



Redes En Acción

The National Hispanic/Latino Cancer Network

Report On
The Third Annual
Redes En Acción
National Steering
Committee Meeting

August 21-23, 2002
San Antonio, Texas





Report on
**The 3rd Annual
Redes En Acción National Steering Committee Meeting**
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Table of Contents

- 3** About *Redes En Acción*
- 3** The National Steering Committee
- 3** National Steering Committee Meeting Agenda
- 4** Executive Summary: *Targeting Cancer Health Disparities*

SETTING THE TONE

- 5** Dinner Presentation by Dr. Harold Freeman

GUEST SPEAKERS

- 6** Dr. Freeman and Congressman Rodriguez
- 7** Panel Discussion: *Redes En Acción* Partnership Opportunities
- 7** Open Discussion: The Potential of *Redes En Acción* and the Role of the NSC

AWARDS PRESENTATIONS

- 8** 2002 *Redes En Acción* Awards: Research, Training and Awareness

RESEARCH

- 10** Addressing *Redes* Research Issues
- 10** *Redes* Research Report Card

TRAINING

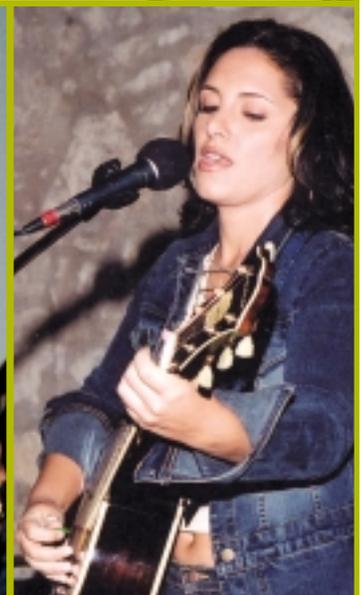
- 12** Expanding Opportunities for Young Latinos
- 12** *Redes* Training Report Card

AWARENESS

- 14** Informing National Leaders about *Redes En Acción*
- 14** *Redes* Awareness Report Card

LASTING IMAGES

- 15** A Photo Collage
- 16** National Steering Committee Membership List



Redes En Acción wishes to thank the Susan G. Komen Breast Cancer Foundation, a major sponsor of the 3rd Annual National Steering Committee Meeting.



Redes En Acción: The National Hispanic/Latino Cancer Network is a Special Populations Network initiative of the National Cancer Institute.
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About *Redes En Acción*

Redes En Acción: The National Hispanic/Latino Cancer Network is a major Special Populations Network initiative funded by the National Cancer Institute to develop an extensive collection of organizations nationwide to collaborate in the fight against cancer among Latino populations in the United States. Now in its third year, this national network of cancer research centers, community-based organizations and federal partners is

setting an agenda of Hispanic/Latino cancer issues that guides its research, training and awareness efforts. Through network activities, the initiative is establishing training and research opportunities for Latino students and researchers, generating research projects on key cancer issues impacting Latinos and supporting cancer awareness activities. This multi-faceted endeavor is bringing a wide range of cancer issues as they impact Latinos to the forefront among cancer investigators, educators, program administrators and the public.

The National Steering Committee

The *Redes En Acción* National Steering Committee (NSC) brings together authorities on Hispanic/Latino health and cancer issues from around the country. Its purpose is to set program policy, provide guidance and review network-sponsored activities. As mandated by the National Cancer Institute, one-third of the NSC members have expertise in such fields as

epidemiology, biostatistics, public health/education, sociology, medicine and nursing, while other members represent such disciplines as business, media and information systems. The diverse nature of the NSC is reflected by membership representation of academic institutions, federal and private entities, and various community-based organizations.

3rd Annual National Steering Committee Meeting Agenda 2002

Wednesday, August 21

- 6:00 – 6:45 p.m. Reception
- 6:45 – 8:15 p.m. Dinner
 - Presentation: Approaches to Diminishing Cancer Health Disparities in Poor Communities
 - Guest Speaker: Harold P. Freeman, MD, Director Center to Reduce Cancer Health Disparities National Cancer Institute
 - Past Chairman, President's Cancer Panel

Thursday, August 22

- 8:00 – 8:30 a.m. Continental Breakfast
- 8:30 – 9:30 a.m. Welcome: Amelie G. Ramirez, DrPH, Redes En Acción PI
 - Introductions/Overview of meeting activities
 - Speaker: U.S. Congressman Ciro D. Rodriguez
- 9:30 – 10:30 a.m. Updates on the NCI Center to Reduce Cancer Health Disparities and Other NCI Minority Health Activities
 - Speaker: Harold P. Freeman, MD
 - Award Presentation: Cancer Prevention Leadership Award
 - Moderator: Amelie G. Ramirez, DrPH
- 10:30 – 10:45 a.m. Break
- 10:45 – 11:15 a.m. Redes En Acción Year 2 Report Card: Amelie G. Ramirez, DrPH
- 11:15 – 11:30 a.m. Redes En Acción Latino Physicians Survey:
 - Eliseo J. Pérez-Stable, MD, Redes En Acción Co-PI
- 11:30 – 11:45 a.m. Response to the Report Card: Facilitated by Armin D. Weinberg, PhD, Director, Chronic Disease Prevention and Control Research Center, Baylor College of Medicine
- 11:45 a.m. – noon Group Photo
- Noon – 1:20 p.m. Awards Luncheon
 - Awards: Cancer Training Award to Miguel Medina (accepted by Mrs. Johnnie Word Medina)
 - Cancer Awareness Award to Soraya
 - Speaker and Singer: Soraya
- 1:30 – 2:20 p.m. Discussion Group Breakout Session 1: Research & Training
 - Group A (Research)
 - Co-Facilitators: Eliseo Pérez-Stable, MD, & Lucina Suarez, PhD
 - Group B (Training)
 - Co-Facilitators: Gregory Talavera, MD, MPH & Martha Medrano, MD, MPH
- 2:25 – 3:15 p.m. Discussion Group Breakout Session 2: Research & Training

