

GELMAN FOUNDATION FINAL REPORT April 2006 – April 2007

Our proposal had two goals as follows:

To publish a booklet titled “Triunfadoras” as an enduring testament to our survivors in their daily fight against breast cancer and for educational and prevention purposes among the Hispanic community.

Results

Our goal is to develop and print a booklet containing the experiences of Hispanic women in Utah afflicted with breast cancer and resources available to them. It is our intent to provide Hispanic/Latino women education about risks of breast cancer, the need for screening and treatment, available programs/services, the importance of early detection and how to access the medical systems. Information has been gathered with the assistance of the Gelman Foundation, Utah Health Department, Cancer Control Program, UCAN, Underserved Work Group, American Cancer Society, Huntsman Cancer Institute, Salt Lake, Weber, Utah and Summit County Health Departments, National Cancer Institute, Susan G. Komen Foundation, AVON Breast Care Foundation, Center for Multicultural Health and others.

The project was divided into two phases. Phase I was devoted to conduct patient interviews, photographs, artwork and general layout ready for print. Under Phase II. Alliance Community Services will continue to seek additional funds to print at least 1,500 books to be distributed to health care providers, cancer related organizations and the Hispanic/Latino community. The booklet will be published in English and Spanish.

Funds were used to complete Phase I of this project that included: conduct 15 patient interviews which will be included in the final book, editing, photographs, artwork and general layout ready for print. Experiences included were based on personal testimonies from Hispanic/Latina women survivors from different countries, ages, different stages of the illness and different circumstances when facing the diagnosis.

A bilingual professional writer was hired in March to write, edit, and layout breast cancer project. Carmen Chavira Jones has experience in similar projects and the commitment to the goal of the project. She spent countless hours conducting the interviews, recording, editing, photographs and above all was able to gain the interviewees trust and confidence. She conducted 15 interviews and participated in the meetings with the University of Utah Communications Department. So far at least 13 stories have been edited and we will complete the remaining ones. We worked closely with the “Triunfadoras” Hispanic Support Group and were able to identified 15 survivors who were willing to share their stories.

An integral concern to both phases in the development of a distribution plan to ensure that the books are available to the neediest in the community. The production and

success of this book will lead to further work for videos and internet responses to meeting other health and social challenges in the Utah Hispanic/Latino community.

We will continue to work closely with the UCAN Medically Underserved workgroup along with the Multicultural Health and Ethnic Health and the Alliance Hispanic Health Care Network, “Triunfadoras” Hispanic Support Group to reduce cultural barriers in reaching the Hispanic population throughout the State with information about breast cancer survivors and resources available for many different cancers.

Goal - To reach at least 600 Hispanic women by April 2007 residing in Salt Lake and adjacent counties to receive information and education regarding the importance of early detection examinations.

Agency Name: Alliance Community Services

Activities	Annual Target	1st Quarter Reach Apr-Jun 2006	2nd Quarter Reach Jul-Sep 2006	3rd Quarter Reach Oct-Dec 2006	4th Quarter Reach Jan-Mar 2007	Total
I. Education Contacts	600					
<i>A. Individual</i>		201	243	181	247	872
<i>B. In Groups</i>		207	409	100	100	816
<i>C. Other</i>		*20,059	*20,059		*50,000	
II. Mammograms						967
<i>A. Exam Type</i>						
Initial Exam		100	109	105	115	429
Annual Exam		187	186	143	191	707
<i>B. Outcome</i>						
Normal		260	272	230	281	1,043
Abnormal/Indeterminate		13	15	9	19	56
Breast Cancer		1	5			6
<i>C. Provider</i>						
CDC Contractor						
Other						
III. CBE						
<i>A. Exam Type</i>						
Initial Exam		111	103	99	113	426

Annual Exam		180	196	149	193	718
<i>B. Outcome</i>						
Normal		272	288	239	293	1,092
Abnormal/Indeterminate		19	11	6	13	49
Breast Cancer					1	1
<i>C. Provider</i>						

* This number is from presentations of our program in Hispanic TV and radio audience reached.