



# 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

April 2010

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**

## What is the Tampa Bay Community Cancer Network?

### The Tampa Bay Community Cancer Network (TBCCN)

is one of 25 Community Network Programs in the country to receive funding from NCI to create a collaborative network of community based and academic 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. ↑

### COMMUNITY PARTNERS' RETREAT

The Tampa Bay Community Cancer Network (TBCCN) held its fifth annual Community Partner's Retreat on Saturday, September 26, 2009 at the Sheraton Sand Key Resort in Clearwater, FL. The retreat was co-facilitated by TBCCN's Principal Investigator Dr. Cathy Meade and Pinellas County Health Department,

Minority Health Officer, Dale Watson. This all day event provided an opportunity for partners to network and further build upon existing collaborations. The retreat focused on next steps in research, outreach, and training for the CNP II renewal. The partners discussed several important topics including TBCCN achievements, challenges, and future collaboration endeavors. The day ended with a presentation on "Girl Talk" cancer education workshop series conducted at FSH, a collaborative effort between TBCCN and FSH. The presentation was conducted by Kristine Nodarse- Hernandez (TBCCN Outreach Worker) and Marisol Arellano-Morales (Assistant Director of Farmworkers' Self-Help, Inc. (FSH). Overall, the retreat was successful in garnering ideas for future steps for TBCCN. ↑



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

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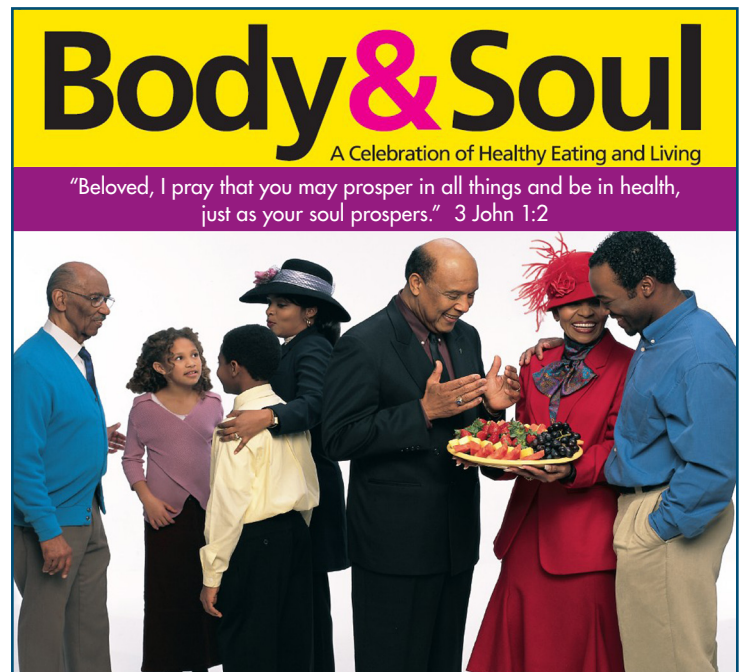
# COMMUNITY PARTNERS HIGHLIGHTS

## CIS/TBCCN Partnership Program

Five years ago, The National Cancer Institute's Cancer Information Service (CIS) and the Tampa Bay Community Cancer Network (TBCCN) embarked on a collaborative mission to bring access and information about cancer to address health disparities in Central Florida. By joining forces, CIS and TBCCN have been able to reach medically underserved populations and health professionals who serve those communities. Collaborations included workshops on cancer prevention, grant writing, clinical trials, development of low literacy cancer education materials and access to NCI's information and programs. Additionally, the CIS and TBCCN worked closely with community partners to facilitate building organizational capacity by providing technical assistance to secure funding, provide support to deliver cancer education, outreach and screening activities. The dissemination of NCI's signature programs, including Body & Soul, and Using What Works, have been important areas of this collaboration. The CIS trained over 350 health professionals and community partners on the NCI's faith-based program Body & Soul; more than 20 community organizations received funding for capacity building or outreach efforts, and more than 50 community partners and organizations were trained on Using What Works. Valerie Lee, Chair of the St. Petersburg AME Women's Missionary Society collaborated with the CIS to provide training on Body & Soul. "It was a great experience, a great program," said Lee. "The churches love it; it had a great impact." Because of the strategic location of the Moffitt/CIS coordinator, we were able to tap into many resources at the Moffitt Cancer Center and serve as a catalyst to reach underserved populations in Central Florida.



