Promotores and EPICO: Education to Promote Improved Cancer Outcomes

Promotores/Community Health Workers:
• Indigenous members from a community who love their community and want to see people’s health and lives improve; they give unselfishly of their time and energy (often with no or little pay) not because it’s a job but because it’s a work of love for them.

EPICO Project:
• Population: at-risk residents living in South Texas along the U.S.-Mexico border.
• Focal strategy: Train and utilize promotores to deliver tailored education to improve access to comprehensive cancer services.
• Tailoring: The use of information and change strategies intended to reach a specific person based on his/her characteristics (culture, language, health literacy, education, gender, age, experiences, beliefs, & attitudes).
• EPICO uses tailoring strategies to create culturally appropriate education, communication, & outreach strategies for cancer prevention, treatment, and survivorship interventions that decrease barriers and improve cancer-related outcomes.
• Trainings: Breast Cancer, Cervical Cancer, & Colorectal Cancer
• Promotores assess educational needs and deliver education based on the characteristics of their constituents.

Sustainability & Replicability:
• Promotores transmit training and new strategies to other CHWs they train.
• Other organizations employing promotores can access the training materials and utilize the curriculum materials.
• Training modules will be available at no cost.
• Model is a low-cost cancer prevention & education intervention that can impact cancer disparities among those at greatest risk.
• Project adds to the knowledge base to inform local, state, and national cancer prevention and education strategies.

Next Steps:
• Package curriculum
• Deliver trainings to promotores in six urban-centers in Texas (Lubbock, El Paso, San Antonio, Houston, Dallas, Laredo)
• Analyze evaluation data
• Disseminate results

Year One Results and Outcomes (September 1, 2011 – August 31, 2012):

Promotores
• 6 EPICO promotores became DSHS certified Promotora Instructors & had a key role in developing/delivering trainings.
• Twenty approved DSHS CHW CEU modules (cancer prevention/early detection, treatment, & survivorship for breast, cervical, and colorectal cancers; cancer during pregnancy; and fertility and pregnancy options for cancer survivors).
• 94 promotores attended the breast cancer trainings (734 DSHS certified CEUs).
• 75 promotores attended the cervical cancer trainings (600 DSHS certified CEUs).
• 80 promotores attended a session on HPV prevention and cervical cancer (120 CEUs).
• 80 promotores attended the colorectal cancer trainings (640 CEUs).
• 87 promotores attended a session on cancer (early detection, treatment, & survivorship) for pregnant residents (109 CEUs).
• 40 promotores attended a session on fertility and pregnancy options for cancer survivors (50 CEUs).

Residents
• 414 STX residents have received the EPICO breast cancer educational sessions by outside agency promotores.
• 463 STX residents have received the EPICO cervical cancer educational sessions by outside agency promotores.
• 122 STX residents have received the EPICO colorectal cancer educational sessions by outside agency promotores.

Overall Progress:
• 456 promotores/CHWs (not unduplicated counts) have received training with the EPICO CHW curriculum, receiving a total of 2,253 CEUs
• 999 South Texas colonia residents (not unduplicated counts) have been trained in cancer prevention/early detection, treatment options, and survivorship issues.

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