**What is the DCO Core?**
The Disparities and Community Outreach Core (DCO Core) is a part of the University of Miami Sylvester Comprehensive Cancer Center. As “shared resource” or “core,” the DCO Core facilitates community-based research and interventions to reduce cancer disparities in minority and underserved communities. For more information about the DCO Core, see Page 4.

**Cancer Disparities and Community Research Seminars Series**
The DCO Core, in conjunction with the Coastal Cancer Information Service (CIS) and the Jay Weiss Center for Social Medicine and Health Equity, sponsor seminars that feature experts on various issues related to cancer disparities and community research.

**NEXT GUEST SPEAKER: October 2, 2009**
Margo Michaels, MPH, Executive Director, Educational Network to Advance Cancer Clinical Trials (ENACCT)
http://www.enacct.org/

Location: Sylvester Comprehensive Cancer Center
1425 NW 12th Ave., Room 1301
Time: 10:00 – 11:00 am

Ms. Michaels will also be a keynote speaker at the Florida Society of Oncology Social Worker’s annual meeting in Ft. Lauderdale.

**SUMMER VIDEOCONFERENCE ON HEALTH DISPARITIES - JUNE 9 (SEE PAGE 2)**

**Review of March 13 Seminar with Dr. Matthew Kreuter**
The 3rd seminar in this series was held on March 13, 2009, with guest speaker Matthew Kreuter, PhD, from the Health Communication Research Laboratory at Washington University in St. Louis. Dr. Kreuter is an expert in health communication and health disparities. His presentation was entitled “Community-Based Communication Interventions to Eliminate Cancer Disparities.”

Dr. Kreuter described several innovative evidence-based cancer education programs designed for underserved communities in the St. Louis area. The communities were identified by examining the percentage of late stage cancers by census tract.

(Dr. Kreuter - continued)

**Kiosk Program:** One program involves computer kiosks located in community venues such as beauty salons, churches, social service agencies, libraries, health centers, and laundromats. The kiosks provide information about breast cancer and then ask a series of questions about mammography screening experiences. The kiosks are equipped with telephones that enable the woman to schedule a mammogram.

**Tobacco Information:** The Health Communications Research Laboratory developed and tested interventions to reach populations with high rates of tobacco use. They found that the prevalence of tobacco use among people who visit food stamp and public housing offices were high (40% and 34%, respectively), and that information about smoking cessation resources is fragmented. Their intervention attempts to deliver appropriate and effective tobacco cessation information to this population.

**Tailored News Service:** They have also established a news service that provides locally relevant and culturally specific cancer information to African American community newsletters. They are comparing 24 cities, half of which receive targeted messages from their news service and half that do not. A newspaper in Jacksonville is the only Florida site. One of the lessons learned is that framing information to specific groups that convey positive messages have a more favorable response, e.g., presenting progress toward reducing rates rather than focus on the disparities between groups.

**Image Library:** To improve communication materials, the St. Louis group has developed a library of graphic images and videotapes of cancer survivors.

For more information on the Health Communications Research Laboratory, please visit their website: [http://hcrl.wustl.edu](http://hcrl.wustl.edu).
As a result of the Dr. Lovell Jones visit in December as a guest speaker at the DCO Core Seminar, the University of Miami was invited to be part of the Health Disparities Education, Awareness, Research and Training (HDEART) Consortium. UM’s President, Dr. Donna Shalala, and the Sylvester Comprehensive Cancer Center’s Director, Dr. Jarrard Goodwin, are enthusiastic about the opportunities that membership in this Consortium will offer to UM investigators and students. The HDEART Consortium brings together national and international institutions of higher learning along with health care institutions to develop a program to bear the strength of each institution to address the issue of health disparities in minority and medically underserved populations.

The HDEART Consortium is sponsoring a workshop on Disparities in Health in America: Working Towards Social Justice, June 20-26 in Houston, Texas. The workshop will provide a comprehensive approach to the issue of health disparities and provide attendees with a broad base of knowledge so that they may address health disparities with a biopsychosocial approach.

Dr. Erin Kobetz, DCO Core Director, will be presenting at this workshop. Her presentation will be on “Addressing Cervical Cancer in Little Haiti, Miami: CBPR in Action.” As a new member of the Consortium, UM will be able to offer a teleconference course on Health Disparities in America, and plans are underway with the Department of Epidemiology and Public Health and the Cancer Center.

For more information on the workshop and courses, please visit this web site: http://www.mdanderson.org/departments/crmh/
Liberty City Community Health Survey

Over the past year, the DCO Core and UM faculty have been working with the Liberty City Community Advisory Board (CAB) to plan a health survey to better understand the health and cancer-related concerns of Liberty City, and to collect pilot data for future projects. The CAB suggested a door-to-door survey as the best way to collect this information. They also helped develop the health questionnaire.

