

Training CHW Instructors to Deliver the NCHWTC CHW Cancer Education & Navigation Curriculum

2 DSHS-Certified CHW Instructor CEUs

DISCLAIMER

**THIS STUDY WAS FUNDED BY THE
INSTITUTE FOR RESEARCH AND CANCER
PREVENTION TEXAS (CPRIT)
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PRINCIPAL INVESTIGATOR:
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Objectives:

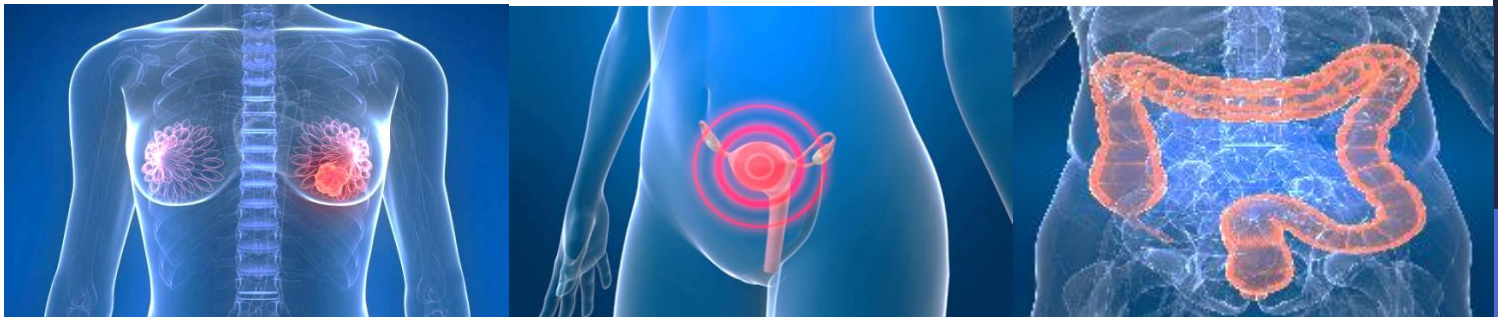
- Knowledge: CHW Instructors will be able to describe the structure, content, and activities for the NCHWTC CHW cancer education curriculum.
- Application: CHW Instructors will practice message tailoring and adult learning strategies in groups.
- Evaluation: CHW instructors will demonstrate techniques to deliver CHW curriculum content and activities.

Today's Outline

- Introduction
- NCHWTC Background & Affiliation Model
- Overview of NCHWTC Curricula
- Learning Activities
- Adult Learning
- Message Tailoring
- Closure



ACTION PROJECT: Access to Cancer Treatment Information Outreach, and Navigation for CHWs



ACTION Project

- 2015-2017 Time Frame
- Dissemination of Prior Projects
 - C-STEP (www.texascstep.org)
 - EPICO
- <http://chwaction.tamhsc.edu>

The ACTION project engages Community Health Workers and partner organizations to deliver more effective cancer education, training, and navigation. The project focuses on Colorectal, Cervical, and Breast Cancer prevention, detection, treatment, and survivorship.

ACTION Project

- Priority Regions:
 - Lower Rio Grande Valley
 - Coastal Bend
 - Brazos Valley
 - Northeast Texas
- Three Pieces:
 - In-person Training for CHWs
 - Online Training for CHWs
 - Affiliation/TA for CHW Instructors & Partners

NCHWTC Affiliation Model

- Under an affiliation agreement, instructors and institutions are able to use the NCHWTC's curriculum to train CHWs, and the NCHWTC handles registration, payment, and student certificates.



NCHWTC Affiliation Requirements

- Attend in-person training
- Be a certified CHW Instructor, affiliated with certified training center
- Review & sign Affiliation Agreement
- Review & sign User Agreement / M.O.U

NCHWTC Curriculum Overview

- Breast Cancer Prevention/Detection (4 CEUs)
- Breast Cancer Treatment (4 CEUs)
- Breast Cancer Survivorship (4 CEUs)
- Cervical Cancer Prevention/Detection (4 CEUs)
- Cervical Cancer Treatment (4 CEUs)
- Cervical Cancer Survivorship (4 CEUs)
- Colorectal Cancer Prevention/Detection (4 CEUs)
- Colorectal Cancer Treatment (4 CEUs)
- Colorectal Cancer Survivorship (4 CEUs)
- Cancer Navigation (5 CEUs)

Prevention & Detection Objectives

- Define, identify risk factors, identify signs and symptoms, and list and describe early detection methods for Breast, Cervical, and Colon Cancer.
- Practice in groups in how to address barriers related to prevention and early detection.
- Show their knowledge through hands-on activities.

