Addressing Cancer Disparities

Community-driven research

Catchment area driven research

Community approaches

Community- based participatory

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Recognizes community as a unit of identity.

Under-represented minority participation in clinical trials

Therapeutic
trials

Community
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Disseminate

Cancer dialogues

Community-Driven Research

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University of Rochester Medical Center

Participatory research

‡ 3DUWLFLSDWRU\ UHVHDUFK EHJLQV ZLWK HQJDJLQJ UHVH
UHVHDUFKHUV DQG SHRSOH DIIHFWHG E\ WK
‡ 3DUWLFLSDWRU\ UHVHDUFK VWUHQJWKHQV
FRPPXQLW\ DQG DFDGHPLD HQVXUHV WKH
TXHVWLRQV DQG LQFUHDVHV FRPPXQLW\¶V
VROYH WKHLU SUREOHPV
‡ 3DUWLFLSDWRU\ UHVHDUFK VHHNV WR PRYH
³RQ´ FRPPXQLWLHV WR FRQGXFWLQJ UHVHD
DV VXFK UHSUHVHQWV D SDUDGLJP VKLIW
UHVHDUFK ZLWK GLIIHUHQW SRSXODWLRQV

Case 1:
Addressing smoking cessation among Latinos

Smoking prevalence among Latinos by country of birth

Why Latinos?

‡ 17% of population Æ30% by the year 2060

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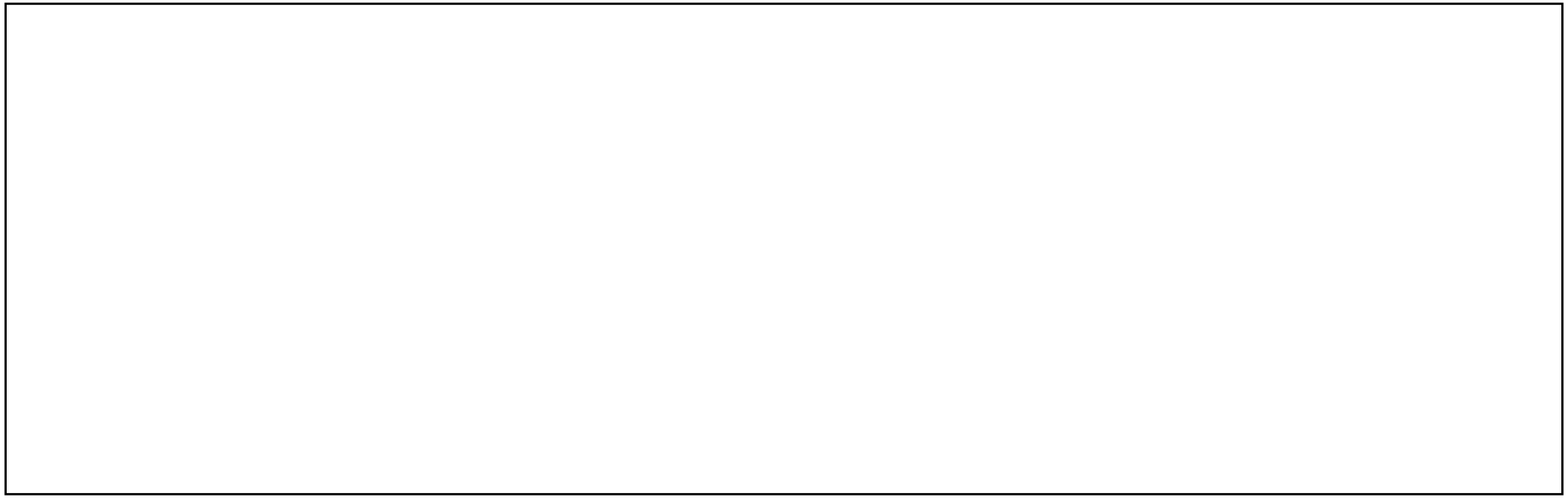
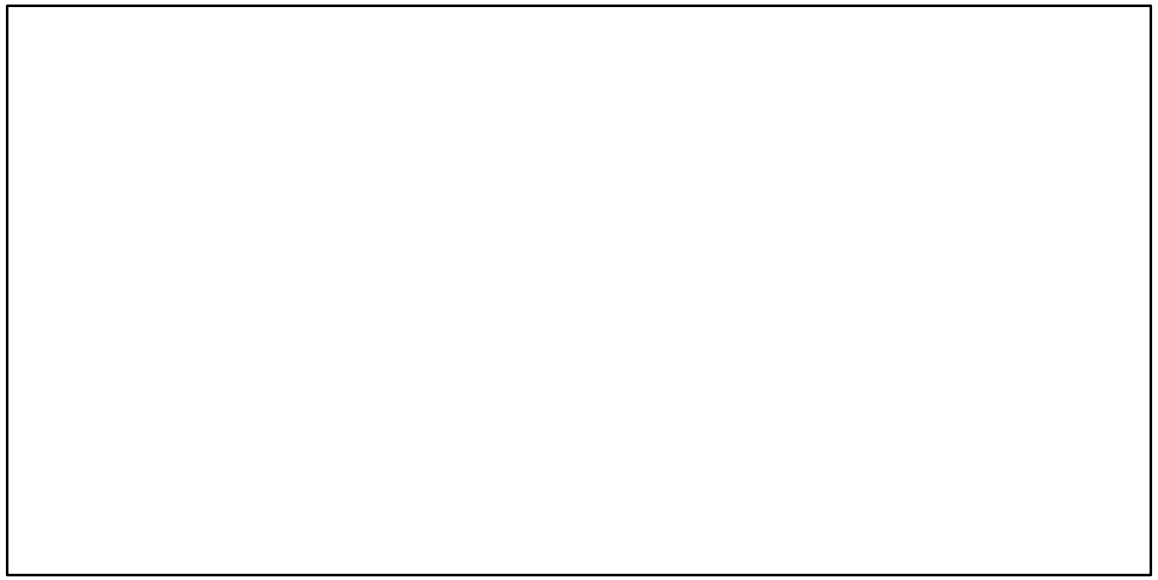
- Cultural and linguistic sensitivity
- Non-daily or light smokers

