

Peel Cancer Screening Study

Working with Under-Screened Communities to Improve Participation in Cancer Screening

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SCHOOL OF MEDICINE

Goal of Study

To examine ways to promote
use of research-tested interventions
that can increase cancer screening among
under screened populations

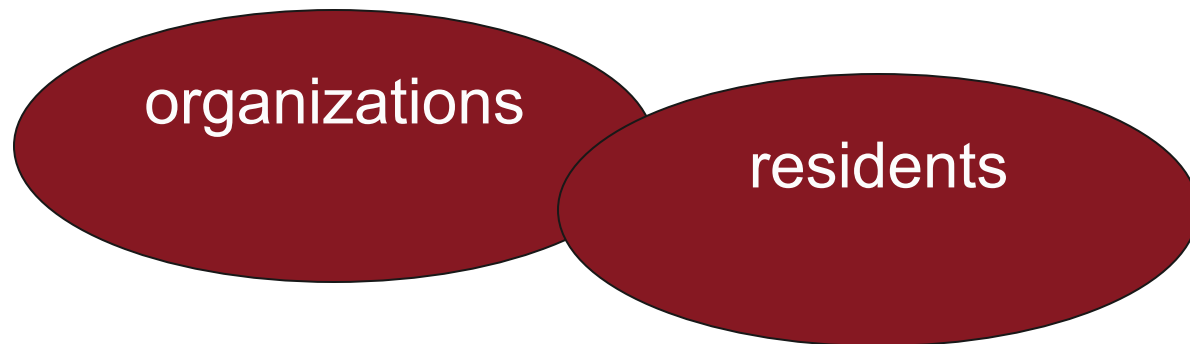
Goal of Presentation

Describe strategies to

adapt research-tested interventions with stakeholders

to increase cancer screening among

South Asians in the Peel region of Ontario



Project Team and Advisory Group

Organization	Stakeholder Representation
St. Michael's Hospital	Researchers
Cancer Care Ontario	Provincial Overseer of Cancer Screening
Peel Public Health	Regional Public Health
Punjabi Community Health Services	Community Service Organization
Canadian Cancer Society	National Cancer Society
Bramalea Community Health Centre	Health Service Organizations
East Mississauga Community Health Centre	
Peel Regional Cancer Program	
Primary Care Physician from Solo Practice	
Brampton Civic Hospital	
Aurat Health Services	Community Service Organizations
Canadian Association of Multi-Cultural People	
Brampton Multicultural Community Centre	
Malton Neighbourhood Services	

Background

- Under-screened populations in Canada and Ontario include immigrant and ethnic minority populations
- Immigrants from South Asia have lower rates of breast and cervical cancer screening
- South Asians were the top visible minority group in Canada in 2006
- The Peel Region of Ontario:
 - Population ~1.2 million
 - 50% self-identify as visible minority
 - South Asians largest visible minority group



Research-Tested Interventions

Research-tested interventions have undergone sufficient testing to suggest they work!

Increase demand for cancer screening among residents

Client reminders	Printed, telephone
Small media conveys educational or motivational information	Printed, video
Group education	Lecture, interactive, lay or professional educator
One-to-one education	Telephone, face-to-face, lay or professional educator
Reduce structural barriers	Convenient hours, translation, transportation

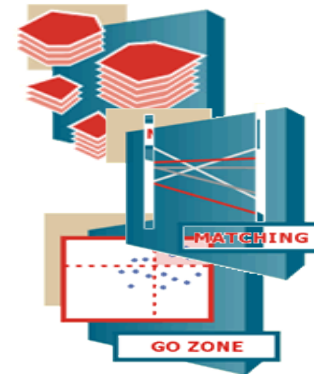
Increase recommendations from health professionals

Feedback on Performance	For a group of providers or individuals, compared to goal or standard
Reminders	Generated electronically, manually

Identify Local Barriers – Concept Mapping

Participants:

- Male and Female South Asian residents English, Punjabi, & Urdu , primary care physicians, community service organizations, health service organizations



