

**SUSAN G. KOMEN OREGON AND SW WASHINGTON  
LATINA INITIATIVE  
EVALUATION RESULTS KEY POINTS**



**Project Description:**

The Latina Initiative project focused on improving breast health and breast cancer outcomes in the local Latina community. The project used a culturally and linguistically appropriate approach that integrated community and health system resources to increase access for Latinas to receive regular breast cancer screening, early breast cancer detection, timely access to treatment, and access to quality care. Most of the project activities were delivered by *promotoras de salud* and patient navigators who served as important links between community members and health care providers, assisting women in addressing barriers to their breast health.

**2675** LATINAS RECEIVED  
A MAMMOGRAM  
THANKS TO THE  
PROJECT

528 WOMEN NEEDED  
ADDITIONAL FOLLOW UP

11 WOMEN WERE DIAGNOSED  
WITH BREAST CANCER AND ARE  
IN TREATMENT

**Project goals and outcomes:** (1) To reduce the late-stage breast cancer diagnosis rate among Latinas in four target locales from 36% to 31%; (2) To increase breast health awareness for Latinas and their families and to increase Latina mammograms by 10% (or by 2,800) in the four target locales; (3) To increase breast health awareness for 35,000 Latinas and their families.

The project also included the following activities:

- Media campaigns (e.g. TV and radio public service announcements, printed materials)
- 37 Community outreach events (e.g. health fairs, community events)
- 25 Community breast health education classes
- 20 Professional trainings for community health workers

**Other Project Objectives:**

To increase competency of *promotoras de salud* and patient navigators in delivering breast health related services to Latina women.

To increase the capacity for Latinas to navigate barriers to breast health, screening, and treatment.

The project used a Community Health Access Pathways to Care Model (an evidence-based approach) to identify multiple barriers that might

have prevented Latina women from getting a mammogram. The Latina Initiative identified **two Pathways** in screening and treating Latina women. Pathway One focused on enrolling and supporting women to get and understand the results of a mammogram, and Pathway Two focused on supporting women who needed additional testing and/or received a breast cancer diagnosis.

**The evaluation** focused on assessing how the project met its intended outcomes and objectives. Additionally, it assessed the project's cultural responsiveness to the Latina community and potential for project transferability.

The evaluation methodology included a combination of quantitative and qualitative methods using community surveys, brief surveys, interviews with Latinas served by the project, interviews and focus groups with key stakeholders and community partners, and a review of project records. Data was obtained from 227 participants plus program records from 2675 Latinas.

# MAIN EVALUATION RESULTS

## How was the project able to meet its intended outcomes?

**To increase mammograms and decrease late stage breast cancer diagnoses among Latinas:** 2675 Latina women received a mammogram thanks to the project and **55% of the participants had not previously had a mammogram.** Of those who had previously had mammograms, the length of time since their last mammogram ranged from 6 months to 30 years, with an average of approximately 4 years since last evaluation ( $SD = 3.01$ ).

Average age of Latinas who participated in the project was 45 years old

46% of the Latinas served had less than 6 years of education

90% had **no** health insurance

88% participants had low English proficiency and needed an interpreter

### To increase breast health awareness for Latinas and their families:

Of the women surveyed, 100% reported they plan on conducting breast self-awareness in the future and feel more confident in their ability to schedule a medical appointment in the future. 97% of the women reported they have shared information from the program or discussed breast cancer and/or mammograms

with women outside the project. When assessing the efficacy of outreach and media campaigns, 64% of Latina community members reported they had previously seen the media campaigns, and 39% reported the media campaign motivated them to approach their breast health differently. Those involved in the project noticed an increased awareness and self-efficacy in the Latina community about breast health.

"...we [*promotoras*] were able to see an increased awareness, because we no longer needed to knock on people's doors in the community like in the first year. Amongst themselves, the Latina women were communicating with one another to let them know the clinics were referring patients"

"Women would call us [*the promotoras*] and say "my friend/my sister/my mother-in-law told me about the program. Can I participate?"

"Through education, we were able to empower them, show them how they, themselves, could be the masters of their illness and how they could manage their illness without a sense of dependency"

"Some of them were already at stage three, but had it not been for this project, those women would not be survivors of their breast cancer, and I think that in and of itself is worth anything that it took to put this project together."

**A Culturally Responsive Project**, in great part because the *promotoras de salud* and patient navigators were "the voice and ears of the community," and they adapted the program as needed to meet the community's cultural needs. 100% of surveyed participants endorsed a **positive** experience with the project and 100% reported feeling supported by their *promotoras de salud* or patient navigator. 100% found that the project respected their values and customs as Latinas.

**Other positive unintended outcomes:** Several other needs beyond breast health were met (e.g. women received other medical diagnoses and treatments). The project helped build trust and relationships between the partners, the organizations, and the Latina community. The project was described as **transformative**.

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## What other things did the women served by the project say?

"Before doing it [mammogram], I was afraid. I was insecure. It is very good that one is alert to that when the disease starts...now I am aware"

"It was good, they supported me a lot. It was excellent. They treated me well. The work that everyone did, and the *promotoras*, all were excellent"

"It's [mammogram] something very difficult to overcome; I felt very supported"

"I'm very grateful; without that support I do not know what would have happened"

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