Drs. David Lee, Margaret Byrne, Noella Dietz and Monica Webb, who have been working on tobacco-related cancers were simultaneously interested in gaining a better understanding of tobacco use and attempts to stop smoking in Liberty City, one of the areas in Miami-Dade County found to have higher than expected rates of tobacco-related cancers. This finding was a result of analyses conducted by Dr. Lee and others under the Florida Biomedical Research Team Science project. The Liberty City CAB agreed to combine the two surveys and begin the data collection in Liberty Square, a public housing development within Liberty City. The study has been approved by the UM Human Subjects Research Office and plans are underway to train interviewers from Liberty Square to administer the survey among adults at randomly selected households. The DCO Core is coordinating this project, in part with funding from the Team Science grant, and the Sylvester Comprehensive Cancer Center.

DCO Core Poster about Liberty City Partnership: Jay Weiss SMART Forum

The DCO Core and its Liberty Square partners displayed a poster describing their partnership and upcoming health survey at the Social Medicine Advocacy, Research and Training (SMART) Forum, sponsored by the Jay Weiss Center for Social Medicine and Health Equity held on April 24th.

The poster described the partnership in Liberty City that includes community organizers, area health care providers, cancer survivors, religious and civic leaders, and the preliminary data that was gathered from community leaders. Concerns identified from the key informant interviews include unemployment, poverty and crime. Health concerns include HIV, diabetes, hypertension and cancer. Results of the door-to-door health interviews, will help inform efforts to acquire extramural funding and implement community-based interventions to encourage individual and social change.

New Community Project: Cancer Education in Hialeah Beauty Salons

In collaboration with Dr. Laura Linnan from the University of North Carolina (the first guest speaker of the DCO Core Seminar Series), Dr. Erin Kobetz and Julie Kornfeld, Director of the Coastal Cancer Information Services, are spearheading a pilot community-based participatory research (CBPR) pilot study in Hialeah. Dr. Linnan has successfully implemented cancer education projects through beauty salons in North Carolina African American communities. To test this model among Hispanics, a pilot study is being planned for both North Carolina and Miami-Dade County.

For the past several months, the CIS Partnership Program and the DCO Core have been planning this project in Hialeah, an area that is primarily Hispanic. We have examined cancer and demographic data for the three zip codes that make up the core of Hialeah. We have also contacted several beauty salon owners as well as the Mayor of Hialeah and other community leaders. The next step is to establish a Community Advisory Board (CAB) for Hialeah, and to hold an introductory meeting to explain the study to the community and to get their input on how best to proceed.

Liberty City Health Fair a Success

On March 21st, the Miller School of Medicine Department of Community Service (DOCS) program sponsored a very successful health fair at the Jessie Trice Center for Community Health in Liberty City. Over 400 people attended. The health fair featured several cancer screening and education stations, including free Pap Tests and HPV vaccines offered by Dr. Nahida Chakhtoura (OB/GYN) and her project team, screening for head and neck cancer by Dr. Elizabeth Franzmann, and prostate exams. In addition, blood pressure, diabetes, cholesterol, vision, dental and other services were offered.
Collaborative News

One of the DCO Core’s ongoing community networking activities is sponsorship of the Southeast Florida Cancer Control Collaborative (SFCCC).

Cancer Survivor Workshop:
On April 18th, SFCCC sponsored a workshop for cancer survivors. This is the 4th community education workshop sponsored by SFCCC. The workshop was planned by the SFCCC Quality of Life and Palliative Care Workgroup, led by Gail Brown from Mt. Sinai Comprehensive Cancer Center and Amparo Alvarez from The Wellness Community. It was held at Holy Cross Hospital Sister Innocent Conference Center in Ft. Lauderdale, and featured What’s Next For My Life?™, a workshop conducted by Paula Holland De Long and Dr. Mike Bauerschmidt that addressed topics such as how to embrace the future, set priorities, and create a healthy life after cancer. Funding for the program was provided by the Florida Department of Health’s Comprehensive Cancer Control Program, Aventura Comprehensive Cancer Center, Innovations Health, the Leukemia and Lymphoma Society, and the Sylvester Comprehensive Cancer Center.

The next SFCCC meeting will be May 21, from 10 am - 2 pm, at the Area Agency for Aging Palm Beach/Treasure Coast, Inc., 4400 N. Congress Ave., West Palm Beach. Partnership Showcase Presentations will be made by the Area Agency for Aging, and the Palm Beach Community Cancer Council. More information can be found on the SFCCC web page: http://sfccc.med.miami.edu

DCO Core Skills and Resources

DCO Core Skills and Resources

- Expertise in cancer disparities, Community-Based Participatory Research (CBPR), evaluation, quantitative and qualitative data collection
- Community Advisory Boards and an extensive network of community partners
- Software for study database development, mapping and statistical analysis
- Local and national cancer and demographic data
- Audio recording equipment
- Subcontracting for research services such as telephone surveys, mass mailings, and data entry, translation and transcription

DCO Core Services

Pre-award Services, offered free of charge, include consulting Community Advisory Boards, provide cancer and demographic data to describe study populations, develop appropriate recruitment strategies, study materials, and incentives, identify recruitment and outreach venues, obtain letters of support, promote research project.

Services for Funded Projects

- Develop and facilitate project-specific community advisory boards
- Recruit study participants and distribute incentives
- Data services, e.g., database development, data management, quality control, data analysis, mapping
- Project management, including management of subcontracts
- Develop study materials, e.g., design and pretest flyers and questionnaires
- Provide training on community research for staff and community health workers

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