Prevention & Detection

- What is it?
- Statistics and Disparities
- Risk Factors
- Signs and Symptoms
- Detection/Screening
- Prevention
- Barriers
- Group Activity

Treatment Objectives

- Demonstrate an understanding and be able to list and explain treatment options for Breast, Cervical, and Colon Cancer.
- Practice in groups to apply knowledge of the main treatment categories to different types of treatments.
- Show their knowledge through hands-on activities.

Treatment

- Factors affecting treatment options
- Conventional treatments & side effects
 - Surgery
 - Radiation
 - Chemotherapy
- Complementary treatments
- Alternative treatments
- Clinical Trials
- Group Activity

Survivorship Objectives

- Define who is a cancer survivor, and demonstrate an understanding of Breast, Cervical, and Colon Cancer survivorship issues.
- Apply knowledge learned and develop “mock” Breast, Cervical, and Colorectal Cancer Survivorship Care Plans.
- Show their knowledge through hands-on activities.

Survivorship

- Prognosis & Survival Rates
- Definition of survivorship
- Recurrence
- Challenges facing survivors
- Support for survivors
- Role of CHWs in survivorship

Navigation Objectives

- CHWs will compare and contrast personal and system level barriers affecting cancer navigation.
- CHWs will discover the similarities between CHWs and Patient Navigators in the scope of cancer navigation.
- CHWs will gain practice in creating cancer navigation tools to use during their community outreach events.
- CHWs will identify the four phases of cancer navigation.
- CHWs will recognize the importance of communication skills in cancer navigation.

Navigation

- Communication Skills
- Four Phases of Cancer Navigation:
 - Education
 - Screening
 - Treatment
 - Support
- Examples of Cancer Navigation
- Role Play & Group Discussion

Breast Cancer Activities

GROUP ACTIVITY: DESIGN CONTEST DECORATE “YOUR SUPPORT BRA”

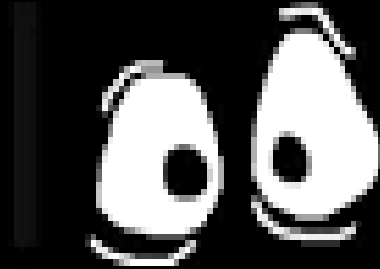


GROUP ACTIVITY: BREAST MODELS



Cervical Cancer Activities

GROUP DYNAMIC:



SEX IN THE DARK

**PAPAYA
TIME !!!!!**





GROUP DYNAMIC: BINGO



Brainstorm Activity: Local Resources

Role Play: Community-based Education Scenarios

Group Dynamic: Bowling



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Review Game: Jeopardy!

- Students will divide into two teams.
- The instructor projects the 'Jeopardy' screen so all students can see the categories and question values.
- Teams play 'Jeopardy' and answer 25 questions related to training topics
- The winning team is the one with the most points after all questions have been answered.

CLASS DISCUSSION:

What are key features of a successful training for CHWs on cancer education and navigation in general? In your community?



Colorectal Cancer Activities

Ice-breaker Quiz



Group Activity: Creating Your Communication Message



ACTION CHW TRAINING OBJECTIVES

- ❖ Train CHWs to present information on breast cancer, cervical and colorectal in an effective manner in their communities;
- ❖ Answer questions from participants and guide the main activities that reinforce learning;
- ❖ Direct CHWs to resources and reference materials;
- ❖ CHWs will learn to lead discussions, listen effectively, make accurate observations and help others incorporate training into their work.



Overall, the instructor should have a constructive attitude while leading the training

EXAMPLE: • create a pleasant working atmosphere in which challenges are achievable and positive comments prevail



Using the model of train the trainer, CHWs receive guidance and coaching from experienced teachers or facilitators.

For example: an experienced instructor could produce audio and video recordings of himself teaching sessions. These recordings can also help new CHWs to learn how to use presentation equipment, programs, browse resources and other logistical aspects associated with the operation of a training



Search and prepare
activities so that
Community Health
Worker/Promotor@s
can build relationships
with other participants

For example, the instructor in a train the trainer workshop can conduct an introductory activity to break the ice to make participants aware of who is in the training and to spark networking

Remember a training session
you attended, and then
identify the best aspects of the
course that led to your
retention of the topic
material.





Keep in mind the end goal.
At the end of the course,
CHWs will be able to design,
plan and carry out trainings,
including applying
participatory teaching
methods and techniques
effectively.