- Group A (Training)
- Co-Facilitators: Gregory Talavera, MD, MPH & Martha Medrano, MD, MPH
- Group B (Research)
- Co-Facilitators: Eliseo Pérez-Stable, MD, & Lucina Suarez, PhD
- Break
- 3:15 – 3:30 p.m. Discussion Small-Group Breakout Session 3: Educating National Leaders about Redes En Acción
 - Group A:
 - Co-Facilitators: Edward Trapido, ScD, & Jose Marti, MD
 - Group B:
 - Co-Facilitators: Elena Rios, MD, & Aida Giachello, PhD
- Break
- 4:15 – 4:30 p.m. Discussion Group Summary (5 minutes each)
- 4:30 – 5:00 p.m. Moderator: Amelie G. Ramirez, DrPH
 - Research: Group A (Session 1)
 - Group B (Session 2)
 - Training: Group B (Session 1)
 - Group A (Session 2)
 - Session 3: Group A
 - Group B
- 5:00 – 5:30 p.m. Review of Day 1
- Preview of Day 2

Friday, August 23

- 8:30 – 9:00 a.m. Continental Breakfast
- Overview of Day 2 Activities
- 9:00 – 10:00 a.m. Panel: Redes En Acción Partnership Opportunities
 - Panelists: Gwendolyn Clark, Deputy Director Office of Minority Health Health Resources and Services Administration
 - Robert Robinson, DrPH, Associate Director for Program Development Office on Smoking and Health
 - Centers for Disease Control and Prevention
- 10:00 – 11:15 a.m. Open Discussion: The Potential of Redes En Acción and the Role of the National Steering Committee
 - Co-Facilitators: Thomas Glynn, PhD, & Robert Valdez, PhD, MHSA
- 11:15 – 11:30 a.m. Meeting Summary
- Meeting Evaluation
- 11:30 a.m. Adjournment



EXECUTIVE SUMMARY

Targeting Cancer Health Disparities

The 3rd annual meeting of the National Steering Committee (NSC) finds *Redes En Acción* halfway through its five-year initiative, and these are indeed exciting and challenging times.

Exciting because we know that we are touching lives and making a difference, and challenging because Latinos are still lagging far behind in the quality of health care they receive.

Disparities in cancer research and health care delivery for the Latino population – now 35 million and growing – continue to motivate us to create a dynamic and effective new model for bridging that gap.

The meeting's keynote speaker, Dr. Harold P. Freeman, director of the National Cancer Institute (NCI) Center to Reduce Cancer Health Disparities, spoke eloquently from a historical perspective on the societal factors that have adversely affected all of the underserved in his presentation, titled "Updates on the NCI Center to Reduce Cancer Health Disparities and Other NCI Minority Health Activities."

Calling cancer "an unequal burden...and an unequal dread," he believes that the challenge is to "understand the fundamental causes of health disparities, and develop effective interventions to reduce them."

Our efforts are already paying dividends in research, with pilot projects ranging from cervical cancer primary prevention in Latina immigrants to smoking cessation in Latinos using pharmacotherapy. In collaborative projects, we are not only enhancing the knowledge of the Latino population but also involving our other partners in the NCI Special Populations Networks with regard to cancer, genetics and research.

In the area of training, we have provided invaluable exposure and experience to young Latinos at various stages of the "pipeline" designed to increase the number of Latino researchers, motivating them to take an interest in and find career opportunities in cancer research.

And we are truly taking science to the street, with a wide variety of avenues such as television and radio public service announcements, newsletters, the Internet and community events.

NCS members were introduced to Gwendolyn Clark, Deputy Director, Office of Minority Health at the Health Resources Services Administration (HRSA), and Dr. Robert Robinson, Associate Director for Program Development, Office on Smoking and Health at the Centers for Disease Control and Prevention (CDC). In their panel discussion, "*Redes En Acción* Partnership Opportunities," both provided compelling arguments for



seeking out and nurturing crucial alliances, citing access to care, workforce diversity, and translating research into practice as essential elements of successful collaborations.

Half-day breakout sessions on research, training and awareness gave NSC members a chance to brainstorm at length with colleagues in a roundtable format. Members exchanged numerous practical strategies on increasing the number and improving the quality of pilot project proposals, targeting existing and potential training and mentoring opportunities, discussing alternate sources of funding, and dozens of other topics. On the awareness front, the breakout session "Educating National Leaders about *Redes En Acción*" gave special attention to finding ways to make government officials and key policymakers aware of *Redes En Acción*'s mission, goals and accomplishments.

An awards luncheon paid tribute to our longtime friend and colleague, Dr. Miguel A. Medina, whose voice for encouraging Latino students in medical careers will be greatly missed with his passing earlier this year. Dr. Medina's family accepted the *Redes En Acción* Cancer Training Award.

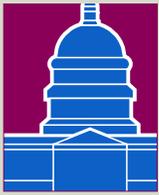
Also at the luncheon, members were privileged to hear another inspiring voice – that of Latina singing star Soraya, who shared her poignant and courageous story as a breast cancer survivor. For her commitment to sharing the message of breast cancer screening and early detection as a spokesperson for the Susan G. Komen Breast Cancer Foundation, Soraya was presented the *Redes En Acción* Cancer Awareness Award.

Earlier in the meeting *Redes En Acción* honored Dr. Freeman's lifetime of work and achievement as a strong advocate for our country's underserved populations. He was presented with the *Redes En Acción* Cancer Research Leadership Award.

