



# 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

March 2009

Spring Edition

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## What is the Tampa Bay Community Cancer Network?

**T**he Tampa Bay Community Cancer Network (TBCCN) is one of 25 Community Network Programs in the country to receive funding to create a collaborative network of academic and community based organizations. Our network consists of local community based health centers, nonprofit organizations, faith-based groups, adult education and literacy groups, and the Moffitt Cancer Center. Our goal is to create and

implement sustainable and effective community based interventions to impact cancer disparities in the Tampa Bay area. ↑



### 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**



## Community Partners' Retreat

**On Saturday, September 20, 2008** the Tampa Bay Community Cancer Network(TBCCN) held its Fourth Annual Community Partners Retreat. The event commenced with an engaging trivia session using the cancer education wheel. Discussions at the retreat focused on identifying TBCCN achievements and exploring next steps for TBCCN. Our partners identified the ongoing need for access to low literacy educational materials and education workshops on cultural competency and health disparities research. Partners also participated in a social network analysis, the results

of which will help to demonstrate how TBCCN enhances the communications, interactions and collaborations among partners. The retreat also included updates on TBCCN pilot projects and reports on cervical cancer community based projects. ↑



[www.tbccn.org](http://www.tbccn.org)

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# COMMUNITY PARTNERS HIGHLIGHTS

## Susan G. Komen for the Cure® Introduces Breast Self-Awareness

To coincide with scientific evidence, Susan G. Komen for the Cure® in collaboration with their Scientific Advisory Board has restructured the Breast Health Awareness recommendations by launching a Breast Self-Awareness (BSA) message backed by the following four step approach:

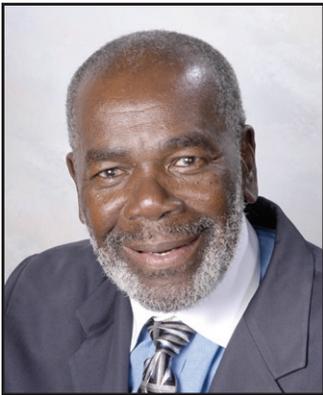
1. Know Your Risk
2. Get Screened
3. Know What is Normal for You
4. Make Healthy Lifestyle Choices

The new BSA message was created to better encompass all aspects of an individual's breast health and awareness. The four steps in the new BSA message offer more information and tools for

women to use to take care of themselves. These new recommendations will be featured on a new BSA shower card. The new BSA card will continue to include the steps for performing the breast self exam (BSE) for those who choose to use it as a tool for becoming familiar with the look and feel of their own breasts. To keep up-to-date with the most current information on breast cancer research, please visit [www.komen.org/aboutbreastcancer](http://www.komen.org/aboutbreastcancer). ↑



Written by Lauren Groves



## Warrior: Jim W. West 10 Year Survivor Spirit of Hope: Cancer Survivors Making a Difference

In 1997, Jim was diagnosed with prostate cancer and that began a life changing commitment of advocacy for men like him who are fighting the disease. By the spring of 2007, Jim was making frequent trips to Tallahassee to advocate for the cause. He testified before committees and lobbied state legislators to pass a bill mandating insurance coverage for prostate cancer screening and early detection. The bill passed in the 2007 Senate legislative session, but failed to pass through the House healthcare committee. Jim is gearing up to fight the fight all over again in the next legislative session. Today he passionately educates men about the importance of early detection for prostate cancer.

Jim is the recipient of an Advocacy of Excellence Award from the American Association of Clinical Urologists and the Florida Urological Society for his courage and advocacy for patients in the State of Florida. He has been highly recognized for his dogged pursuit of prostate cancer education, awareness and screening. ↑

## TBCCN Welcomes Three New Partners

**Healthy Together** is a coalition of individuals and organizations dedicated to making Tampa Bay a better place to live by promoting healthy living and removing the barriers to wellness. [www.healthy-together.org](http://www.healthy-together.org)

**The University Area Community Center** whose mission is to obtain the necessary resources, support, and direction to improve and sustain a thriving community where great challenges exist.

[www.uacdonline.org](http://www.uacdonline.org)

**The James B. Sanderlin Neighborhood Family Center** is a community based program in St. Petersburg that targets young families providing a variety of services and resources to the community. Congratulations to the Midtown Health Council of the Sanderlin Neighborhood Family Center on being selected to receive the 2008 YWCA of Tampa Bay Humanitarian Award! ↑

## Barbers Against Prostate Cancer Capstone Dinner

Written by John Luque, PhD, MPH

**Barbers Against Prostate Cancer (BAPC)** is a joint research project between TBCCN, the Community Health Advocacy Partnership (C.H.A.P.) of East Tampa and Moffitt Cancer Center. The pilot project demonstrated the feasibility of using trained barbers and barbershops to successfully disseminate prostate cancer information and raise awareness about the disease among African American men. In order to recognize the achievements of the barbers who participated in the program, we held a BAPC Capstone Event Dinner on Thursday, October 30th.