**A PROGRAM OF THE NATIONAL CANCER INSTITUTE**  
**YOUR LINK TO CANCER INFORMATION**



This collaboration has shown that the community needs and those of the academic and research community can be merged effectively. ↑

Written by: Martha Gonzalez, MA  
Cancer Information Service  
University of Miami

# COMMUNITY PARTNERS HIGHLIGHTS

## Adult Education Health Literacy Classes: San Jose Mission

**Sr. Sara of Catholic Charities Medical Services became aware of the Staying Healthy:** an English Learner's Guide to Health Care and Healthy Living curriculum through a presentation provided at the Health Literacy Town Hall Meeting hosted by TBCCN in June 2008. The curriculum enhances the understanding of health information while improving English language and literacy skills. Sr. Sara obtained the curriculum from the Florida Literacy Coalition website and presented it to the Family Learning Center, Hillsborough County Adult Literacy Program at the San Jose Mission. The county approved the curriculum to be taught to a class of English as a Second Language (ESOL) students where Marlene Rivera, RN served as a co-instructor with Sr. Sara. Using the template outlined in the "Staying Healthy" curriculum, several topics were presented e.g. Influenza and cancer. There was an average of 16

students per class for 8 sessions. Pre and post testing showed an improvement in knowledge acquired. The students expressed how much they learned and how much they appreciated the classes. ↑

Written by : Marlene Rivera, RN



For more information about this curriculum please visit:  
[www.floridaliteracy.org/literacy\\_resources\\_\\_teacher\\_tutor\\_\\_health\\_literacy.html](http://www.floridaliteracy.org/literacy_resources__teacher_tutor__health_literacy.html)

## Premier Community Healthcare Group, Inc.-New Port Richey Grand Opening

**Tents, Politicians, Chamber Members, Camera...Action!** Premier Community HealthCare Group had more than a Grand Opening to celebrate! The festivities showcased the Health Center's expansion to New Port Richey, thanks to ARRA funding, and soon to Hudson. National Community Health Center Week, the Grand Opening of a new site, and 30 years of quality healthcare in Pasco County was a lot to celebrate in one afternoon. Under the tents outside, a few formal congratulatory remarks were made through the reading of the Community Health Center proclamations from Governor Crist and the County Commissioners, a letter from U.S. Senator Bill Nelson and personal comments from Senator Mike Fasano and Commissioner Ann Hildebrand. After the ceremonial ribbon cutting, Kim Schuknecht, CEO, expressed gratitude to the community representatives for their kind and encouraging words. She stated, "It's been a huge effort to get the funding to "head west"...we're here and we look forward to continuing to fulfill our role in the health continuum for all Pasco residents in need of a medical home." Also in attendance were representatives's from several hospitals and agencies in the area, Baycare, Morton Plant Mease, the Tampa Bay Community Cancer Network, AHEC among others. Approximately 100 were in attendance. Tours of the new site were provided by the staff. The site will house both Family and Pediatric Care. The Hudson site is projected to open in March of 2010. ↑



Written by : Sue A. Hutson  
 Premier Community  
 Healthcare Group, Inc.