The two-day meeting ended with an open discussion, "The Role of *Redes En Acción* and the Role of the National Steering Committee," which engaged the group in a lively dialogue regarding the program's potential, including how the NSC can become more involved in the planning of our activities. Ideas came from every corner, many of them illustrating a desire to see *Redes En Acción* grow to an even more effective and influential status.

Redes En Acción – and the National Steering Committee meeting – embody an unprecedented spirit of cooperation, partnership and coalition-building, bringing together people who have never worked together before. With continued commitment and the proper resources, we have the ability to impact the future cancer care of Latino men, women and children for generations to come.

Amelie G. Ramirez, DrPH
Principal Investigator
Redes En Acción



SETTING THE TONE

Presentation by Dr. Harold Freeman highlights dynamic dinner program

A special preview dinner – a festive collaboration of community Hispanic/Latino leaders, the San Antonio Cancer Institute (SACI) and *Redes En Acción* – set the stage for the 3rd annual National Steering Committee (NSC) meeting at the Plaza Hotel in downtown San Antonio.

In addition to members of the steering committee and *Redes En Acción* National and Regional Network Center staffs, invited guests represented a wide range of San Antonio academic, research, and cancer service and support organizations. Sponsors of the event were SACI and the Susan G. Komen Breast Cancer Foundation.



Dr. Charles Coltman, SACI Director and Professor of Medicine at the University of Texas Health Science Center at San Antonio (UTHSCSA), officially welcomed the group. Describing the *Redes En Acción* initiative as “a very important effort,” he noted that his role representing SACI and UTHSCSA made the occasion “a particularly wonderful evening for me.”

Award-winning singer/songwriter Soraya entertained guests with “Amazing Grace.” A breast cancer survivor, she is a spokesperson for

the Komen Foundation and an honorary member of the NSC.

Special guest Dr. Harold P. Freeman, Director of the National Cancer Institute (NCI) Center to Reduce Cancer Health Disparities and longtime advocate for underserved populations in the battle against cancer, spoke on diminishing disparities in poor communities. His contributions to minority cancer health – and his eloquence – were recognized by Armin D. Weinberg, PhD, who introduced Dr. Freeman to dinner guests.

“Dr. Freeman weaves words together in a way that lets us understand very complex issues and deal with them in a very concrete way,” said Dr. Weinberg, Director of the Chronic Disease Prevention and Control Research Center at Baylor College of Medicine. “This makes him extremely important to all

of the things we are doing here as a group.”

“Poverty and cancer are a lethal combination,” Dr. Freeman told the evening audience. “It’s bad enough to have cancer, but if you also are poor – which means you don’t have knowledge, you don’t have access, you don’t have support systems – it makes it even more complex to have a lethal disease and have social problems that prevent you from obtaining possible solutions.”

Society’s tendency to view people “through the lens” of race, culture and ethnicity “is part of the cancer problem,” he added. “If people are relating differently across these lenses, it clearly has an effect on how we communicate with each other to improve cancer care and cancer education.”

In her remarks noting the significance and achievements of *Redes En Acción*, Principal Investigator Dr. Amelie Ramirez said, “Many of the issues we see within the African-American community and the underserved we also see in the Latino community, and that’s what *Redes En Acción* is all about.” To Dr. Freeman she said: “Your vision is our mission.”





GUEST SPEAKERS

Dr. Freeman: ‘The unequal burden of cancer’

Harold P. Freeman, MD, is the Director of the National Cancer Institute (NCI) Center to Reduce Cancer Health Disparities, and member and former chairman of the President’s Cancer Panel.



Poverty. Cultural barriers. Social injustice. These are the three principal issues driving disparity among health care services to minorities, according to Dr. Harold P. Freeman, keynote speaker at *Redes En Acción*’s National Steering Committee (NSC) meeting.

“There is an unequal burden apparent in our society, and this is a challenge to science. But it’s also a moral and ethical dilemma for our nation,” said Dr. Freeman.

“I believe that any disease always occurs in the context of human circumstance, and social injustice has, to a large extent, created the health disparities that currently exist in the United States. It’s not something we can ignore.”

The real challenge now is to understand those disparities and develop effective interventions to reduce them, including integrating research advances into health services, he said.

“There is a big distance between the discovery enterprise and the delivery enterprise. This distancing in itself is a determinant of the unequal burden of cancer.”

Dr. Freeman’s presentation to NSC members provided a close-up look at key practical activities that have been

implemented at the Center to Reduce Cancer Health Disparities since its inception in 2001:

- Forming two “think tanks” examining how to reduce disparities among minorities
- Mapping the U.S. locations with the highest cancer mortality rates
- Studying how the process of “racialization” determines how people are treated within the health care system

The Center’s innovative patient navigator program has improved how minority cancer patients are guided through a world that is often confusing even to those who have the necessary resources – trained navigators make the process easier for those who don’t.

“When you are less educated, have less information, speak a different language, have no insurance, and are afraid, the health care system becomes extraordinarily complex,” said Dr. Freeman. “We find that there needs to be a human component to help get people through.”

Still, the ideal combination of science and humanity remains elusive. “Over the last 30 years there has been tremendous research progress in targeting things at the molecular level to cure and prevent cancer. I strongly believe that drive to reach scientific truth must be wedded to concerns about social injustice.”

Congressman Rodriguez: Fighting the status quo

A longtime advocate of issues concerning Latino health and education, U.S. Congressman *Ciro D. Rodriguez* is head of the Hispanic Congressional Caucus health care task force. He is honorary chair of *Redes En Acción*.

For the third consecutive year, U.S. Congressman *Ciro D. Rodriguez* addressed NSC members about the serious health care issues facing Americans in general and Latinos in particular, acknowledging *Redes En Acción* for its ongoing role in helping identify problems and find solutions.

“I want to congratulate you for continuing to meet, continuing to grow and develop...in educating yourselves and educating (Congress),” he said.