How to treat smoking?



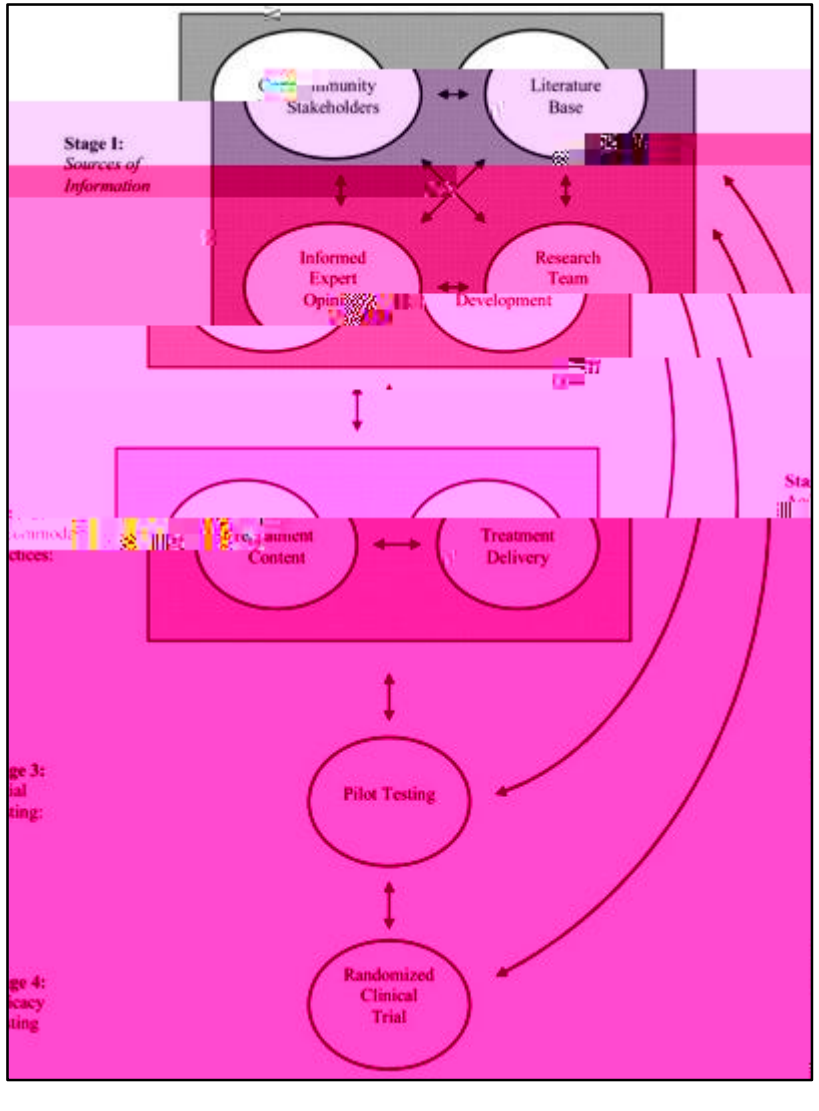
7KH FRPELQDWLRQ RI FRXQVHOLQJ DQG PH
WUHDWPHQW IRU WUHDWLQJ WREDFFR

How to treat smoking?