# TAMPA BAY COMMUNITY CANCER



National Minority Cancer Awareness Week  
April 2009



Steering Committee Meeting May 2009



CNP Meeting July 2009



Cancer, Culture, &  
Literacy Conference  
May 2008



Santa Maria Mission H



Pasco Health Fair Nov 2009



Biobanking Town  
Hall March 2010



Men's Health Forum March 2009  
03/06/2009



Multicultural Resource Center  
June 2007



# NETWORK IN REVIEW 2005 – 2010

Barbershop Capstone Dinner October 2008



Breast Cancer Workshop May 2009



Health Fair



April 2009



Head Start Picnic July 2009



Miles for Moffitt

May 2007

Community Partner's Meeting  
March 2009



Cancer, Culture, & Literacy Conference May 2006



Community Partner's Meeting May 2009



Community Partner's Meeting  
December 2009



Haitian Flag Day May 2007

# OUTREACH EVENTS

## Knowledge Is Power (KIP) and KIP Kidz

**Knowledge Is Power (KIP) and KIP Kidz** an innovative program offered by the **Moffitt Cancer Center** since July 2008. KIP and KIP Kidz provides “theme-based” healthy lifestyles education to local communities. KIP’s primary focus is to bring awareness and reduce health disparities among underserved communities, promoting healthy lifestyles through cancer awareness education, general wellness tips, and other health related activities in a family friendly environment. All KIP events include live entertainment. Attendees are eligible for door prizes ranging from professional sports tickets to gift cards and are encouraged to sign up for library cards. KIP was developed in partnership with Tampa-Hillsborough County Public Library Cooperative and TBCCN. In October 2009, KIP Kidz began its partnership with local Head Start programs. This new partnership allows the KIP Kidz program to reach

preschool: school age children, as well as children with disabilities, and their families. The nationally acclaimed youth saxophone sensation, B.K. Jackson serves as the KIP Kidz spokesperson. He works on behalf of KIP to influence our youth to live a healthy smoke free, education focused lifestyle. ↑

Written by: Nikki Ross  
Moffitt Program for Outreach Wellness Education & Resources



## Girl Talk Series at FSH

**In response to a community need, TBCCN and Farmworker Self-Help, Inc.** have worked collaboratively, to bring the “Girl Talk” cancer education workshops to the migrant farmworker community in Dade City, FL. The education sessions are conducted to educate farmworker families about cancer prevention. The workshops are held bi-monthly and attract approximately 25 young and older Latina women from the local migrant farm worker community. For many, the educational sessions serve as a key resource for information about breast, cervical, colorectal, lung and skin cancer. The curriculum for the workshops was initially designed to target and educate young Latina women in this farmworker community. However, after the first workshop was implemented it was apparent that there was a greater need among the community. Thus, we expanded our target audience to include the young women and their mothers. A graduation and celebration was held in which all the members who participated received a gift and certificate. ↑



Written by: Rossybel Perales, MPH

**For more information on our events, trainings, and workshops, visit our website at [www.tbccn.org](http://www.tbccn.org)**

**1-866-84-TBCCN**

# RESEARCH & EDUCATION CORNER

## Cervical Cancer Project

**This pilot project was conceived in order to better understand and define the barriers that limit** current prevention efforts at two TBCCN community partner sites, Catholic Charities at San Jose Mission and the Suncoast Community Health Center Clinic in Dover. The study focused on the knowledge, beliefs, and attitudes towards HPV, the HPV vaccine, and Papanicolaou (Pap) screening with Mexicans, Honduran, Puerto Rican, and Anglo American women of predominantly low-income backgrounds who attended the two participating community health clinics. The results of the survey administered suggest that Anglo Americans and Puerto Ricans have greater awareness about HPV and the HPV vaccine than the Mexican and Honduran groups. Latina women were less likely to associate HPV with abnormal Pap smears, or to attribute cervical cancer to HPV infection. Lacking this pivotal understanding suggests that there is a need for implementing education programs about HPV, cervical cancer risk factors and prevention practices. The outcomes of healthcare worker interviews indicated that health professionals are likely to accept and support programs that recruit members of the community as lay health workers (promotoras de salud) to teach other people in their community about health issues. †

