



# **Nueva Vida, Support network for Latinas with Cancer**

## **“Best Practices in Reaching Underserved Populations”**

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Discovery Through Recovery:  
A Comprehensive Look at  
Breast Cancer in the District

11/5/2008

# Who we are

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Community base, consumer led, non-profit organization founded in 1996 by a group of Latina breast cancer survivors and health professionals to address lack of culturally sensitive cancer support services for the Latino community in the Washington, DC area.

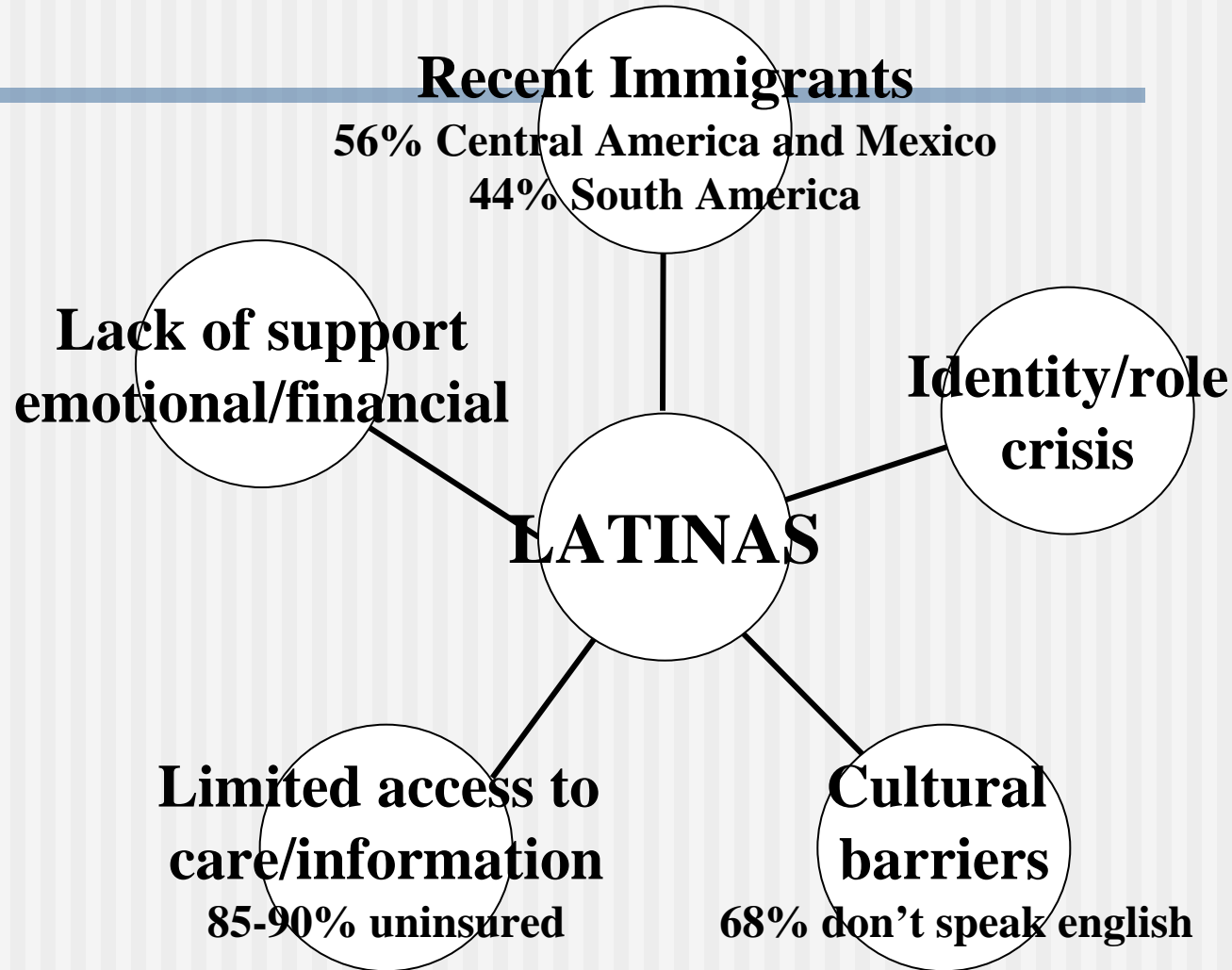
- 90% of Board, staff and volunteers are survivors

# Our mission

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*" Inform, support and empower Latinas whose lives are affected by cancer, and to advocate for and facilitate the timely access to state of the art cancer care, including screening, diagnosis, treatment and care for all Latinas".*

# The population we serve



# Our programs

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- *The Access Program*
- *The Survivorship Support Program*
- *Research and Evaluation Program (new in 2008)*
- *Advocacy Program*

# Who uses our programs

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*Our programs are open to all Latinas at risk of or diagnosed with breast and cervical cancer in the Washington metropolitan area:*

- 300 women a year*
- 80-90 newly diagnosed Latinas*
- 1000 referrals a year*

# Barriers that we find

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- Lack of information and knowledge about the cancer
- Fear to the word “cancer”
- Socio-economic situation causing late diagnosis
- Taboo, prejudice thoughts, believes (client and/or spouse)
- Denial in diagnosis
- Sexual connotation beliefs
- Time constrains
- Emotional distress due to other issues
- Instability due to persecution - Lies
- Relocation

# Our outreach efforts

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- At all levels
  - grassroots
  - healthcare providers
  - support network
- At all stages
  - screening
  - diagnosis
  - treatment
  - recovery

# Outreach strategies

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- Connecting with the community
  - health fairs, community activities, word of mouth
- Partnering
  - relationships with healthcare providers and community agencies
- Networking meetings
  - Hosting and participation
- Communicating and informing
  - use material that is practical, creative, useful and culturally appropriate
  - send mailings with program updates
  - announcements to program participants, Spanish-language media outlets and medical providers

# Outreach strategies (cont)

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- Have multidisciplinary and bicultural team
- Use personalized attention
- Believe that one Spanish not necessarily works with all Latinos
- Have patience and dedication
- Have time flexibility
- Use association and culture connection
- Try to accommodate to their needs - provide transportation, child care, family support, etc.
- Provide what is attractive to the culture (e.g. food, music, friends, family)

# Current outreach activities

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- Visits to churches, hospitals, infusion rooms, doctor's offices, etc.
- Leave information at groceries stores, hairdressers, restaurants.
- Carry info-cards in our pockets
- Follow up calls to navigators, nurses, social workers
- Make presentations at different sites

# What is unique....

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- Knowledge of our culture
- Our staff
- Information material
- Reminders tokens
- Multicultural setting
- Our former clients

Gracias!



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