

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 (**SuCCCeS**) 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**.



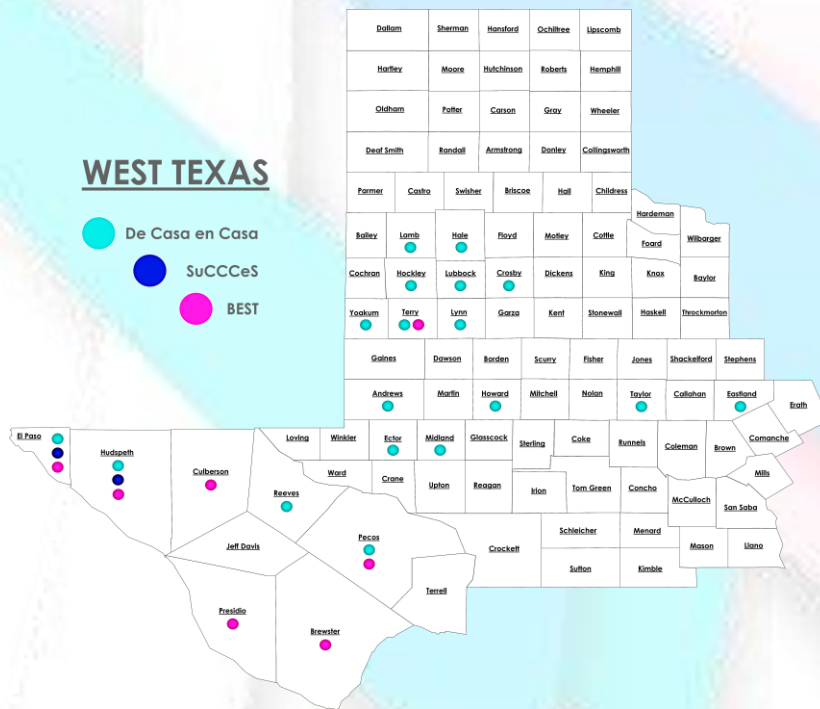
2011- Present	Enrolled	Screened	Follow-Up Testing	Completion Rate	Cancer Cases
SuCCCeS	18,807	13,043	984	71%	22
De Casa en Casa	3,769	2,514	200	70%	6
BEST	3,283	2,132	688	84%	14

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]

- Presidio [1]
- Reeves [1]
- Taylor [9]
- Terry [3]
- Yoakum [1]

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://el Paso.ttuhs.c.edu/som/family/>



<http://el Paso.ttuhs.c.edu/som/family/>



SuCCCeS

<https://youtu.be/VgBxGPheyf0>
<https://youtu.be/Jrc1vOzfHkc>

De Casa en Casa

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

CERVICAL CANCER EDUCATION!

ONLY 30 MINUTES OF YOUR TIME

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.com/jfe/form/SV_6Jp3qba3vKIOtP



Department of Family & Community Medicine
 9849 Kenworthy
 El Paso, TX

Phone Numbers:

SuCCCeS:
 915-215-5414

De Casa en Casa:
 915-215-5621

BEST
 915-215-5510

Fax:
 915-215-8656

RESEARCH STAFF

Navigators:

Brenda Quintanar
 Marisela Cottrell
 Estrella Peña
 Bertha Macias

SuCCCeS Promotoras:

Rosa Maria Holguin
 Rosa Maria Gonzalez
 Elizabeth Meza
 Soledad Muñoz

De Casa Promotoras:

Bertha Ostos
 Jesus Smon

BEST Promotoras:

Hilda Flores
 Bertha Medina

Research Assistant

Saraí Martínez

Data Entry Specialist:

Mateo Duran
 Michael Juarez

Analyst II:

Samantha Nicholson