

# ***We the Women*** - Preventing an Increase in the Incidence Rate of Cervical Cancer in Black Women Residing in San Francisco

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# Problem and the *We the Women* Solution

## Problem

- **11,771 new cases of HPV-associated cervical cancer** are diagnosed in the US each year
- Approximately **7.4 cases per 100,000** population of cervical cancer are in California
- Incidence rate is **9.2 cases per 100,000** among Black women

## Solution

- *We the Women* will **prevent an increase in cervical cancer by improving health literacy**
- Successful implementation will lead to desired health behaviors of **HPV vaccination and routine cervical cancer screening increases**

## Impact to Target Population

- To prevent an increase in the incidence rate of cervical cancer in **Black women ages 25-30 residing in San Francisco**
- **Formative evaluation and summative evaluation** will be used to quantify impact



# *We the Women* and the Health Belief Model

## Health Belief Model (HBM)

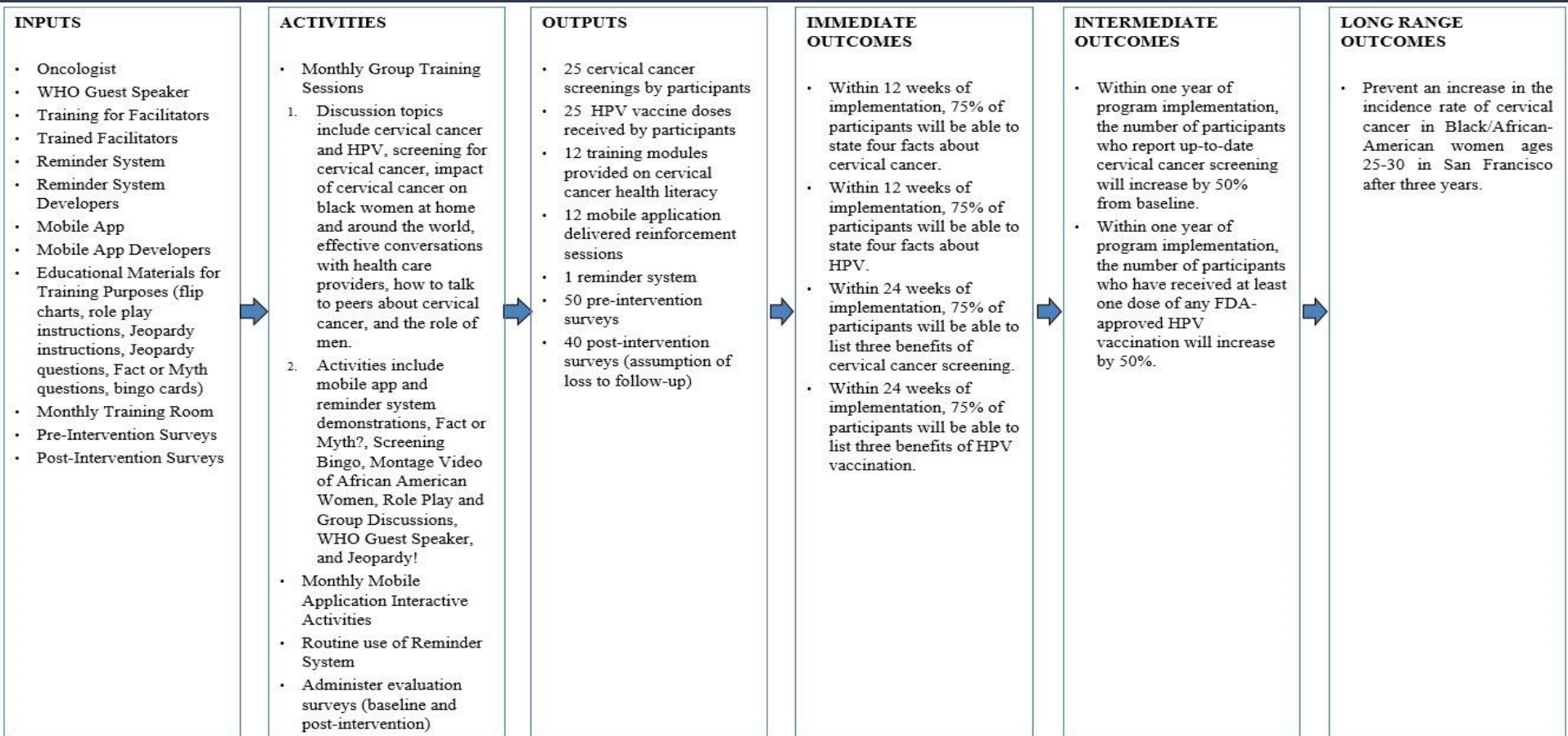
- Attempts to **explain and predict human behaviors**
- **Personal beliefs and perceptions** about a disease and **strategies to decrease occurrence** determine health behaviors
- **Six constructs** for HBM

## Similar Intervention for Evidence

- **AMIGAS** – CDC-funded
- Targeting **Mexican Americans**
- Use of **interactive games and activities, sense of community, focus on collaboration**
- Based on some of the **HBM constructs**



# We the Women Logic Model – The Details



# We the Women – An Innovative Intervention

## Glimpses of Innovation and Collaboration

Month	Module	Module Description
1	Overview of Cervical Cancer Part I	This is the first part of the introductory module which provides an overview of cancer, description of the female anatomy, an overview of cervical cancer, and risk factors for cervical cancer. <b>Activity:</b> (1) Fact or Myth (2) Demo of the <i>We the Women</i> - Mobile App
2	Overview of Cervical Cancer Part II	This is the second part of the introductory module that discusses the development of cervical cancer, types of cervical cancer, symptoms, and methods of detection. <b>Activity:</b> Fact or Myth
3	The Human Papillomavirus	This module details what are viruses, what is the human papillomavirus, HPV transmission, how HPV causes cervical cancer, prevention, and vaccination options. At the end of the module, facilitators will introduce participants to the reminder system to login for vaccination and screening reminders. <b>Activity:</b> Demo of <i>We the Women</i> – Reminder System
4	Cervical Cancer Screening	This module details what cervical cancer screening is, types of screening, when to get screened, and screening guidelines. At the end of the module, facilitators will help participants navigate around the reminder system to login specifically for screening reminders. <b>Activity:</b> Screening Bingo and Second Demo of <i>We the Women</i> – Reminder System
5	African American Women and Cervical Cancer	This module dives into information specifically about African American women. Topics include incidence rates of cervical cancer in African American women, disparities and barriers to care, and community unity and involvement to tackle barriers. <b>Activity:</b> montage video of African American women who have or had cervical cancer

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Source: YTH; Oregon Health Authority. (2017). "Oregon Reminders"  
Retrieved from <http://www.oregonreminders.org/>

# *We the Women* – The ‘Ask’

## Stage of Idea

- **Early Stage**
- **Proposal has been written** which includes *communications, data collection, analysis, and evaluation plans*
  - Appendices has been included with details of the program details
  - Specific HBM constructs linked with key objectives of the intervention have been discussed

## Management and Financing

- **Funding source to be determined** – Robert Wood Johnson Foundation is one idea
- Proposal includes **staffing, budget, and work plans**

## The ‘Ask’

- **Need funding** to implement *We the Women*
- **Need inputs** from policy experts and professionals on how to fine-tune proposal



# References

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