With a new political climate that emphasizes increased funding for homeland security, missile defense, and the accompanying talk of war, Rep. Rodriguez admitted, “We have some real problems with our (federal) budget. But Americans are still saying that two key issues continue to be education and health care. Bottom line, we need to identify what our priorities are.”

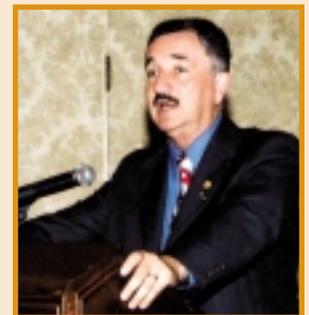
For the Latino community, those priorities include holding both public and private systems accountable for their roles in the difficult circumstances the country faces in health care; focusing on community health centers in rural and urban areas; preparing

the next generation of Latino researchers as present ones retire; and promoting more collaborative efforts, such as those set forth by the Hispanic Congressional Caucus. Rep. Rodriguez describes the Caucus as “working hard in the areas of providing access and opportunities for additional resources.”

True leadership in health care arenas, he noted, means setting goals, being willing to change the status quo, and taking responsibility for improving the lives of specific populations affected by certain diseases, including cancer, diabetes and HIV/AIDS.

“Yes, I might not be directly impacted by cancer, but leadership means we’ve got to take ownership and say we are directly affected, whether your family (member) has it or not. We’re all in this together.

“I think we’re making some genuine inroads in health care, and *Redes En Acción* stands out as an organization engaged with the community through education and outreach. What you do is very important – not only here today – but throughout the nation.”



Panel Discussion: *Redes En Acción* Partnership Opportunities

Panelists: Gwendolyn Clark, Deputy Director, Office of Minority Health, Health Resources and Services Administration (HRSA)

Robert Robinson, DrPH, Associate Director for Program Development, Office on Smoking and Health, Centers for Disease Control and Prevention (CDC)



Gwendolyn Clark and Dr. Robert Robinson described partnerships with initiatives such as *Redes En Acción* as “critical” in helping to reduce or eliminate health disparities surrounding chronic disease diagnosis and treatment.

“The Health Disparities Collaborative is one of the most exciting new programmatic models at the Health Resources and Services Administration (HRSA),” said Ms. Clark. She divided potential partnership opportunities into three distinct areas: access to care, workforce diversity and translating research into practice.

“Given your strong focus on supporting cancer research, you can share your findings not only with us but with the public and with the provider community,” she noted. “The results can help us design more effective interventions tailored to Hispanic populations.

“We are now in the process of developing a Cancer Collaborative,” she continued, with the initial focus on breast,

colon and cervical cancer screening. Twelve health centers are participating in the prototype, with three of them serving a 50 percent Latino base. *Redes En Acción*’s knowledge and skill sets, she added, would be “invaluable” in developing specific strategies targeting the Hispanic/Latino community.

“I also see us working together to address the underrepresentation of Hispanics in the health care workforce,” said Ms. Clark, specifically through

partnerships with Hispanic Centers of Excellence (HCOE) and by linking Latino researchers and students to HRSA’s Minority Faculty Fellowship Program.

Noted Dr. Robinson: “A very critical part of the success of health care is our partnership with *Redes En Acción*.” He cited an upcoming meeting in Atlanta on “effective tobacco control” among Latinos as an example of CDC’s efforts to communicate with the Hispanic/Latino community.

“We want to hear their ideas and priorities around research, policy development and community outreach,” he said. “I’m hoping that out of this we’ll develop some very specific initiatives, and will improve our agenda in terms of what we are doing with Latino communities.

“It’s important to have successful concepts that make explicit the diversity of our (Latino) communities. It forces us to look at our protocols and materials.”

Open Discussion: The Potential of *Redes En Acción* and the Role of the National Steering Committee

Co-Facilitators: Thomas Glynn, PhD, Associate Director/Cancer Control, Science Program, American Cancer Society
Armin D. Weinberg, PhD, Director, Chronic Disease Prevention and Control Research Center, Baylor College of Medicine

Ask National Steering Committee members what they think and chances are they’ll tell you. That was the premise behind a lively, informal open discussion that closed the two-day steering committee meeting as participants were encouraged to speak candidly on the future of *Redes En Acción*.

The overall theme was more – more basic research, national activities, advocacy activities, sources of support, involvement in disciplines beyond cancer control, publications, collaborations and focus on policy issues. The discussion touched on a wide range of subjects, including a desire to see *Redes En Acción* elevated to a more effective and influential



status, increase and measure awareness activities and build more local grassroots partnerships. Suggestions included:

“One of our selling points is that we have a multicentered network capable of working together. I think our true strength in the future is in multicenter intervention-oriented proposals.”

“Increase the number of pilot projects submitted to NCI. Increase our presence and activity in clinical research, and engage in publication of what we do.”

“Any community needs to make a strong effort to define for itself the research that is important to its people, not have it determined by others.”





AWARDS PRESENTATIONS



2002 *Redes En Acción*

A highlight of the 3rd annual National Steering Committee meeting was the presentation of special Redes En Acción awards to individuals prominently involved in national cancer research, training and awareness.

Redes En Acción Cancer Research Leadership Award **Harold P. Freeman, MD**

Dr. Harold P. Freeman, Director of the National Cancer Institute (NCI) Center to Reduce Cancer Health Disparities, has had a long and illustrious career in medicine and cancer research. He currently serves as a Professor of Clinical Surgery at the College of Physicians and Surgeons, Columbia University, and Director of Surgery at North General Hospital in New York City.

