Disclaimer

This study was funded by the Institute for Research and Cancer Prevention Texas (CPRIT) grant #PP160048.

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INSTRUCTIONS ON OBTAINING THIS EDUCATIONAL MATERIAL:

http://nchwtc.tamhsc.edu
QUIZ
Is the #2 leading cause of cancer deaths among men and women in the U.S. combined.

› a.- Breast Cancer
› b.- Colorectal cancer
› c.- Lung Cancer
QUIZ

Colorectal cancer accounts for nearly ___% of cancer deaths in the U.S.

›a. -10%
›b. - 15%
›c. - 20%
Adults aged 50-75 are NOT up-to-date with recommended colorectal cancer screening.

a. ~ 1 in 5
b. ~ 2 in 10
c. ~ 1 in 3
The median age at diagnosis is ____ years old.
QUIZ

___ in ___ men and women will be diagnosed with colorectal cancer in their lifetime

› a. ~ 1 in 20 (around 5%)
› b. ~ 1 in 10 (around 10%)
› c. ~ 1 in 100 (around 1%)
QUIZ
The estimated direct medical cost of colorectal cancer care in 2010 was $\_ billion.

a. \~ 10 billion
b. \~ 5 billion
c. \~ 14 billion
Those less likely to get tested include:

a. Hispanics, men
b. People aged 50-64
c. People with lower education and income.
d. Only a and c
e. All of the above
Race more likely to develop colorectal cancer.

a. Asians
b. Hispanics
c. African Americans
d. Native Americans
QUIZ

The probability of dying from colorectal cancer has been declining due to:

a) Increased education
b) Early detection
c) Colostomy
d) A CAT scan (CT scan)
More than ____% of deaths from colorectal cancer could be prevented through detection.

a. 60%
b. 70%
c. 80%
Living life with a history of cancer is unique for each person. Yet a common thread is true for most, that life is different after cancer.

Some common reactions to having had cancer are:

- I appreciate life more.
- I have greater self-acceptance.
- I feel more anxious about my health.
- I don’t know how to cope now that treatment is over.
What does the word “Prognosis” mean?

The estimate of the likely course of disease for you is called a prognosis.
Many Factors Can Affect Your Prognosis

• The type of cancer and where it is in your body
• The stage of the cancer, which refers to the size of the cancer and if it has spread to other parts of your body
• The cancer’s grade, which refers to how abnormal the cancer cells look under a microscope. Grade provides clues about how quickly the cancer is likely to grow and spread.
• Certain traits of the cancer cells
• Your age and how healthy you were before cancer
• How you respond to treatment
What is the survival rate?

- Survival rates indicate the number of people with the same type and stage of cancer that remain alive for a certain period of time (usually 5 years) after diagnosis.
Statistics on the outlook for a certain type and stage of cancer are often given as 5-year survival rates, but many people live longer – often much longer – than 5 years.

The 5-year survival rate is the percentage of people who live at least 5 years after being diagnosed with cancer.
Who Are Cancer Survivors?

The term cancer survivor refers to a person who has been diagnosed with cancer, from the time of diagnosis throughout his or her life.
The impact of cancer on survivors’ family members, friends, and caregivers is also a part of survivorship.
What are the Phases of Survivorship?

These three phases of survivorship describe the specific period a survivor is going through:

1. **Acute survivorship** begins at diagnosis and goes through to the end of initial cancer treatment. Cancer treatment is the focus.
2. **Extended survivorship** begins at the end of initial cancer treatment and goes through the months after. The effects of cancer and treatment are the focus.
3. **Permanent survivorship** is the period when years have passed since cancer treatment ended and recurrence seems less likely. Long term effects of cancer and treatment are the focus.
The increased survival rates may be due to 4 major improvements:

1. Screening tests that may find cancers earlier, such as:
   A. Mammography for breast cancer
   B. Prostate Specific Antigen (PSA) test for prostate cancer
   C. Colonoscopy for colorectal cancer
   D. Pap test for cervical cancer

2. Better treatments

3. Improved management of side effects, which helps to keep planned treatments on schedule

4. New treatments such as targeted therapy and immunotherapy
How Many Cancer Survivors are in the United States?

- Nearly 14 million Americans who have been diagnosed with cancer are living in the United States.
- Although the rate of people who get cancer is going down, the overall number of people who have cancer is going up.
- The number of people who are 65 years old or older is expected to grow to 71 million by 2030—twice the number of people in this age group as compared to 2000.
Who Are Caregivers, and How Do They Support Cancer Survivors?

