CPE Prevention El Paso

Texas Tech University Health Sciences Center El Paso

The West Texas Expansion!

NEWSLETTER

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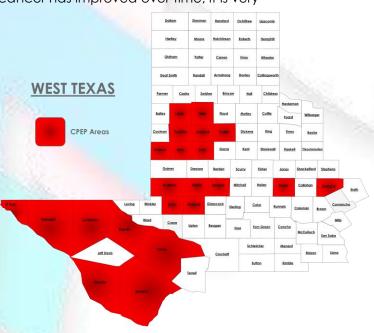
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All CPEP programs are grant funded from the Cancer Prevention and Research Institute of Texas (CPRIT) A major research focus area for the division is cancer prevention and control with a mission of advancing the science of family medicine through the generation of knowledge to improve the health of the underserved and reduce disparities in cancer throughout the state. Cancer remains the second leading cause of death in the U.S., and although survival from cancer has improved over time, it is very

much stage dependent with the best hope of cure being earlier diagnosis and prevention.

Dating back to 2011 with the inception of ACCION, followed by BEST and De Casa en Casa in 2014, the CPEP team has flourished in establishing themselves throughout the El Paso/Hudspeth areas; continuing to impact cancer



prevention within these communities. With each program having been refunded, our long term goal remains the same in trying to reduce the burden of cancer. However, we have now stretched further across West Texas and are similarly trying to establish our presence throughout underserved counties. Our growth and success would not be possible without all of our partners' support and effort in reaching everyone we have up to date. Thank you and we look forward in presenting our programs' progress along with continuing to strengthen our partnership.



Locally Active & Growing

The local community has been extremely receptive of the programs and our experience has been that all programs are appropriate and needed within the community. We continually look to establish our education and screening services throughout the community by building rapport with new collaborators and strengthening existing ones; seeking innovative ways to improve the programs.



Expanding of the success of ACCION 1 & 2, the Southwest Coalition for Colorectal Cancer Screening (Succes) is a TTUHSC-El Paso led collaboration designed in reducing colorectal cancer (CRC) from being the second leading cause of cancer deaths in the US and in Texas. Targeting a 70 county area, we hope to reach 16,000 individuals and provide 11,100 screening services to populations of the uninsured or underinsured, medically unserved or underserved and racial/ethnic/cultural minorities.

Building upon an already established network of collaborators and community rapport from the previous program, **De Casa en Casa 2** continues to implement a multicomponent design to enhance access and deliver cervical cancer screening services to women, disseminate culturally tailored prevention education and increase capacity for cervical cancer prevention all throughout West Texas. Within a **105** county region, we plan to directly serve nearly **12,500** individuals and over **3,000** screening and diagnostic tests completed.





In continuing to reduce the leading cause of mortality in Hispanic women, **BEST** surpassed its original expectations and has also expanded its services to a **23** county area that share common barriers and challenges. Through a network of new partners, BEST hopes to directly serve around **9,700** people and have **3,700** screening and diagnostic tests completed in order reduce the burden of breast cancer in West Texas through early detection and treatment.

Pasos Para Prevenir Cancer, is an additional prevention program that hopes to alter the current state of El Paso in regards to current cancer mortality rates by concentrating on **obesity** as a modifiable risk factor. Using a multilevel/evidence-based approach, the long-term goal of the program is to reduce the incidence, reoccurrence and improve the successful treatment of obesity-related cancer in Hispanics living in El Paso County by promoting **physical activity**, healthy eating and weight maintenance.



2011 - Present	Enrolled	Screened	Follow-Up Testing	Completion Rate	Cancer Cases
Succes	18,807	13,043	984	71%	22
De Casa en Casa	3,769	2,514	200	70%	6
BEST	3,283	2,132	688	84%	14

Our reach has considerably expanded from the initial two county target area all of our programs targeted, to a proposed 105 county area that we have started to reach. We are able to do this because of a network of new collaborating partners through which we will reach a large area of West Texas incorporating Big Bend Country, the Panhandle Plains and parts of the Hill Country. The target area includes Public Health Regions (PHR) 9 & 10 (all 36 counties), PHR 1 (all 41 counties) 3 counties in PHR 7 and 25 counties in PHR 2 and 3. This area of Texas covers more than 131,000 miles, is larger than 46 states of the US and has a population of about 2.8 million people.

Reaching Across Texas

Local enrollment is continuing to proceed without any barriers; while recruitment throughout West Texas has steadily increased and stretched further across the state. De Casa en Casa was the first of the programs to expand its services late in 2017 with BEST following by mid-2018 and



SuCCCeS currently on schedule to start early 2019. As of December 2018, CPEP services have reached a total of 22 counties, ultimately wanting to implement all three programs in each targeted county. Having been disseminated first, De Casa en Casa has reached as far north and east as Eastland and Hale counties, while BEST's services have primarily been established in the state's west counties as it continues to expand. All programs are currently in the contracting phase with different additional counties to begin disseminating our education and screening services.

Numbers Reached – All Programs

- Andrews [2]
- Brewster [4]
- Crosby [1]
- Culberson [1] Eastland [1]
- Ector [76]
- Hale [2]
- Hockley [1]
- Howard [1]
- Lamb [2]



- Lubbock [152]
- Lynn [1]
- Martin [1]
- Midland [6]
- Pecos [26]
- Terry [3] Yoakum [1]

Presidio [1]

Reeves [1]

Taylor [9]

Help Spread the Word!



Eligible for FREE Screening

De Casa

Female between 21 & 65 years old
Have a Texas Address
Uninsured /
Underinsured
Never had cervical
cancer / have not had
a hysterectomy
Have not had a pap
smear in the last 3 years.

SuCCCeS

Between 50 & 75 years old
Have a Texas Address
Uninsured /
Underinsured
Never had colorectal
cancer / have had no
recent blood in stool
Are not up to date with
CRC screening.

BEST

Female between 50 & 75 years old
Have a Texas Address
Uninsured /
Underinsured
Never had breast
cancer / abnormal
mammogram
Have not had a
mammogram in the
last 2 years.

For More Information





http://elpaso.ttuhsc.edu/som/family/



http://elpaso.ttuhsc.edu/som/family/



Succes

https://youtu.be/VgBxGPheyf0 https://youtu.be/Jrc1vOZfHkc

De Casa en Casa

https://youtu.be/IDzXfmM4Z5c https://youtu.be/TCI-DbrMIR4

CERVICAL CANCER EDUCATION!

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EARN A \$25 VISA GIFT CARD!

First 300 individuals will be rewarded with a \$25.00 gift card after completing a pre and post survey and viewing all the 15 minute video.

To Get Started: Visit the Link or Scan the Code

https://elpasottuhsc.co1.qualtrics.co m/jfe/form/SV_6Jp3qba3vKIOftP



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