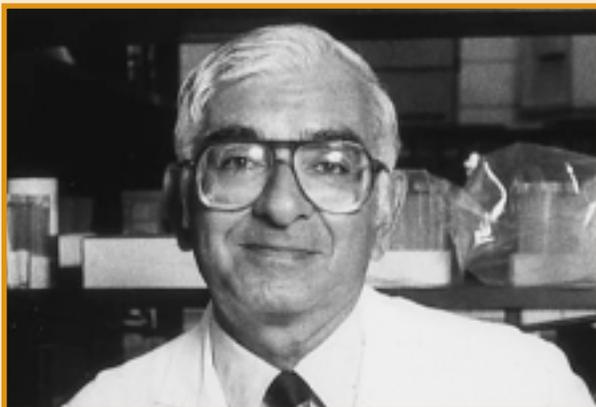
A past president of the American Cancer Society, he served on the steering committee of the National Dialogue on Cancer, and was the Director of Surgery at Harlem Hospital

Center for 25 years. As former chairman and present member of the President's Cancer Panel, he has been instrumental in helping officials understand the socioeconomic impact of cancer, especially among the underserved.

When presenting Dr. Freeman with the *Redes En Acción* Cancer Research Leadership Award, Dr. Amelie Ramirez quoted the Book of Proverbs: "When there is no vision, the people perish." Citing his vision for the American health care system – access to the best care available, regardless of race, income or social status – Dr. Ramirez said, "Dr. Freeman has long been known for his powerful and persuasive voice for changing our country, and for his commitment to improving the health of all populations. We honor him for his tremendous leadership."

"There is a need to encourage and support junior biomedical researchers in minority members of communities, with the hope that out of this work there will be researchers that will move on to the highest levels."

— Dr. Harold P. Freeman



Redes En Acción Cancer Training Award **Miguel A. Medina, PharmD**

Redes En Acción and the Latino medical science community lost a mentor, role model and tireless advocate with the recent death of Dr. Miguel A. "Mike" Medina, said Dr. Amelie Ramirez in presenting the *Redes En Acción* Cancer Training Award to Dr. Medina's wife and family. "Although we find his loss immeasurable, we want to celebrate the remarkable life and career of Mike Medina and for his leadership as a masterful scientist and educator," she added.

Dr. Medina served on *Redes En Acción's* National Steering Committee since the initiative's inception in 2000. He was Professor Emeritus and retired Associate Dean of Biomedical Sciences at the University of Texas Health Science Center at San Antonio. In addition, he founded the Hispanic Center of Excellence and helped hundreds of young people seek and navigate the medical school system. The inscription on Dr. Medina's award featured a quote by U.S. historian

"This award is very beautiful and I'm so appreciative. This entire cause is so important to our family, because we have family members who are cancer survivors. I know that Mike would be proud and pleased."

— Johnnie Word Medina, wife of the late Dr. Miguel Medina

Awards



Redes En Acción Cancer Awareness Award Soraya

Latina singer, songwriter, recording artist, record producer – and breast cancer survivor. Soraya recounts all of these titles with pride, including her newest role as the Latina spokesperson for the Susan G. Komen Breast Cancer Foundation. In this role she has taken the message of breast cancer awareness and the vital need for early detection to the Hispanic/Latino community throughout the United States and other countries.

Raised in Colombia and the United States, Soraya picked up her first guitar at age 5 and was hooked. In 1996, her debut album “On Nights Like This” was released to critical raves, and her musical career took off. Then came the devastating news that her mother had

breast cancer. After her mother’s death, Soraya began running the Komen Race for the Cure in honor of her mother’s courageous battle.

Soraya watched her career hit the fast track once again before she was hit with another shock: her own diagnosis with breast cancer. Following aggressive treatment, she emerged not only as a survivor but also as an advocate. “Soraya believes that her own life can be used as an example of hope for women to realize that the fight against breast cancer is winnable,” said Dr. Amelie Ramirez. “For her personal courage and her individual commitment to educate woman about early detection and screening, we are pleased to present her with the *Redes En Acción* Cancer Awareness Award.”

“Hispanic women are years and years behind in awareness. There are women in our backyards and in our neighborhoods who say, ‘I don’t want to lose my breast because my husband will leave me.’ Our society puts a lot of emphasis on breasts. I tell women, you are much more than that. This is something that needs to be spoken about.”
—Soraya



and author Henry Brooks Adams: “A teacher affects eternity. He will never tell where his influence stops.”

“He had the uncanny ability to recognize the potential in thousands of minority students who would otherwise have been passed over by the system,” said Dr. Ramirez. “We know for certain that Miguel’s star will continue to burn brightly in the lives of all those who were touched by his influence, and in those of us in the Latino medical science community who will continue to be inspired to carry the torch of advocacy and mentorship of minority students.”



RESEARCH

Addressing *Redes* Research Issues

Expanding the number and improving the quality of pilot project proposals, along with defining the role of the National Steering Committee in project identification, were some of the challenges presented to a breakout session devoted to *Redes En Acción* research issues.

Participants were asked to offer suggestions for improving assistance to pilot project applicants, identifying the types of projects that should be pursued and accelerating the ROI submission process. Participants also discussed identifying failed pilot project applications, and providing mentoring and other follow-up assistance for the rejected pilot research applicants.

Limitations associated with pilot research projects involved a low number of potential trainees and mentors, limited funds and a lengthy multi-step review process. Although NCI encourages collaboration among SPNs in research, training and awareness activities when possible, it has proven to be time-consuming, labor-intensive, and requires extensive leadership on the part of *Redes En Acción*.