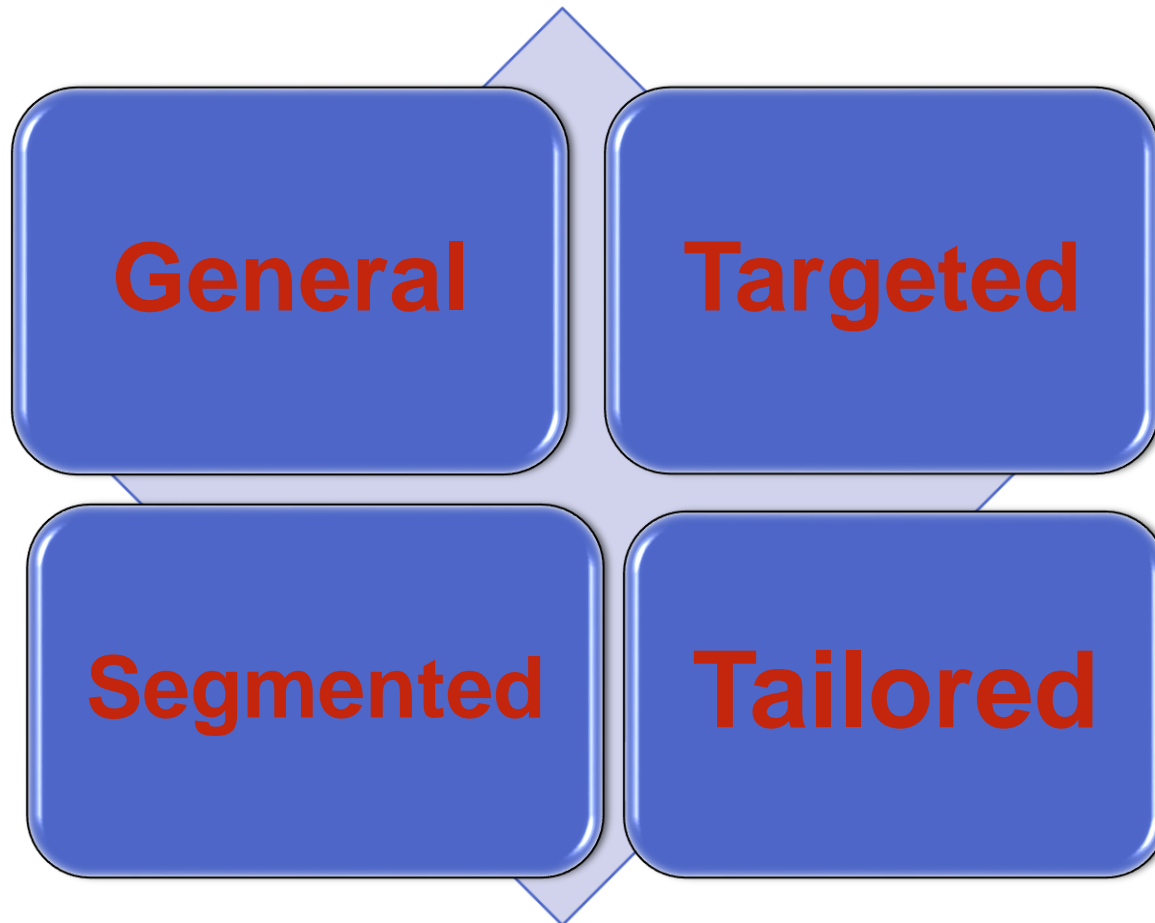


Message Tailoring



4 Communication Approaches

4 Communication Approaches



General Messaging

- Disseminating information to reach a population
 - One message for the masses
 - For example, disseminating one message that encourages people to eat fruits and vegetables



Targeted Messaging

- Disseminating information to reach a specific subgroup of the population
 - One message for a subgroup.
 - For example, disseminating one message that encourages men in their 30s to eat fruits and vegetables



Segmented Messaging

- Disseminating different types of information to reach different subgroups of the population
 - Different messages for different subgroups.
 - For example, disseminating one message that encourages men to eat fruits and vegetables—but another message that encourages women to eat fruits and vegetables



Tailored Messaging

- Disseminating information to reach one person
 - Customizing different messages for each person.
 - For example, creating one specific message about fruit and vegetable consumption for one person depending on his/her gender, age, BMI, cancer status, language skills, etc.



Why does it matter?



- Targeted messages are more effective than general messages.
- Segmented messages are more effective than general and targeted messages.
- Tailored messages are the most effective – more effective than general, targeted, and segmented messages.

Tailoring Messages



- We do this in everyday life.
 - For example, a woman tells her husband about what she did during the day in a different way than how she tells her child. She chooses different words, different information, and different verbal delivery.
- Most health practitioners are already tailoring their messages to some extent.
- We want to help you do it better.