Written by: Juan Luque , PhD, MPH

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## TBCCN Social Network Analysis

**Social network analysis (SNA) can be used to examine organizational structures,** coordination of services, communication and collaboration across organizations, and provide insights on the partnership process. In this project, we employed SNA to evaluate changes in community capacity as defined by the level of interaction/exchange among organizations in the TBCCN community partner network. The community partnerships are critical to reducing cancer health disparities, and capacity building is vital to achieving partnership goals. We administered two rounds of surveys in 2007 and 2008 to measure changes in network composition. SNA was used to ask four evaluative and programmatic questions. The first research question asked whether TBCCN would become more decentralized over time. Using SNA, it was determined that the cancer center remains the most central organization and is a vital part of TBCCN's continued functioning. The second question explored the situational dynamics of organizations becoming either more or less central to the network over time. The results show that the network appears to be moving in the direction of network decentralization based on a growing number of indirect ties between partners occurring simultaneously with a decreasing number of direct ties. The third question asked whether TBCCN led to greater collaboration and trust over time. The results suggest that overall trust increased in the network. The fourth question asked whether changes in network collaboration by linkage type (e.g., referrals, share information) moved in the same direction over time. For four of the five linkage types there was a trend toward increased network density. †

Written by: Juan Luque , PhD, MPH

# RESEARCH & EDUCATION CORNER

## USF-Moffitt Transdisciplinary Center to Address Cancer Health Disparities

**USF and Moffitt were recently awarded a five year, \$6 million grant** to create a National Center on Minority Health and Health Disparities Center of Excellence. The “USF-Moffitt Transdisciplinary Center to Address Cancer Health Disparities” is a true collaboration between USF, Moffitt and the community. The Center directors are Richard Roetzheim, MD, and B. Lee Green, PhD. Leslene Gordon, PhD, and Maria Pinzon are the Center’s Community Co-Directors. The goal of the Center is to support research and the development, testing and evaluation of activities and interventions designed to reduce cancer health disparities. The specific aims of the Center are to 1) conduct a major research study addressing prostate cancer in African

American and Caucasian men, 2) maintain four cores: Administrative, Research, Community Engagement and Outreach (CEOC), and Research Training and Education (RTEC), 3) develop and implement intra-center research training and career development activities which focus on creating opportunities for scientists from underrepresented groups, and 4) develop and implement activities that engage the community in addressing health disparities. By collaborating with a well established academic institution, research center, and community partner network, such as TBCCN, the Center is poised to address cancer health disparities in Florida and beyond! †

Written by: Desiree Rivers, PhD, MPH  
USF/Moffitt Center for Equal Health

## CBPRTI Scholar Obtains NIH Grant for Cancer Pain Management



Tamara Baker, Ph.D., Assistant Professor,  
School of Aging Studies

Cancer pain management in older African American and White patients is the focus of a five year University of South Florida study that has just received \$705,143 in funding from the U.S. National Institutes of Health National Cancer Institute. With this grant, Tamara Baker, a TBCCN community based participatory research training institute scholar (CBPRTI) and assistant professor in the School of Aging Studies at the USF’s College of Behavioral and Community Sciences, and her colleagues are examining disparities between the two groups of older adults. They will evaluate the feasibility of an education-based cancer pain management intervention, while examining the influence social, cultural, and psychological factors have in the perception and experience of cancer pain among these patients. The patients will be drawn from Moffitt Cancer Center and MD Anderson Cancer Center in Orlando. “This project is proven to work in that

it is a simple and direct method of disseminating important information to older adults, particularly in older minority patients (i.e., Blacks), who are often misinformed and disenfranchised. More importantly, it will prove beneficial in serving as an initial step in addressing and possibly eliminating identified barriers to effective cancer pain management among the elderly and other marginalized populations.” †

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