



T B C C N

Tampa Bay Community Cancer Network

at H. Lee Moffitt Cancer Center & Research Institute

NETWORK NEWS

*Creating Partnerships
For Better Health*

May 2012

Spring Edition

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CANCER EDUCATION WORKSHOPS

Is your organization interested in having TBCCN provide cancer education sessions for your community?

Please contact us.

We can help.

1-866-84-TBCCN

**FOR MORE INFORMATION
ON OUR EVENTS,
TRAINING & WORKSHOPS
VISIT US AT:**

www.tbccn.org



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Tampa Bay Community Cancer Network

INTRODUCING THE NEW TBCCN PROGRAM RESEARCH ADMINISTRATOR

My name is Lynne Klasko, and I am the new Research Program Administrator for the Tampa Bay Community Cancer Network. I graduated from the University of Rochester with a B.A. in English in 2005 and moved to Boca Raton, Florida to work at Spirit of Women; a healthcare marketing firm specializing in linking women to community hospitals for clinical preventive services. In 2008, I returned to school for an MPH in maternal and child health at the University of Illinois at Chicago. While in graduate school, I interned at Growing Power, a positive youth development program which highlights nutrition education, self-efficacy and job skills development. I also worked part-time for the Women's Health Foundation as a community outreach coordinator. After graduating in 2010, I moved to the Big Island, Hawaii, to teach nutrition, positive coping skills and positive forms of communication at a youth wilderness therapy program. In October 2011, I moved to the Tampa Bay area to be closer to family and to work at the University of South Florida's College of Public Health as a Research Associate in the Community and Family Studies division. I joined the TBCCN team at Moffitt Cancer Center in April 2012. I am delighted to be part of an organization that is passionate about decreasing health disparities, social justice and to sustaining vital community partnerships. I also love baking, bike riding and yoga. ↑



Lynne Klasko, MPH
TBCCN Research Program Administrator

www.tbccn.org

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COMMUNITY PARTNERS HIGHLIGHTS

NMCAW at Moffitt: A Month of Awareness

National Minority Cancer Awareness Week (NMCAW) is recognized nationally each year during the third week of April. NMCAW spotlights the impact of cancer on minority groups, as well as promotes increased awareness of prevention and treatment among those populations at greater risk of developing cancer. Each year, Moffitt seeks to broaden community education, awareness of cancer health disparities, enhance approaches to reducing disparities and improve health outcomes.



Moffitt recognizes cancer disparities in underserved communities throughout the month of April with the following events:

Saturday, April 7, 2012

“Community Conversations” Radio Show, WTNB AM 570 & 910

A radio show airing every Saturday exploring key topics that matter in the community. Dr. B. Lee Green, Vice President of Moffitt Diversity, is a co-host on the show.

Yo me cuido program, Ted & Marty Couch Auditorium – Moffitt Cancer Center

Topic: “Breast Cancer Screenings, Nutrition, and Cancer Risk Reduction”. Hosted by M-Power, this educational program provided Spanish speaking attendees with cancer prevention and risk reduction information.

Friday, April 13, 2012

Moffitt Presentation, Ted & Marty Couch Auditorium – Moffitt Cancer Center

Topic: “Tobacco Dependence and Smoking Cessation in African Americans: A Health Equity Research Program”
Featured guest speaker: Dr. Jasjit S. Ahluwalia.

This presentation focused on smoking cessation research specifically relating to African Americans.

Tuesday, April 17, 2012

Moffitt Health Disparities Community Tours-Moffitt Cancer Center

In recognition of NMCAW, the tours highlighted various aspects of Moffitt with a focus on health disparities education and awareness.

Friday, April 27, 2012

“How to Plan a Health Fair” Workshop-Moffitt Cancer Center

This event focused on training community members on how to effectively plan a health fair.

Saturday, April 28, 2012

International Spring Festival

First Baptist Temple Terrace

Cancer education and various screenings were provided at this event. Screenings provided at this event included: BMI, blood pressure, body fat, HIV, Hepatitis, STD, glucose and cholesterol testing. ↑

Written by : Erika Harris

COMMUNITY PARTNERS HIGHLIGHTS

2012 Annual Men's Health Forum

On March 17, 2012, the Annual Men's Health Forum was held at the USF Marshall Student Center, in Tampa. More than 500 men registered for and attended this event, along with their families.

The Forum is a Moffitt Cancer Center collaboration with local hospitals and health care organizations including, Aguilas International Medical Institute, Alzheimer's Association - Florida Gulf Coast, Centros Médicos Las Américas Tampa, Florida A & M University, Florida Hospital – Tampa, Hillsborough County Health Department, InnoVision Eye Wear & Ear Care, Lifetime Cancer Screening and Prevention Center, Moffitt Cancer Center - Mole Patrol™, South University - College of Nursing, St. Joseph's Hospital, Tampa General Hospital, The Icla de Silva Foundation, the University of South Florida, and Walgreens Pharmacy. In addition, there were more than 50 participating community service and resource organizations present.