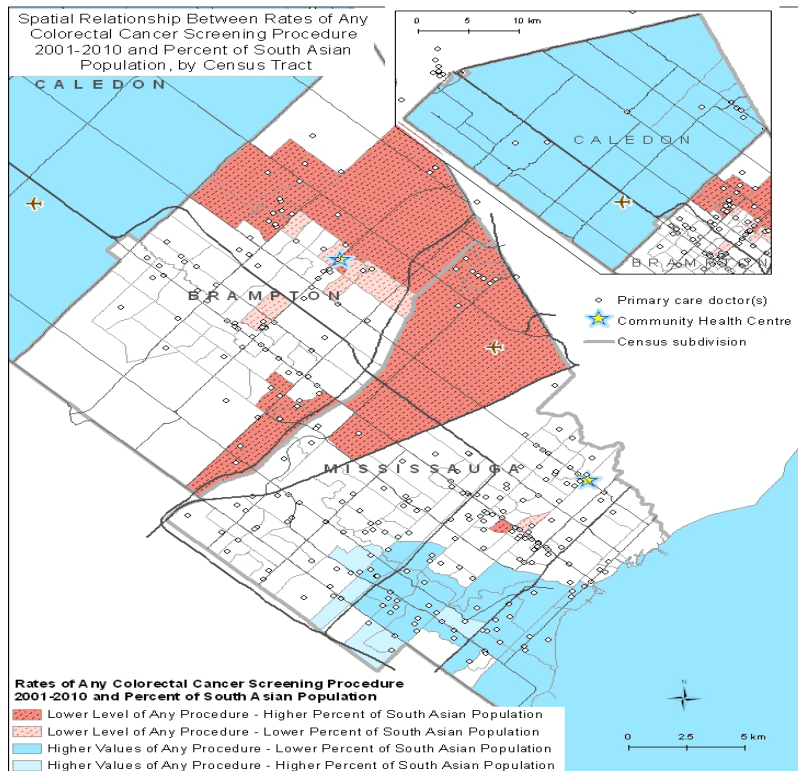
Rating surveys:

Importance of barriers to Mammogram, Pap test, FOBT use
Feasibility of addressing barriers

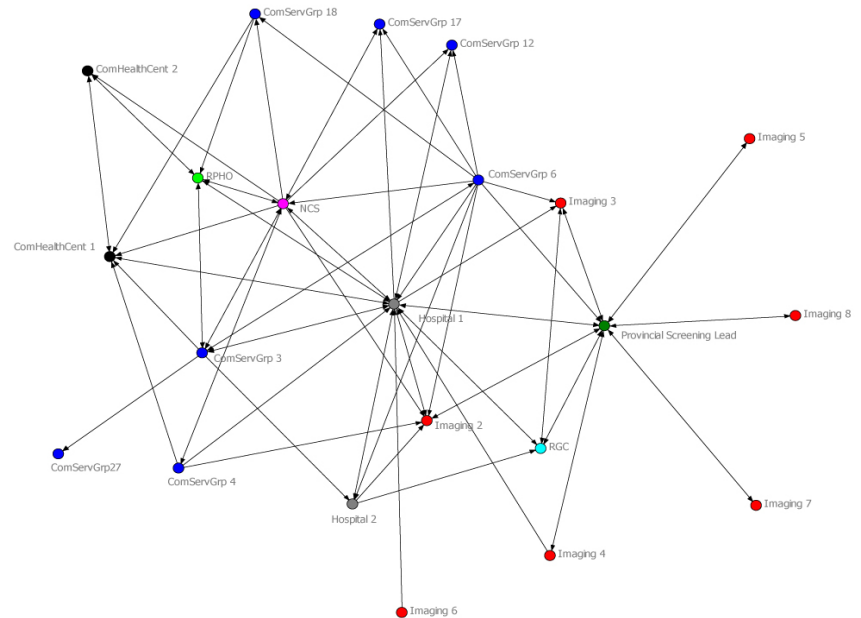
Barriers	Research-Tested Interventions							
	Client Reminders	Small Media	Group Education	One-to-one Education	Reduce Structural Barriers	Reduce Costs	Provider Feedback	Provider Reminder
Health System	👍	👍	👍	👍	👍		👍	👍
Ethno-cultural discordance					👍			
Costs		👍	👍	👍	👍	👍		
Education Programs					👍			
Client beliefs, fears, lack of social support		👍	👍	👍			👍	👍
Limited client knowledge		👍	👍	👍	👍	👍		
Limited health care provider knowledge							👍	👍

Assess Local Resources

Geographic Information Systems



Organizational Network Analysis



Adapt Evidence-Based Interventions Logic Model



Cultivate Relationships – Advisory Group

- On-going communication in-person and by phone
- Articulate a common agenda for change
- Share experiences to inform decisions
- Organizations contribute what they do best
- Participatory decision making
- Resolve conflicts

Challenges

How to integrate residents' perspectives on an on-going basis

How to develop shared measurement systems for ongoing self-evaluation

How to sustain resource streams for intervention activities and adaptation of intervention in response to changes in context

Summary

Research-tested interventions need to be adapted for program participants and the organizations that will implement the interventions

Using visual representations of complex data with knowledge exchange can promote a shared understanding of the issues and solutions

Participatory research methods to adapt research-tested interventions can encourage ownership among program implementers

We need more implementation research to realize the return on investment that has been made in discovery science