Suggestions for identifying qualified applicants included the following:



- Expand the search to other disciplines (e.g., social sciences)
- Develop a database of pre- and post-doctoral candidates (potential resources: Centers of Excellence, tobacco research centers)
- Expand the range of applicants by seeking candidates from new faculty (MDs, RNs, other clinicians) to senior faculty
- Look for other applicant pools through organizations such as the American Cancer Society
- Develop marketing tools (e.g., video, brochures) to help recruiting efforts
- Partner with entities such as community-based organizations and foundations (e.g., the Robert Wood Johnson Foundation and the American Legacy Foundation)

Cost issues surrounding pilot project proposals generated the following suggestions:

- Limit the amount of indirect costs to 10 percent (NIH)
- Partner with foundations to augment awards
- Provide infrastructure for funded pilots

Although there are no fixed rules for extramural research, the overall goal is to evaluate all research projects that involve *Redes En Acción* personnel or resources. If projects focus on Latinos and cancer control or prevention, they should be considered for inclusion as an extramural research project or activity. Suggestions included:

- Develop one protocol to implement across various cities
- Build on the current *Redes En Acción* Latino Physician Survey
- Partner with other NIH institutes for multi-risk trials and international research
- Partner with primary care networks
- Evaluate efficacy of PSAs and outreach activities
- Examine survivorship among various Latino groups
- Produce Spanish translation of established instruments to minimize exclusion of monolingual Latinos



Redes survey of physicians examines practices, attitudes

A lack of consensus exists among physicians, particularly Latinos, that clinical trials are good for their patients. That was among the findings of a nationwide *Redes En Acción* survey of Latino and primarily non-Hispanic white family physicians comparing attitudes and practices regarding cancer.

Among the physicians surveyed, only 53 percent of Latinos and 63 percent of non-Hispanic whites agreed that sufficient scientific value and benefits exist for them to refer patients to clinical trials. Forty-three percent of Latino respondents and 32 percent of non-Hispanic whites reported that they had never participated in clinical trials.

A summary of the survey results was presented at the National Steering Committee Meeting by Eliseo Pérez-Stable,

MD, Co-Principal Investigator of the *Redes* Northwest Regional Network Center.

Of the 2,000 surveys mailed, completed responses were returned by 744 physicians – 304 Latinos and 440 others. The target audience, drawn from the American Medical Association master file, included internal medicine (40%), family medicine (40%) and gynecology (20%) specialists from California, Texas, New York, New Jersey, Florida and Illinois.

The questionnaires sought information about demographics, medical background, type of patients and language use in their practices, smoking cessation treatments, cancer screening practices, genetic testing and clinical trials.

Goals:

1. Submit 1 pilot project per region each year, starting in Y2
2. Conduct nationwide Key Opinion Leaders Survey in Y1
3. Conduct nationwide Hispanic Physicians Survey in Y2 and Y4
4. Conduct extramural collaborative research

Pilot Projects

Year (date of submission)	Proposals Reviewed by <i>Redes En Acción</i>	Proposals Forwarded to NCI	Proposals Funded by NCI
Y1 (4/01)	5	5	1
Y2 (10/01)	11	2	2
Y2 (4/02)	6	3	3
Y3 (10/02)	6	5	Pending
Totals	28	15	6

NCI-Approved Projects:

YEAR 1:

Project Title: South Carolina Partnership for Cancer Prevention
 PI: Deborah Parra-Medina, PhD
 Assistant Professor, School of Public Health
 University of South Carolina
Redes En Acción Region: Southeast

YEAR 2:

Project Title: Cervical Cancer Primary Prevention in Latina Immigrants
 PI: Isabel Scarinci-Searles, PhD
 Assistant Professor
 University of Alabama at Birmingham
Redes En Acción Region: Southeast

Project Title: Smoking Cessation in Latinos Using Pharmacotherapy
 PI: Gregory Talavera, MD, MPH
 Assistant Professor, Graduate School of Public Health
 San Diego State University
Redes En Acción Region: Southwest

Project Title: Improving Colon Cancer Screening among Hispanics/Latinos
 PI: Ana M. Natale-Pereira, MD
 New Jersey Medical School
Redes En Acción Region: Northeast

Project Title: Coping and Quality of Life in Latino Cancer Patients
 PI: Martín Alberto Pérez, PhD
 City of Hope National Medical Center
Redes En Acción Region: Southwest

Project Title: The Feasibility of Telecolposcopy in a Gynecology Clinic

PI: Ana Maria Lopez, MD
 Arizona Cancer Center
Redes En Acción Region: Southwest

Survey Research

Nationwide Key Opinion Leaders Survey (n = 624)

Purpose: To survey stakeholders on cancer issues and develop a national Latino cancer agenda to guide future research, training and awareness efforts.

Methods: An issues survey was administered to 624 key opinion leaders in Latino communities nationwide.

Results: The top 5 cancer issues affecting Latinos were: 1) access to cancer screening and care, 2) tobacco, 3) patient/doctor communications, 4) nutrition, and 5) risk communication.

Nationwide Hispanic Physicians Survey (n = 744)

Purpose: To compare knowledge, attitudes and behaviors (KAB) regarding cancer education, screening and care between Hispanic and other physicians.

Methods: A survey was administered to Hispanic (n = 1000) and non-Hispanic (n = 1000) physicians nationwide.

Results: Response rate was 40%. Data are being analyzed. Results of this survey and a Y4 follow-up will guide future directions in physician education materials and programs, as well as measure KAB changes.

Extramural Research (National)

Breast Cancer Genetics Education Materials and Programs Development

Phase 1: Survey Development to Assess Knowledge, Attitudes and Behaviors of Breast Cancer Genetics among 5 Special Population Groups

Purpose: To investigate KAB regarding breast cancer genetics among Latinos, African Americans, Appalachians, Asian Americans and Native Americans.

Methods: With the NCI Special Populations Networks (SPN) and Cancer Genetics Network, *Redes En Acción* is designing a survey instrument tailored to each community.

Results: The survey developed in Phase 1 will be administered by the SPNs in Phase 2. In Phase 3, survey results will guide development of culturally appropriate education and intervention materials and programs.