TBCCN participated in the 2012 Annual Men's Health Forum on March 17, 2012

Screenings available to men in attendance included blood pressure, body mass index (BMI), cholesterol, diabetic foot screening, flu shots, glucose, hepatitis A,B,C, HIV/AIDS/STDs, lung function, memory, skin cancer, and vision.

Moffitt faculty led six informed prostate cancer decision making workshops. In addition to these workshops, 240 men received a voucher for a free prostate exam at the Cancer Center. The Mole Patrol™ provided skin cancer screenings to 190 community members.



2012 Annual Men's Health Forum on March 17, 2012

Financial and in-kind support was provided by Moffitt Cancer Center, Walgreens, Bank of America, the New York Yankees, Blue Cross and Blue Shield of Florida, HART, The Leukemia & Lymphoma Society and other local businesses and community organizations. †

Written by: Cathy Grant, MPA

More information about the Men's Health Forum can be found at www.MHFTampa.com or by calling 813-745-6675.

www.tbccn.org

TRAINING CORNER

Digital Health Communication Extravaganza

As communication channels evolve, researchers are continuing to explore how popular digital devices such as cell phones, smart phones, laptops, and Internet-based technologies such as social media sites can be harnessed for sharing health information. The first annual Digital Health Communication Extravaganza, held February 15-17, 2012, in Orlando, FL, brought individuals working in media, marketing, government, and academia together to discuss new ways to apply digital media; to not only provide health related information to the general public but to also access new populations with health information by relying on commonplace household technologies.

Alexis Koskan, PhD, was privileged to attend the extravaganza on behalf of TBCCN. Alexis is a postdoctoral research fellow for Drs. Cathy Meade and Clement Gwede in the Department of Health Outcomes and Behavior at Moffitt Cancer Center.

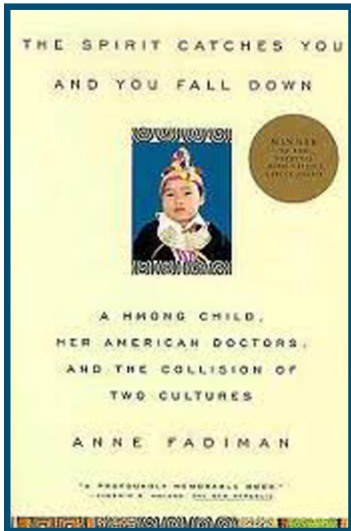
Her research interests include health communication, social media, cancer health disparities, and community based participatory research. ↑

Written by: Alexis Koskan, PhD



Postdoctoral fellow, Alexis Koskan, PhD

TBCCN Training Core Hosts Inaugural Book Club



As part of the ongoing efforts to create interactive learning opportunities for our junior researchers to interact with the community, the Tampa Bay Community Cancer Network (TBCCN) Training Core hosted a book club on April 30th, 2012. The book that was discussed was titled “The Spirit Catches You and You Fall Down” by Anne Fadiman. In this book, the author vividly depicts challenges experienced by many patients in our health care system when culture and medicine come face to face, but don’t always agree. Lia Lee was the daughter of recent Hmong immigrants who soon developed symptoms of epilepsy. A constant cycle of misunderstanding and miscommunication ultimately resulted in Lia’s progressive mental and physical decline.

The TBCCN Training Core seeks to help promising new researchers gain effective skills in Community Based Participatory Research and use those skills to reduce cancer health disparities. Your participation in activities is an important part of their experiences! If you are interested in participating in future TBCCN book

clubs, please email Lynne Klasko (Lynne.Klasko@moffitt.org) and we will surely keep you updated on future book club meetings. ↑

Written by: Maria Rodriguez & Susan Vadaparampil, PhD

RESEARCH CORNER

Evaluating Biobanking Educational Tools

Evaluating Biobanking Educational Tools is a small research project of TBCCN.

TBCCN's goal with this project is to discover if a set of educational materials (a DVD and a booklet) about biobanking will aid community members in understanding about this new method of cancer research. The study created an instrument entitled B.A.N.K.S. (Biobanking Attitude and Knowledge Survey) that can help researchers understand what community members know, think and believe about biobanking. We developed this instrument with help from community members who reviewed these important questionnaires. The community advisors for this project included Gloria San Miguel of the Morton Plant Mease Powell Cancer Center, Carmen Reyes of the Multicultural Resource Center, Inc., and Margarita Romo of Farmworker's Self-Help, Inc. They were pivotal in assisting us in making questions simple and easy to understand.

With great feedback from the community, TBCCN developed this instrument in English and Spanish. The instrument will help us learn about what community members think about biobanking, in addition to revealing if an educational DVD and booklet, developed by a previous TBCCN project entitled *Community Perceptions on Biobanking*, are in fact helping people understand more about the collection of biospecimens for research.

Finding out this information is very important because it will assist researchers in informing the public about cancer research and what role the community can play in the prevention and cure of cancer. ↑

Written by: Mariana Arevalo

What is Biobanking?

