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
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

**INPUTS**
- Oncologist
- WHO Guest Speaker
- Training for Facilitators
- Trained Facilitators
- Reminder System
- Reminder System Developers
- Mobile App
- Mobile App Developers
- Educational Materials for Training Purposes (flip charts, role play instructions, Jeopardy instructions, Jeopardy questions, Fact or Myth questions, bingo cards)
- Monthly Training Room
- Pre-Intervention Surveys
- Post-Intervention Surveys

**ACTIVITIES**
- Monthly Group Training Sessions
  1. Discussion topics include cervical cancer and HPV, screening for cervical cancer, impact of cervical cancer on black women at home and around the world, effective conversations with health care providers, how to talk to peers about cervical cancer, and the role of men.
  2. Activities include mobile app and reminder system demonstrations, Fact or Myth? Screening Bingo, Montage Video of African American Women, Role Play and Group Discussions, WHO Guest Speaker, and Jeopardy!
- Monthly Mobile Application Interactive Activities
- Routine use of Reminder System
- Administer evaluation surveys (baseline and post-intervention)

**OUTPUTS**
- 25 cervical cancer screenings by participants
- 25 HPV vaccine doses received by participants
- 12 training modules provided on cervical cancer health literacy
- 12 mobile application delivered reinforcement sessions
- 1 reminder system
- 50 pre-intervention surveys
- 40 post-intervention surveys (assumption of loss to follow-up)

**IMMEDIATE OUTCOMES**
- Within 12 weeks of implementation, 75% of participants will be able to state four facts about cervical cancer.
- Within 12 weeks of implementation, 75% of participants will be able to state four facts about HPV.
- Within one year of program implementation, the number of participants who report up-to-date cervical cancer screening will increase by 50% from baseline.
- Within one year of program implementation, the number of participants who have received at least one dose of any FDA-approved HPV vaccination will increase by 50%.

**INTERMEDIATE OUTCOMES**
- Prevent an increase in the incidence rate of cervical cancer in Black/African-American women ages 25-30 in San Francisco after three years.
We the Women – An Innovative Intervention

Glimpses of Innovation and Collaboration

<table>
<thead>
<tr>
<th>Month</th>
<th>Module</th>
<th>Module Description</th>
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| 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.  
**Activity:** (1) Fact or Myth (2) Demo of the We the Women - 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.  
**Activity:** 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.  
**Activity:** Demo of We the Women – 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.  
**Activity:** Screening Bingo and Second Demo of We the Women – 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.  
**Activity:** montage video of African American women who have or had cervical cancer |

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


