



Bienvenido



Hispanic Health Event

January 25, 2024

9:30am-2:30pm

Feed & Seed – 701 Easley Bridge Rd
Greenville, SC

Contact

Phone 803-622-2500
Name Averil Ellenburg
Email averil.ellenburg@sccancer.org



SOUTH CAROLINA
CANCER ALLIANCE

WOMEN'S CANCER INITIATIVE



SOUTH CAROLINA
CANCER ALLIANCE

WOMEN'S CANCER INITIATIVE

Introduction

The first Hispanic Health Event was held at the Gibbs Cancer Center on **May 4, 2023**, in Greenville, SC. After receiving great feedback from this event, The Alliance created a Hispanic Health Equity Council with the goal of helping us plan future events, connect men and women to a medical home, and discuss opportunities in the Hispanic Community. This council assisted with the planning and implementation of our second Hispanic Health Event, which was held on **January 25, 2024**, at the Feed & Seed in Greenville, SC. Similarly, the goal of this event was to educate on cancer data in SC, connect men and women to resources in the community, discuss overall health, and discuss the importance of finding a medical home. This year, information on the Best Chance Network was also added. **This event was 100% in Spanish.**

Topics:

- Highlighting Cancer Data
 - Introduction to BCN and the BCN Process
 - Resource Discussion
 - Family First - Community Health Worker Panel (HPV, nutrition and healthy living, overall health)
 - Group Discussion
-

Event Details



SOUTH CAROLINA
CANCER ALLIANCE

WOMEN'S CANCER INITIATIVE

Hispanic Health Equity Council

- Denise Mercano – Fact Forward
- Stephania Gutierrez– Molina Healthcare
- Kim Hale – American Cancer Society
- Antonia Camacho – Mami y yo
- Henry Well – South Carolina Cancer Alliance
- Jacqueline Betancourt – Brookland Center
- Gisell Gonzales–Cruz– Foothills Community Health Care
- Mayra Segrua – Regenisis HealthCare
- Averi Ellenburg – South Carolina Cancer Alliance

Note: Following this event, two participants reached out to be added to the Hispanic Health Equity Council

Location

The Evidence Academy for Hispanic Women event was held at the Feed & Seed in Greenville, SC. This is a new event venue, central to downtown Greenville.

Day of Details

Prior to the event, there were 33 registered participants for the event. Due largely to some extreme weather conditions on the day of the event, the number of attendees was 21.

Agenda



SOUTH CAROLINA
CANCER ALLIANCE

WOMEN'S CANCER INITIATIVE

Time	Agenda Item
9:30am-9:45am	Welcome Jacqueline Betancourt
9:45am-10:30am	Highlighting Cancer Data Dr. Arelis Moore, MD, PhD, MPH, MED
10:30am-11:00am	BCN Referral Process from FQHC Clarissa Clinkscales and Gisell Gonzales-Cruz
11:00am-11:10am	Break
11:10am-11:45am	Resource Discussion Gloria Estrada and Genentech
11:45am-12:15am	Lunch
12:15pm-1:15pm	Family First Panel Denise Mercano, Antonia Camacho, Dr. Izquierdo
1:15pm-1:45pm	Group Discussion
1:45pm-End	Closing Comments and Networking

Feedback from the Event:

Registered: 33

Participants: 21

"Amazing event and very well organized"

"This event is a great opportunity for networking and partnership development with Latinx service organizations and programs "

" I would love to continue coming to this event. Each year it gets better and I crave more information and knowledge each time. Thank you for everything. "

"Please continue doing this event. Great safe space to share resources in Spanish to educate and share important information for our community. Thanks!"

Other Event Information:

Promotion efforts

- Alliance social media and networks
- Hispanic Health Equity Council networks
- WYFF News 4 (See interview [here](#) at 3min 20 sec mark)
- Foothills Social Media channels
- Contacts at the Hispanic Alliance, PASOs, United Way, New Horizons, local Faith based organizations, etc.
- Jacqueline Betancourt promoted the event through her Hispanic talk show

You can check out the evaluation summary from the event [here](#)

Presentations:

[Dr. Arelis Moore](#)

[Denise Mercano](#)

[Gisell Gonzalez-Cruz and Clarissa Clinkscates](#)