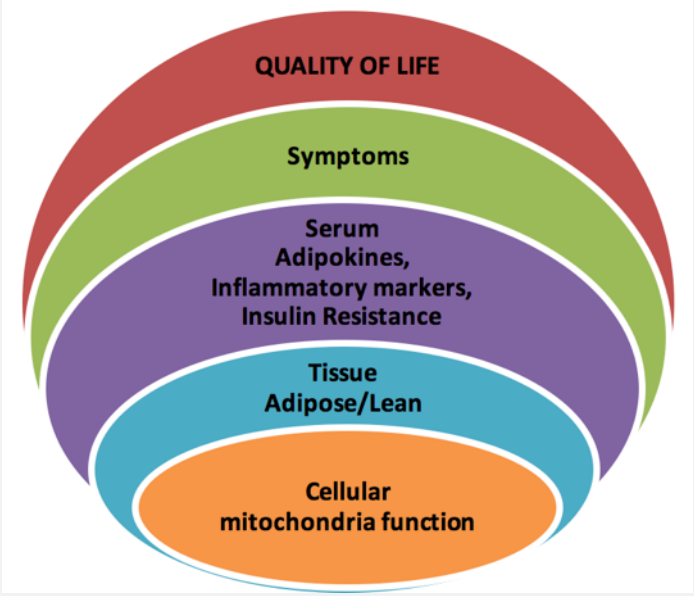
Funded by the National Cancer Institute

Examines:

1) the feasibility of a 12-week diet and physical activity intervention for women with metastatic BC (plant-based diet, moderate activity + resistance training)

2) the impact of lifestyle changes on body composition (decreased adiposity and increased lean mass)

3) the effects of decreased adiposity and increased lean mass on serum biomarkers of prognosis and symptom burden



Pilot study with 40 women – Diverse sample with oversampling of AA women. Now recruiting. Contact Lauren Matthews: lmatthews@mcw.edu

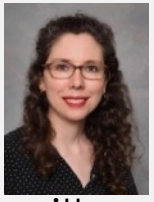
MCW Investigators: Melinda Stolley, PhD & Christopher Chitambar, MD

OTHER RESEARCH PROJECTS ADDRESSING DISPARITIES

Racism, Residential Racial Segregation and Breast Cancer Survival Disparities among Black, Hispanic and Non-Hispanic White Women. **Kirsten Beyer, PhD, MPH**

- Built upon her previous work in breast cancer disparities that associated racial bias in housing with breast cancer survival among Black women in
- New Project:
  - National study among Black, Hispanic and non-Hispanic women
  - Construct and compare segregation measures
  - Determine if segregation is associated with breast cancer survival
  - Explore how Black and Hispanic breast cancer survivors in a highly segregated metropolitan area navigate cancer survivorship in the context of segregation
  - **Project team includes CAB Members Ginny Finn, Phyllis Holder and Carol Cameron**

Socioeconomic Disparities in Adherence to Oral Hormonal Therapy for Breast Cancer. **Joan Neuner, MD, MPH**



- Based on 2015 Journal of the National Cancer Institute paper showing that trends toward high rates of nonadherence in using Aromatase inhibitors were reversed with either copayment elimination or low-cost generics
- Study will further exploring adherence to aromatase inhibitors in the context of pharmacy deserts and other barriers
- Case Study of Milwaukee

AVANZANDO JUNTAS

- New Study….
- Adapts the Moving forward weight loss intervention originally developed in collaboration with AA BC survivors for Latina BCS through a community engaged process
- Examines effects of the adapted program on body weight, body composition, behavior and biological markers of health among 40 Latina BC survivors.
- Project team will include an advisory committee with community advocates, Latina BCS; Partnership with UCC

THANK YOU