‡ 6PRNLQJ FHVVDWLRQ WH[W PHVVDJLQJ LQWHUYHQWLRQV
‡ +RZHYHU WKHVH LQWHUYHQWLRQV KDYH QRW EHHQ VWX
‡ 7KH HIIHFW RI WKHVH LQWHUYHQWLRQV DQG RQJRLQJ FRQWLQ
GLVDGYDQWDJHG DQG XQLQVXUHG SRSXODWLRQV PD\ EH

How to tailor an intervention?
Cultural Accommodation Model for Substance Abuse Treatment



%XUQHDZQFKH] -- 0DUWLQH] &5 +RSV
DFFRPPRGDWLRQ RI VXEVWDQFH D
DGROHVFHQW $-$ VXVH

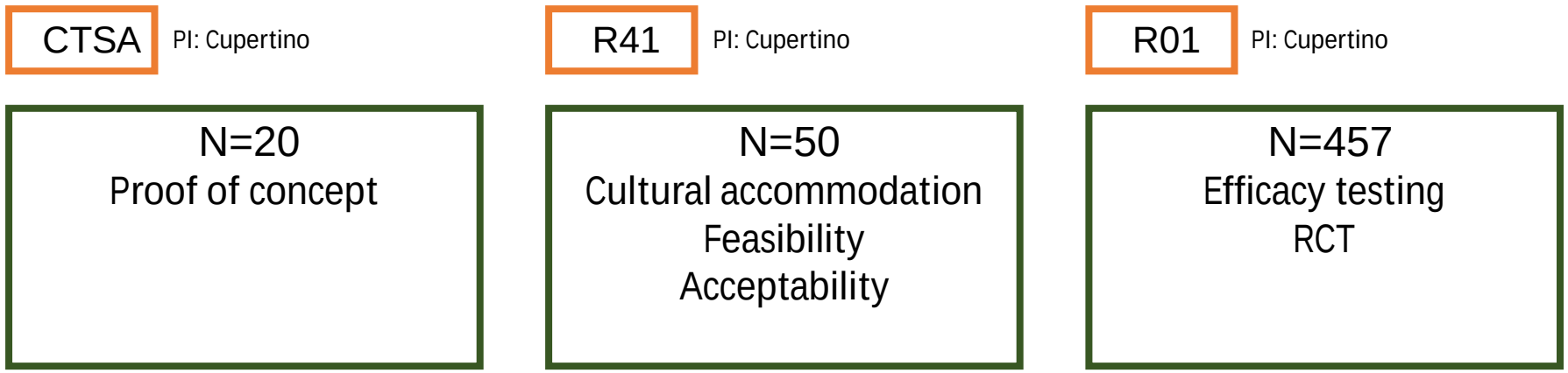
How to tailor an intervention?
Cultural Accommodation Model for Substance Abuse Treatment

Convening a Community Advisory Board

NAME	ORGANIZATION
Joanne Wendolowski, MS, RN	Hackensack Meridian Health
Lourdes P. Marcial	Americas Unidas for Seniors
Nikki Mederos, MBA, Mkt/HCM	Palisades Medical Center
Diana Bermudez, MA	Hackensack Public Schools
Suleima Rosario-Diaz, MSN, MDiv	Hackensack Meridian Health
Susan McVeigh, MPH	City of Hackensack, Health Dept.
Odallis Rivera	Hackensack Meridian Health
Gene Napoliello, MD	HOSA t Future Health Professionals
Bill Tipacti	Univision
Lynne Harwell Algrant	Bergen Volunteer Center
Erin Ihde, MA, CCRP	Hackensack Meridian Health

Treatment delivery

Initial testing to efficacy testing



Latinos Kick Buts: Mobile Cessation Support for Latino Smokers

Latinos Kick Buts: Mobile Cessation Support for Latino Smokers

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Paula Cupertino
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smoking to spend more time with my kids and some day
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Maria god bless you. We should pray to god that he will get us through our addiction I hope that God blesses you and your family. Have a good day.

Good Maria! I have a grandson and when he sees me smoke he tells me that I am losing minutes to my life. I want to have more time with him .

