



Evidence Academy for Hispanic Women Event

May 4, 2023

9:30am-2:30pm

Gibbs Cancer Center Greer

Contact

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SOUTH CAROLINA
CANCER ALLIANCE

WOMEN'S CANCER INITIATIVE



Introduction

The Evidence Academy for Hispanic Women event was created with the goal of breaking down barriers to care, specifically health literacy and language barriers. **80 % of this event was in Spanish**, and implemented with the idea of connecting women to community resources, educating on cancer basics, and increasing cancer screenings overall, but specifically within the Hispanic population.

Research was done to determine which area in the state to pilot this event. This document will outline the steps that were taken to execute this event.

Topics:

- Highlighting Cancer Data
 - Cancer 101- Understanding cancer basics
 - Tour of breast health center
 - Active Living, Healthy Eating
 - Community Showcase roundtable
 - Expert Panel
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Data and Determining the Need

Firstly, the need for this type of event was determined. The LEP (limited English proficiency) map was utilized to determine the population of LEP individuals in the state of South Carolina and then specifically in Greenville County.

Language Map can be found [Here](#)

Secondly, The Alliance reached out to several members of the community that work with Hispanic populations to determine if this event was needed in the community. The Alliance met with the Hispanic Alliance, PASOs, Clemson University, and Molina Healthcare to determine that there was a need for this type of event.

Thirdly, a planning committee made up of individuals who are part of or have experience working with the Hispanic population was formed. This helped to determine topics, speakers, and logistics for the event.

Event Details



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Planning Committee

- Denise Mercano – Fact Forward
- Johannah Perez – Molina Healthcare
- Kim Hale – American Cancer Society
- Lina Lopez – Bon Secours
- Antonia Camacho – Mami y yo
- Henry Well – South Carolina Cancer Alliance
- Carolina Rodriguez – Cooperative Health
- Jacqueline Betancourt – Brookland Center
- Rut Rivera – United Way
- Sebastian Villacis – Prisma Health / PASOs

Location

The Evidence Academy for Hispanic Women event was held at Gibbs Cancer Center in Greer. This venue was free of charge and could fit up to 120 participants.

Promotion and Translation

Translation of flyers and materials was completed by students at Clemson University. We were able to partner with them on their service learning project. Promotion was carried out by sending the flyers to local universities, local Hispanic churches, local Hispanic organizations, presentation at the Hispanic Alliance meetings and through Jacqueline Betancourt's Hispanic radio show.

Agenda



Time	Agenda Item
9:30am–9:45am	Welcome Jacqueline Betancourt
9:45am–10:15am	Highlighting Cancer Data Dr. Arelis Moore, MD, PhD, MPH, MED
10:15am–11:00am	Cancer 101/Understanding risk factors – What it looks like, risk factors Dr. Arelis Moore, MD, PhD, MPH, MED
11:00am–11:45am	Tour of Breast Health Center Mckenzie Speed, MPH
11:45am–12:15pm	Lunch
12:15pm–12:45pm	Active Living Health Eating Susan Frantz, MPP
12:45pm–1:30pm	Community Showcase roundtable Organizations from the Community – New Horizon, PASOs, Regenesi Healthcare, United Way
1:30pm–2:15pm	Prevention Works – Experts Panel Denise Marcano, Lina Lopez–Meneses, APRN, and Antonia Camacho
2:15pm–End	Closing Comments and Networking

Feedback from the Event:

Participants: 43

"I learned more in depth about cancer stats nationwide, statewide, and within the Hispanic/Latinx communities."

"Having the presentations in Spanish was a wonderful addition"

" Everything was great, informative, fun, and hope to see similar events to come! Gracias!!"

"I am glad that you provided an event specific to the Hispanic community, this was great"

"I loved hearing about all the great resources available to the community and learning more about the logistics of cancer and ways to prevent it "