Why are tailored messages effective?

- Because people have different health behaviors, experiences, and motivations
- Because people have different levels of perceived information relevance and information processing skills
- As a result, people benefit most from messages that are created specifically for them





5 reasons to tailor messages

1) Unnecessary information is eliminated.

Conversation A

Hey, you should conduct self breast examinations, my friend says that adenocarcinoma is the most common type of tumor in the breast...



?

Conversation B

Did you know that breast self-exams can save your life? Be informed, do it every month and tell your doctor if you see any changes ...

OH! Of course! Thanks for the information.

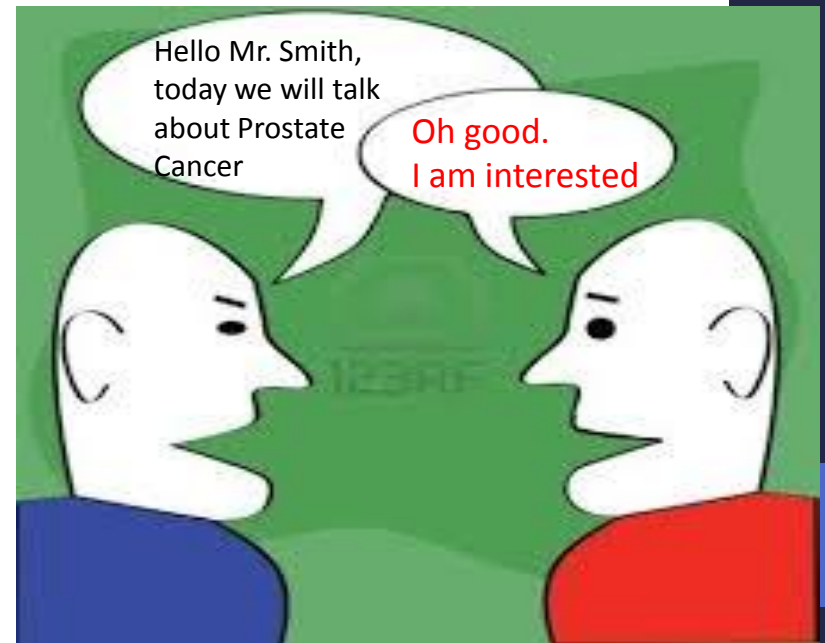


2) The information is more relevant to the recipient.

Conversation A



Conversation B



3) People pay more attention to information they perceive to be personally relevant.

Conversation A



Conversation B



4) Personally relevant information is more likely to be remembered.

Conversation A

Ok CHWs, these are the steps to conduct a self breast exam



Conversation B

By using the models, you can tell what a breast lump feels like.



5) When tailored information is heard and remembered, it is more likely to influence behavior change.

Conversation A

Today we will learn how to prepare carbohydrates, protein and iron.

How do you eat that?



Conversation B

Mmm lettuce tacos!!!

Today we will prepare a healthy and nutritious Mexican meal.



Research on Tailoring

- *Tailored messages ...*
 - Increase attention and memory
 - Are more interesting and relevant
 - Are more likely to be discussed
 - Are more likely to influence knowledge, attitudes and behaviors



Steps in Tailoring



- 1) Analyze a health problem
- 2) Identify pertinent audiences and their characteristics
- 3) Develop pertinent messaging for each audience and people of each set of characteristics



Analyze Health Problem



- What do you know about the cancer education topic you chose to talk about?

Identify Audiences



- In your communities, who is most at risk for this particular health problem?
- How can we characterize these people?
- What are their values, cultural norms, and living patterns?

Developing Messaging Approaches



- What is the best way to reach these people?
- What behaviors can we expect them to adopt?
- Develop pertinent messaging for each audience

Individual Activity: What Now?

- Make a plan!
- Based on the information from today's session, identify a population in your community that can benefit from cancer education and navigation resources. Who are they?
- How can you, as a CHW instructor, connect this population to the necessary training, information, outreach, and navigation?
- Are there other CHWs in your community that can benefit from the cancer education and navigation training discussed today?
- If so, what is the best format to reach these CHWs: in-person or online? How will you connect these CHWs to these resources?
- Share with the group.

If you want to affiliate:

- Let me know!
- Review & sign paperwork
- NCHWTC will send:
 - Memo to DSHS adding you as an instructor
 - Lesson plans; PowerPoints; Handouts; Certificates
- Affiliate will send:
 - Notice to NCHWTC of any planned trainings
 - Rosters of CHW students to NCHWTC

More information

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