- A caregiver is a person who provides help and care to someone who has been diagnosed with cancer.
Formal caregivers

- Formal caregivers are trained and paid to provide care, such as nurses, therapists, social workers, and home health aides.
INFORMAL CAREGIVERS

Informal caregivers provide unpaid care out of love, respect, or friendship. Some examples of informal caregiving relationships are—

- Adult children caring for parents.
- Parents or grandparents caring for a child with cancer.
- A spouse or partner caring for his or her spouse or partner.
- A neighbor or close friend caring for the cancer survivor.
Surviving cancer: What to expect

At the end of active treatment, a patient’s safety net of regular, frequent contact with the health care team ends. Survivors may experience:

- Relief that treatment is over
- Uncertainty about the future
- Loss of usual support
- Increased anxiety
- Fear of recurrence, that the cancer will come back after treatment
Surviving cancer: What to expect

- Guilt about surviving, having lost friends and loved ones to cancer
- Physical, psychological, sexual or fertility problems
- Relationship struggles
- Discrimination at work
- A social network that now feels inadequate
Cancer survivors often face many challenges as a result of their cancer diagnosis and treatment.

Public health professionals work to address the needs of cancer survivors and the survivorship community.
Framing Survivorship As a Public Health Priority

➢ Through the Public Health Action Model for Cancer Survivorship.
➢ You can help stakeholders to achieve better outcomes for survivors.
LEVELS OF THE PUBLIC HEALTH ACTION MODEL:

- PERSONAL LEVEL
- INTERPERSONAL LEVEL
- ORGANIZATIONAL LEVEL
- COMMUNITY LEVEL
- POLICY LEVEL
Access to health care is an important topic for cancer survivors.

- Not all survivors have equal access to medical care. Public health organizations can help provide equal access among survivors to important services.
- Cancer survivors may face higher medical costs than people who have never had a cancer diagnosis.
LGBT BEST AND PROMISING PRACTICES FOR CANCER

➢ Cancer has indelibly left a disproportionate mark on the Lesbian, Gay, Bisexual, and Transgender (LGBT) communities.

➢ We understand more than ever how the stress and stigma experienced by sexual and gender minority communities interacts with cancer, one of the most devastating of health challenges.
The colorectal cancer survivors should be advised to limit alcohol consumption.

Most colorectal cancer survivors follow dietary recommendations to choosing foods low in fat, but few have been told to limit alcohol consumption.
Physical activity can improve the quality of life for survivors of colorectal cancer.

- Colorectal cancer survivors who exercise may have better physical health and a better quality of life in general.
Monitoring and research are important to improve care for cancer survivors.

- The National Program of Cancer Registries CDC collects data on the diagnosis and treatment of cancer for more than 96% of the population of the United States.
- This data can help patients and their doctors.
KEY MESSAGE FROM THE NATIONAL ACTION PLAN

➢ The model serves as a guide for the efforts of cancer survivors and their families, health organizations, representatives and programmers community, policy makers and other.
KEY MESSAGE FROM THE NATIONAL ACTION PLAN

- The model provides a framework for achieving the Healthy People 2020 goals to increase the percentage of survivors living five years or more after receiving the diagnosis, and to improve physical and mental health of survivors.
KEY MESSAGE FROM THE NATIONAL ACTION PLAN

➢ To achieve these goals, we must improve the physical, social, emotional and financial well-being of survivors
The public health organizations play an important role in the creation of approaches at different levels, from interventions for survivors to changes in the policies of health systems to improve health and quality of life in general cancer survivors and their families.
Recurrence:

- According to the Dictionary of Terms Oncological National Cancer Institute of the United States, the recurrent cancer is cancer that has returned after a time that could not be detected (disease-free interval). Cancer can return to the same site of the original tumor (primary) or elsewhere in the body.
If the cancer comes back:

- If the cancer recurs at some point, treatment options depend on the location of the cancer, what treatments you've had before and your health.
UNDERSTANDING THE CYCLE OF CHANGE PROCESS
While a person is under the effects of a change they face two major problems:

ALTERATION OF EMOTIONAL BALANCE

DISTORTED PERCEPTION OF REALITY
THE GRIEF:

- Grief is the psychological process that occurs from any loss (in this case health).
- It is a human and universal, unique and painful emotional experience; facing this loss is called elaboration of mourning and leads to the need to adapt to a new situation.
GRIEF AND GENDER

Key grief elements in males:

- Feelings may be involved at a very low energy level.
- May be more directed to solving problems than expressing feelings.
- Anger and/or guilt often feature when expressing feelings.
- May channel grief through physical activity.
- Tend to privatize intense feelings and do not like to talk about them to others.
- The most intense grief usually occurs immediately after the loss.
GRIEF AND GENDER

Key grief elements in females:

- Women may be more open to expressing their pain to others.
- They may seek help outside the family.
- Their expressions may be more emotional.
- They tend to cut back work or physical activity.
- They may express pain as sadness, which may be labeled as depression.
- The grieving woman may have less interest in sexual activity.
- The pain usually occurs immediately after the loss.
Why me?
The first question that comes up for many people with cancer is, “What did I do wrong?” or “Why me?”
Did I cause my cancer?

We don’t yet know what causes all cancers. We do know that there are certain things called “risk factors” that affect your chance of getting some diseases.
Am I going to die?

- It’s normal to think about dying if you’ve just been told you have cancer.
- You may feel better knowing that the outlook for many people diagnosed with cancer is very good.
- Many people still believe that “cancer = death.” But the fact is that most cancers can be treated.
THE CYCLE OF CHANGE
PROCESS
UNDERSTANDING THE PROCESS OF CHANGE CYCLE:
STAGE 1

LOSS

CHANGE

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FEELING: FEAR
THOUGHTS: PRECAUTIONARY
CONDUCT: STUN
- FEELING: RESENTMENT
- THOUGHTS: SKEPTICISM
- CONDUCT OF RESISTANCE
PERDIDA
DUDA
DISCOMFORT
DESCUBRIMIENTO
ENTENDIMIENTO
INTEGRACIÓN
CHAN
GE
STAGE 3
© 2017 BY THE CCHD’S NATIONAL COMMUNITY HEALTH WORKER TRAINING CENTER, TEXAS A&M UNIVERSITY SCHOOL OF PUBLIC HEALTH, DSHS APPROVED CHW CEU CURRICULUM
FEELING: ANXIETY
THOUGHTS: CONFUSION
CONDUCT: NOT PRODUCTIVE
STAGE 4

DANGER ZONE
There are opportunities to advance to change or to choose fear and return to Step 1.
STAGE 5

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DISCOVERY

FEELING: ANTICIPATION
THOUGHTS: ARE CREATIVE / SMART
CONDUCT: ENERGIZED
STAGE 6

UNDERSTANDING

© 2017 BY THE CCHD’S NATIONAL COMMUNITY HEALTH WORKER TRAINING CENTER, TEXAS A&M UNIVERSITY SCHOOL OF PUBLIC HEALTH, DSHS APPROVED CHW CEU CURRICULUM
- FEELING: ANTICIPATION
- THOUGHTS: ARE CREATIVE / SMART
- CONDUCT: ENERGIZE
INTEGRATION

❖ FEELING: SATISFACTION
❖ THOUGHTS: FOCUSED
❖ CONDUCT: GENEROUS
CHALLENGES AND LIFE AFTER TREATMENT
Challenges Cancer Survivors Face:

- Physical
- Economical
- Social
- Lifestyle
Romantic relationships:

- If you’re single, you may be unsure how and when to share the news that you have cancer with a romantic partner.
- Trust yourself to be the judge of the best time to bring it up.
Life after treatment ...
SUPPORT GROUPS

- The stress of illness may be eased by joining a support group for cancer.
- Sharing with others who have common experiences and problems can help you not feel alone.
Changed Relationships:

When active treatment is over, some survivors’ needs change and relationships may shift:

- Some friends may become closer, while others distance themselves
- Families can become overprotective or may have exhausted their ability to be supportive
- Ignored relationship problems prior to cancer diagnosis can surface
Getting back to work:

Going back to a regular work schedule is a sign of getting back to a normal routine and lifestyle. Most people need their job and the health insurance it provides.

