



## A Newsletter for the PHSU-MCC Partnership

Partnership webpage: <http://psm-moffitt.org>

The PHSU-MCC Partnership's Outreach Core facilitates free educational symposia in the Ponce (*Hablemos de cáncer*) and Tampa (*Latinos y el cáncer*) communities. The first *Latinos y el cáncer* took place in 2006 in Tampa and was replicated in Ponce as *Hablemos de cáncer*. These signature Partnership events are consistent with community engagement principles and each event is collaboratively planned with community members, while considering the specific needs of the community, participants' evaluations, and input from community leaders. Past symposia at both sites have focused on prevention, nutrition, clinical trials, and specific cancer types during breakout sessions.

### SPRING 2017

### *Hablemos de cáncer*

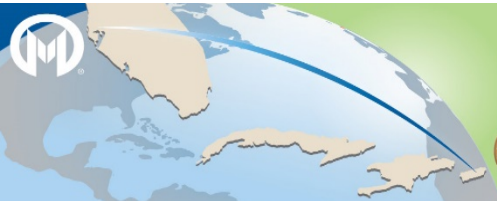


The PHSU-MCC Partnership sponsored the 5<sup>th</sup> biennial event of *Hablemos de cáncer: encuentro educativo* which was held this past March 4<sup>th</sup> at the Pontifical University of Puerto Rico. *Hablemos de cáncer* is one of the signature educational activities organized under the Partnership's Outreach Core. Since 2008, this event is carried out every two years to educate the community on cancer prevention. On this occasion, *Hablemos de cáncer* brought together 641 cancer patients and survivors, family members/caregivers and the general public from diverse towns in the southern region of the island, such as *Ponce, Villalba, Juana Díaz, Yauco, Peñuelas, Guayanilla, Salinas*, among others. *Hablemos de cáncer* created a direct communication space between community members and cancer specialists through a series of workshops directed towards cancer-specific areas with an emphasis on prevention. The participants asked questions and shared their uncertainties with oncologists, nutritionists, and psychologists. The workshops offered were: women's cancer, prostate cancer, lung cancer, colon cancer, skin cancer, the emotional world surrounding cancer, nutrition, and physical conditioning. The best attended workshops included the Women's Cancer and the Emotional World Surrounding Cancer sessions. In the plenary session, an expert panel responded to questions from the attendees. *Hablemos de cáncer* hosted the participation of the well-known reporter/journalist from WAPA TV, Keylla Hernandez, who delivered a positive and inspirational message to all the attendees. Health clinics provided interested participants a series of laboratory tests like blood pressure and blood glucose screening). The conference also held opportunities for participation in mammography examinations, the Puerto Rico Biobank, NCI Screen to Save Initiative, the Bone Marrow Registry, and the Community Participant Registry.

#### Sociodemographic information

Among those who attended the event, 75% were age 45 or older; 77% were female; 48% were married or cohabitate; 97% had access to health insurance; 77% had monthly incomes at or below \$2,000; and 62% had a high school education or more, 55% had either been diagnosed with cancer, had a loved one diagnosed with cancer, or both.

*Hablemos de cáncer* relied on the support of the U54 PHSU-MCC Partnership, Ponce Research Institute, Moffitt Cancer Center, Boehringer-Ingelheim, Biodexis, CIRT, AMGEN, the American Cancer Society, and state as well as local government offices.



## *Latinos y el cáncer*

The PHSU-MCC Partnership sponsored the 6<sup>th</sup> edition of *Latinos y el cáncer*, which was held on Saturday, October 8, 2016 at Moffitt Cancer Center's Stabile Research Building. *Latinos y el cáncer* is one of the signature educational activities organized under the Partnership's Outreach Core. *Latinos y el cáncer* is a biennial cancer education symposium for the Hispanic community in Tampa, FL, where 23% of the population is comprised of Hispanics. Over 250 participants attended the event! Most learned about the event through flyers, mailers, radio, press releases, e-mail, Facebook and/or TV. The event focused on cancer education and had the following session topics: skin cancer; women's cancers; lung cancer; colorectal cancer; emotions in response to stress and other illnesses; and prostate cancer. The highest attendance was seen in skin cancer and colon cancer. Attendees were also offered glucose, cholesterol, blood pressure and skin cancer screenings. Sixty-five people were screened by Moffitt's Mole Patrol. Attendees also had the opportunity to register for the Community Participant Registry, and the National Bone Marrow Donor Program. A key difference during this *Latinos y el cáncer* was the participants' opportunity to speak with a bilingual genetic counselor about their genetic risk for cancer. Not only did participants speak to her during her presentation, but additional community members spoke to her during lunch! Participants listened to the wonderful testimony of current Moffitt cancer patient and WAPA TV reporter/journalist, Keylla Hernandez, who spoke by means of a videoconference during the plenary session about her experience at Moffitt Cancer Center. She advocated for and exhorted early detection to the participants. The majority of participants reported that the general program and speakers were excellent, and believed the information about advancements in cancer treatment was either excellent or good.

### Sociodemographic Information:

Among those who attended the event, 74% were age 45 or older; 73% were female; 60% were married or cohabitating; 76% had access to health insurance; 64% had yearly incomes at or below \$15,000, and 62% had an Associate's degree or less. Most attendees (84.8%) prefer to communicate in Spanish. The majority of participants (83.9%) had either been diagnosed with cancer, had a loved one diagnosed with cancer, or both.

*Latinos y el cáncer* relied on the support of the U54 PHSU-MCC Partnership, Florida Blue, Foundation Medicine, Genentech, Takeda Oncology, Entrinsic Health, Celgene, Mallinckrodt Pharmaceuticals and various Moffitt Cancer Center departments such as Diversity and Public Relations.