Funding for Phase 1: Susan G. Komen Breast Cancer Foundation

Latino Community Consultation Genetics Network

Purpose: To identify, discuss and report critical issues in genetics relevant to Latinos.

Methods: *Redes En Acción*, with NIH agencies and other Hispanic health stakeholders, plan to conduct Latino "community consultations."
 Results: Data collected will help in developing Latino genetic research participation strategies.

Funding: NCI, NIGMS, NHGRI, SPORE, SPN

Hispanic Trial Recruitment Magazine Evaluation Project

Purpose: To determine whether a bilingual publication, "Buena Vida: A Guide to Cancer Family Research," produced by *Redes En Acción* and the Texas Cancer Genetics Coalition, increases Latino cancer registry participation.

Methods: Latinos in San Antonio tumor registries (n = 200) receive Buena Vida.

Results: Study outcome is the number of participants who are recruited to the NCI Cancer Genetics Network (CGN) Registry.

Funding: CGN

Extramural Research (Regional)

Factors Related to Recruitment of Latinas and Whites in Long-term Clinical Trials: Preliminary Results from the Women's Health Initiative (WHI) (Southwest Region)

Purpose: To identify factors related to recruitment of Latinas compared to Anglos in WHI.

Methods: In Latinas and Anglos interested in and eligible for the WHI, explore relationships between hypothesized predictor variables and subsequent recruitment into the study.

Results: Findings may explain differences in dynamics affecting decisions to participate in clinical trials.

San Francisco Bay Area Lung Cancer Study (Northwest Region)

Purpose: To evaluate recruitment methods in a case-control lung cancer study among Latinos and African Americans.

Methods: Recruited controls using random-digit-dialing (RDD), Health Care Finance Administration (HCFA) and community-based strategies.

Results: Most effective recruitment from community-based methods (60%) vs. RDD (26%) and HCFA (14%).

The Cancer Control Network of Texas (National Network Center)

Purpose: To develop plans for the establishment of a cancer prevention and control network for Latinos living in Texas.

Methods: Use community-based interventions and dissemination strategies to control cancer.

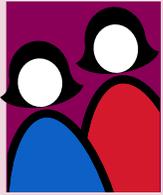
Results: Set of goals, objectives and action plan to implement and evaluate cancer control activities to occur in a later phase.

Nuestras Historias: Mujeres Latinas Sobreviviendo el Cáncer del Seno (National Network Center)

Purpose: To develop a bilingual, culturally sensitive booklet about Latina breast cancer survivors to educate underserved Latinas.

Methods: 1) Conduct focus groups to identify/rank sub-themes of screening, diagnosis, treatment and survivorship; 2) recruit/interview Latina breast cancer survivor role models; 3) produce/disseminate booklet.

Results: Booklet to be produced by end of 2003.



TRAINING

Expanding Opportunities for Young Latinos

Among the principal objectives of *Redes En Acción* in Years 2-5 is to provide training opportunities and mentorship to Hispanic/Latino students and junior faculty to advance their careers in cancer research. A breakout session on this and other crucial training issues resulted in numerous suggestions on how to identify qualified training candidates, pinpoint existing training and mentoring opportunities, and enrich the training experience without increasing time and labor of mentors or *Redes En Acción*.

Ideas about locating potential trainees included:

- Provide marketing materials to *Redes En Acción* Regional Network Centers and steering committee members, using video and online formats
- Contact medical schools and universities
- Place *Redes En Acción* on the agenda of special interest groups for Latinos
- Partner with such entities as the Hispanic Centers of Excellence (HCOE), National Hispanic Medical Association (NHMA), Society for Advancement of Chicanos and Native Americans in Science (SACNAS), and Intercultural Cancer Council (ICC) to identify potential trainees
- Produce a flyer for NSC members to distribute to listservs
- Broaden the spectrum of trainees to include everyone from undergraduate students to seasoned researchers, especially researchers who could transition into cancer research

Strategies for enriching the training experience included:

- Ask trainees to identify mentors within their institutions (different mentors to address different issues)
- Provide culturally competent mentoring that addresses the whole person, not just the science



- Encourage *Redes* trainees to attend scientific meetings once a year
- Offer to compensate mentors for time (mentorship fellowships)
- Encourage peer mentoring
- Schedule grant writing workshops and scientific poster presentations for trainees before the annual NSC meeting
- Encourage training via Cancer Information Service (CIS)
- Help junior faculty trainees develop a product (e.g., manuscript for publication, concept paper for a foundation)

Suggestions for engaging more Latino researchers as mentors included:

- Advertise *Redes* via newsletters and conferences
- Offer plenary session on cancer-related topics at the Society for Advancement of Chicanos and Native Americans in Science (SACNAS)

Goals:

1. Junior Faculty: Provide 10-week cancer research mini-sabbaticals for 1 Latino junior faculty per region each year, starting in Y2
2. Pre/Post-Doctoral: Pair pre/post-doctoral Latinos with Hispanic cancer research projects
3. Interns: Train/mentor 1 Latino undergraduate or graduate intern per region each year, starting in Y2
4. Develop extramural collaborative training opportunities

JUNIOR FACULTY – Funded

Goal: To provide Hispanic cancer research mini-sabbaticals for Latinos who have recently (<4 years) completed doctoral training

Name	Location	Assignment/Research
Isabel Scarinci, PhD	National Network Office	Pilot submitted/funded: cervical cancer manuscript
Ana Natale-Pereira, MD	Northeast RNC	NCI pilot, cultural competency of medical students manuscript
Maria Luisa Zúñega, PhD	Southwest RNC	Cervical cancer screening; minority supplement proposal
Carmen Ortiz, PhD	Northwest RNC	Cancer social support, pilot grant proposal, designed study
Haydee Encarnación, MPH	North Central RNC	Pilot proposal, behavioral health, community intervention
Teresa Juarbe, PhD	Northwest RNC	Breast cancer screening, grant
Monica Yepes-Rios, MD	Southwest RNC	Colorectal cancer research KAB for low-income Latinos