The program began with an introduction by Dr. B. Lee Green. Next, Dr. Juan Luque presented the

project findings to the attendees, highlighting the achievements of the program, such as the increased prostate cancer knowledge demonstrated by the barbers following the training workshops. Next, the following barbers received recognition plaques: Joe Demoulin, Damien Mosley, Emerson Tillman, Franklyn Radix, Willie Miller, Elton McDaniels, Phil Walker, and Lefonso Ray. ↑



BAPC Capstone  
Event Award Recipients

## Findings from the Colorectal Cancer Pilot Project

Written by Gwede Clement, PhD

**Our pilot study entitled “Colorectal Cancer in Ethnic Subgroups of U.S. Blacks: Exploring Disparities”** (U01CA 114627-03S1 ) assesses perceptions of colorectal cancer and self-reported screening among three subgroups of blacks. Using community-based participatory methods, a total of 62 participants (22 U.S.-born/African Americans; 20 Caribbean-born; and 20 Haitian-born) responded to in-depth qualitative interviews and brief surveys. We found low levels of knowledge, risk perception or worry about colorectal cancer and low self-reported use of colorectal cancer screening across all three subgroups. However, the Haitian-born subgroup

reported lower knowledge, lower use of FOBT and sigmoidoscopy or colonoscopy, and lower rates of physician recommendation for screening compared to the other two subgroups. For example, only 55% of Haitians had ever heard about FOBT compared to 84% for English Caribbean and 91% for African American. Similarly, 15% of Haitian-born had ever had a colonoscopy compared to 47% and 50% for English Caribbean and African American, respectively. Findings from this project are being used to inform innovative culturally tailored programs to reach US and foreign-born Blacks. ↑

## Cervical Cancer Beliefs in Ethnic Subgroups of Latina Immigrants

Written by John Luque, PhD, MPH

**“Cervical Cancer Beliefs in Ethnic Subgroups of Latina Immigrants”** is the title of Dr. Juan Luque’s new NCI funded research project. As the Hispanic immigrant population increases in the U.S., there is growing recognition that interventions need to be tailored to Hispanics of different national origins and educational levels. This study proposes to gain a better understanding of knowledge, risk perceptions, and cultural attitudes among various Hispanic subgroups around cervical cancer in order to develop

more effective outreach efforts and impact cervical cancer disparities. The study examines Hispanic beliefs toward cervical cancer and HPV, in order to inform the development of lay health adviser (promotora) curriculum modules. In addition, this project builds on existing TBCCN collaborations by partnering with the mobile clinic arm of Catholic Charities (Catholic Mobile Medical Services and Sister Sara Proctor), and Dover Community Health Center for participant recruitment. ↑

# OUTREACH ACTIVITIES

## Upcoming Events

- Monthly ..... **Girl Talk Cancer Workshops** – *Farmworkers Self-Help, Inc.*  
March 7, 2009 ..... **African American Men’s Health Forum** – *Hillsborough Community College - Dale Mabry Campus*  
April 18, 2009 ..... **Santa Maria Mission Health Fair** – *Santa Maria Mission*  
April 19-25, 2009 ..... **National Minority Cancer Awareness Week**  
May 9, 2009 ..... **Miles for Moffitt** – *USF*  
May 16, 2009 ..... **Haitian Flag Day** – *Lowry Park*  
July 20-21, 2009 ..... **Cancer Health Disparities Summit** – *Washington D.C.*  
November 4, 2009 ..... **Celebration of Community and Health** – *Premier Community Health Centers, Dade City*

## Day of Pampering

With 300 women attending the 3rd Annual “Day of Pampering: Increasing Women’s Awareness Forum”, the event was a huge success. The forum was held on Saturday, October 4th, 2008 at the University Area Community Center. Presented by the Hillsborough County Health Department, the event was co-sponsored by AvMed, Moffitt Cancer Center, TBCCN, University Area Community Development Corporation, Inc. among others. “The goal of the event was to educate women about the importance of early detection of breast and cervical cancer” (Clarence Gyden, Human Services Program Analyst, Hillsborough County Health

Department) The event provided free health screenings, mammograms, massages, makeovers and various health education seminars for participants. Many local community and civic organizations came out to support the event. ↑



**DO THE LOCAL MOTION**



[www.dothelocalmotiontampabay.com](http://www.dothelocalmotiontampabay.com)

**Join Healthy Together  
for group walks  
every other Friday.**

Tampa is working to create a healthier community. It's no secret that a daily walk helps fight obesity, decrease stress and fosters creativity.

**WHERE:**

**Lykes Gaslight Park  
Downtown Tampa**

**WHEN:**

**Starting Friday, March 13<sup>th</sup>  
and on going every 2 weeks.**

**TIME:**

**12:00pm – 1:00pm**

## Tampa Bay Community Cancer Network

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