People with cancer may:

- Work during treatment
- Take time off for treatment and return to work afterwards
- Be unable to return to work due to the effects of the cancer or its treatment
Fertility:

- Even though pregnancy is sometimes possible during cancer treatment, it’s not usually recommended – some treatments can cause birth defects.
- Doctors often tell men and women to use birth control throughout treatment, and even for a few weeks or months after treatment is done.
TIPS for Survivors:

1. Get a summary of your treatments.
3. Learn to manage the fear of cancer coming back
5. Eat well
6. Use all resources
VIDEO
A Day in the Life of a Promotora

https://www.youtube.com/watch?v=TVRJqUqKbZE
COMMUNICATION AND COLORECTAL CANCER

- Community & interpersonal, communication is to express certain ideas, initiatives, and local resources for survivors.

- Communication between community members and promotores can generate links and meeting spaces that are key for the support that survivors need.
The communication process is complex: we must consider not only what we say, but to whom we say, where we say it and how we say things if we want a relationship with the other person.
COMMUNICATION AND COLORECTAL CANCER

Community Health Workers must be aware of the doubts, fears, experiences and prejudices of people in relation to the disease.

It is important to base conversations on previous knowledge to start the communication process.
ACTIVITY:

CREATING YOUR COMMUNICATION MESSAGE
EXAMPLES:
ROLE OF THE CHW / PROMOTORA in CANCER SURVIVORSHIP

- Community Health Workers generate a link between the health system and the community.
- CHWs have a fundamental role in ensuring the right to health by sharing very important information and facilitating access to health care.
CANCER SURVIVORSHIP

- Can accompany patients in need.
- Knows how to listen and convey trust and support.
- Help overcome conflict situations.
- Motivates commitment by taking and distributing responsibilities.
- Promotes trust among community members.
- Recognizes the experiences of everyone and respects social, political, religious, gender, and cultural differences.
ROLE OF THE CHW / PROMOTORA in CANCER SURVIVORSHIP

- Improves patient capacity to address sociocultural barriers to care
- Improves patient capacity to address personal barriers to care
- Improves patient capacity to address financial barriers to care
ROLE OF THE CHW / PROMOTORA in CANCER SURVIVORSHIP

- Guides patients through the health care system
- Helps the person understand the insurance world
- Helps find a way to pay for medical care if patients do not have insurance
- Guides patients to health care services
- Directs patients to resources and local support
- Helps patients to track appointments and to find ways to meet them
- Helps patients get answers to their questions
- Helps patients find more information about health care options

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ROLE OF THE CHW / PROMOTORA in CANCER SURVIVORSHIP

☑ Performs outreach house to house, delivering pamphlets and talking to people to identify those who may need a medical consultation.
☑ Organizes lectures and workshops for the community in order to promote recommended prevention measures.
☑ Shares program materials with local institutions and organizations.
☑ Participates in cultural events, recreation, sports, etc., to share information and materials on the prevention of cancer.
How CHWs/PROMOTORES Can Help Cancer Survivors Find Information and Make Medical Decisions

- Timely, adequate, and accurate information is important for cancer survivors and their caregivers. Cancer survivors most often look for information about—

- The cause of their cancer.
- Treatments and side effects.
- Ways to prevent additional health risks.
- The social and mental effects of cancer.
- Concerns about work and insurance coverage.
How can a CHW/PROMOTOR talk with children about cancer:

- If there are young children in your family, you may be worried about how they’ll respond to cancer.
- How a child reacts to upsetting news often depends on how the adults are handling it.
- Many times adults have their own strong, private feelings about a cancer diagnosis, and they want to protect the children from their fears and worries.
- Family members should decide ahead of time how best to talk to their children about cancer.
Questions?
Contact an instructor.
THANK YOU!

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