Decídetexto : Mobile Cessation Support for Latino Smokers

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Paula Cupertino
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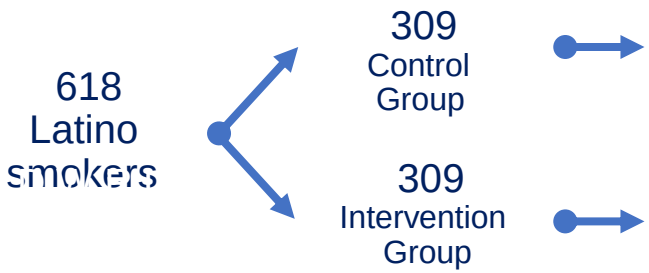
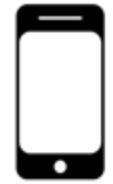
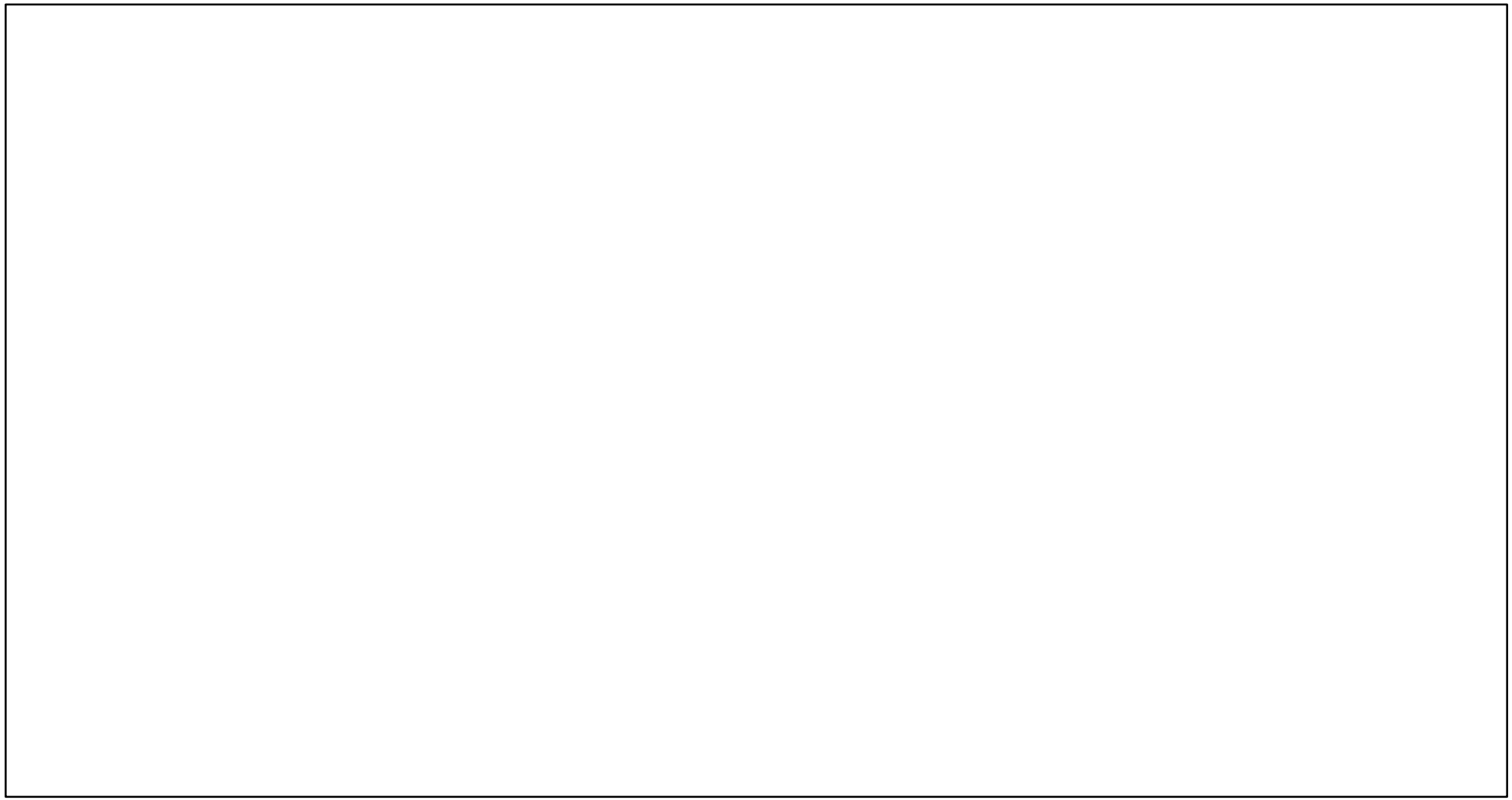
Aim: Evaluate impact of Decídetexto, a culturally accommodated program (24 week), VS standard care on smoking abstinence at month 6 among Latino smokers

Decídetextoincorporates two elements:

- A tablet-based decision-making session.
- A text messaging program.





Cartujano-Barrera F, Arana-Chicas E, Catley D, Sanderson Cox L, Diaz FJ, Ellerbeck EF, Graves K, Ogedegbe C, Cupertino AP. Decídetexto: Mobile cessation support for Latino smokers. Study protocol for a randomized controlled trial. Contemp Clin Trials. DOI: https://doi.org/10.1016/j.cct.2020.106188

Always welcome new research ideas