Biobanking is the collection, processing and storage of biospecimens for research.

What are biospecimens?

Biospecimens are things from the body, like blood, urine, skin, or saliva that a person can donate for science. Biospecimens are collected and then stored in biobanks.

What is a biobank?

A **biobank** is a place where biospecimens are processed, protected and stored for research. Once processed, they are stored in freezers at very cold temperatures.





CARES and I-ACT Research Studies

Colorectal cancer affects both men and women as the third most commonly diagnosed cancer and the second leading cause of cancer death in the US. The American Cancer Society estimates 143,460 new cases and 51,690 deaths from colorectal cancer in 2012. Yet, colorectal cancer can be stopped before it starts! Early detection for colorectal cancer can help find abnormal growths or cancer early when it is easiest to treat. Early detection is done through regular screening tests. At least 60% of deaths from colorectal cancer can be prevented if every adult 50 years and older had regular screening tests. Still, about half of adults that are 50 years and older have not had an appropriate screening test for colorectal cancer. The rates of colorectal cancer screening remain lowest among Blacks, Hispanics, and medically underserved groups. Blacks specifically have consistently experienced the highest rates of new colorectal cancer cases and deaths compared to other racial/ethnic groups.

To address this problem, we have developed an innovative colorectal cancer screening intervention with the help of established community partnerships that will involve two research projects:

Colorectal Cancer Awareness, Research, Education and Screening (CARES)

And

Increasing Access to Colorectal cancer Testing (I-ACT) for Blacks

More about the research

The CARES study is partnering with community-based clinics to help reduce the barriers to colorectal cancer screening among medically underserved, racially/ethnically diverse populations in the Tri-county area. In this two-phase screening intervention, adults from our partnering clinics Tampa Family Health Center and Suncoast Community Health Center will help develop an educational CARES toolkit, which consists of a photo novella booklet and DVD. Adults aged 50 to 75 years will also take part in the CARES intervention at partnering clinics Pinellas County Health Department and Premier Community Healthcare Group. The intervention incorporates the CARES toolkit developed in phase I along with preexisting standard education materials.

I-ACT is a community based study that will assess the impact of a culturally targeted intervention on screening uptake among ethnically diverse Blacks throughout Hillsborough County who are not up-to-date or have never been screened for colorectal cancer. Adults 50 to 75 years of age who self-identify as Black will receive one of two conditions: photonovella booklet or a standard educational booklet. Participating individuals will be followed for two years.

RESEARCH CORNER



CARES and I-ACT Research Studies *continued*

Participants in both research studies (CARES and I-ACT) will receive a free new generation home colorectal cancer screening test known as immunochemical Fecal Occult Blood Test (iFOBT) or home stool test. This improved test is convenient, easy-to-use, and is widely available as a good first step for screening or early detection of colorectal cancer. The goal of both projects is to impact cancer-related disparities in our community.

Where is the research now?

Phase I of the CARES study is nearly complete. Focus groups and interviews conducted with patients and healthcare providers from Hillsborough county community clinics have informed the design and development of the photonovella booklet and DVD education toolkit. Pre-testing of the education materials and final development is currently underway. It will involve up to 33 individual interviews with patients and providers to provide feedback. The finalized photonovella booklet and DVD will be tested in the larger Phase II CARES study with Pinellas and Pasco county clinics.

The I-ACT study has been open for recruitment since early November. Methods of recruitment include flyer postings at different venues (e.g. restaurants, churches); face-to-face interaction with potential participants in the community at various community events such as health fairs; and direct interaction throughout community neighborhoods.

What you can do

Talk to your doctor if you are 50 to 75 years of age about getting screened today

Get informed about your screening options

Learn what other things you can do to reduce your chances of getting colorectal cancer by talking with your healthcare provider ↑

Written by: Jamila Ealey, MPH

HIGHLIGHTED EVENTS

8th Cancer, Culture and Literacy Conference: *Advancing Communications*

SAVE THE DATE

May 17-19, 2012
Sheraton Sand Key Resort
Clearwater Beach, FL

CCL 2012 is an extraordinary opportunity for individuals to learn more about the intersection of culture and literacy across the continuum of cancer prevention and control for addressing health disparities.



Presented by **MOFFITT**
CANCER CENTER 



Campamento Alegria

PARA LATINAS SOBREVIVIENTES DE CANCER

Re-conectandote con tu gozo interno

Campamento Alegria May 25-27, 2012

The goal of the camp:

Is to offer Latinas who have ever been diagnosed with cancer a positive and memorable experience through a variety of culturally relevant creative, educational and social activities that will help sustain them as they continue their cancer journey.

Activities:

Arts and crafts workshops, massages, beauty and health education, music, outdoor activities and lots of fun.

Cost:

There were not any costs to participants for any part of the program. The program included a 2-night stay, meals and camp activities as well as pre and post camp activities.

For more information please contact

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