JUNIOR FACULTY – Unfunded

Name	Location	Assignment/Research
Pilar Martin, MD	Southwest RNC	Puerto Rican physician survey
Tung Nguyen, MD	Northwest RNC	Cancer screening, ACS grant
Javier Kane, MD	South Central RNC	Pediatric palliative care, grants
Linda Shaffer, MD	South Central RNC	Grant writing, cancer manuscript
Teresa Juarbe, PhD	Northwest RNC	Abnormal mammography screening study
Alicia Fernandez, PhD	Northwest RNC	Statistical analysis, evaluation; Latina cancer control
George Sawaya, MD	Northwest RNC	Analysis, evaluation of cancer screening rates
Elad Ziv, MD	Northwest RNC	Examination of disparities in cancer rates by race, ethnicity

PRE- AND POST-DOCTORAL TRAINEES

Goal: To pair pre- and post-doctoral Latinos with ongoing Hispanic cancer research projects

Name	Location	Assignment/Research
Maria Chapa, BS	South Central RNC	Cancer medicine research; community health care services
Joaquin Barnoya, MD	Northwest RNC	Tobacco control, genetics & clinical trial research, grants
Melanie Stone, MPH	National Network Office	Health promotion, epidemiology, data analysis
Barbara Boucher, MS	South Central RNC	Health education research
Marisa Zapata, BS	National Network Office	Community health promotion, health advocacy and policy development
Thomas Denberg, MD	Northwest RNC	Cancer risk communication research, NCI prostate proposal
Maria Chapa, MD	National Network Office	Cancer control, genetics & clinical trial research, grant writing
Justin Chávez, BS	South Central RNC	Clinical trials recruitment, genetics grant, minority supplement
Sandra San Miguel, MS	National Network Office	Counseling & outreach education; chemotherapy research
Matiana Gonzales-Vela, DrPH	National Network Office	Community health promotion; nutrition in Hispanics; survey development/analysis
Robert Brown, BS	South Central RNC	Counseling/outreach education
Patricia Chalela, MPH	National Network Office	Cancer control replication project; community health promotion/control
Fabiola Aparicio-Ting, MPH	National Network Office	Survivorship study, breast cancer genetics grant, survey instrument
David Haggstrom, PhD	Northwest RNC	Cancer risk communication research
Leah Karliner, MD	Northwest RNC	Cancer control research, develop/modify research protocol
Rene Salazar, MD	Northwest RNC	Screening rates evaluation by ethnicity, barriers
Evelyn Monico, MS	Northwest RNC	Focus group facilitation, public health issues, communication

INTERNS – Funded

Goal: To provide Latino undergraduates and graduates with cancer research experience

Name	Location	Assignment/Research
Allyson Clow, BS undergrad	Southeast RNC	KO Survey solicitation, lit review
Janel Heine, BS	Southwest RNC	Smoking behavior project coordinator
Gabriela Mata, BS	Southwest RNC	Tobacco legislation research
Erica Soto	Northeast RNC	Interviews/article for newsletter
Fernando Fireman, MD	Northeast RNC	Pediatric cancer intensive care
Daniel Glimpse-Medina, BS	Northwest RNC	Psychometric testing, evaluation; cognitive interviews
Michael Forrest, BS undergrad	Southeast RNC	CIS outreach/partnering
Roberto Diaz, BS	National Network Office	Breast cancer research
Alex Garcia, MPH	Southeast RNC	Hispanic patient recruitment for prostate cancer study; CIS cancer training
Kristy Winstead, MS	National Network Office	Consumer/provider research in Special Populations
Michael Martinez, BS	National Network Office	Community health promotion; cancer control data analysis; lit review

INTERNS – Unfunded

Name	Location	Assignment/Research
Elizabeth Barrera, BA	North Central RNC	Tobacco statistics research
Shiva Panta, BA	North Central RNC	Statistical programming/analysis
Mayra Alvarez, BA	Northwest RNC	Data entry for KO Survey
Veronica Ruiz	Southwest RNC	Data entry for cancer control database

Extramural Training

Latino Council on Alcohol and Tobacco (LCAT) Leadership Project (National)

- Trained >200 civic leaders nationwide in tobacco and alcohol control issues relevant to Latinos
- Funded fellowship for 1 *Redes En Acción* staff

Redes En Acción and Science Enrichment Program Partnership (Southwest Region)

- Educated 51 Latino and other minority high school students from 5 states and American Samoa in cancer risk reduction

Community Cancer Ambassador Program (South Central Region)

- Trained 10 fourth-year medical students to serve as community “cancer ambassadors,” providing cancer information to patients, the media and the public



AWARENESS

Informing National Leaders about *Redes*

What can *Redes En Acción* do to increase its profile among key policy decision makers and raise awareness of the initiative's aims and activities in combating cancer among the nation's 35 million Latinos? NSC members addressed these important issues during a breakout session to discuss strategies for educating national leaders about the program's mission, goals and objectives. The discussion resulted in a wide range of ideas and suggestions, including the following:

Government Focus

- Hold national meetings in Washington, DC, inviting Congressional representatives, and have briefings on Capitol Hill.
- Take the *Redes En Acción* message to key government officials who have expressed interest in minority health issues and disparities.
- Work with Congress to earmark funding for Latino cancer issues, and track legislation that affects minority health.
- Increase collaboration with federal agencies, and contact key offices at the state level to tap into funds for cancer research.
- Encourage *Redes En Acción* Regional Network Centers to invite Congressional representatives to see firsthand the work being done. Work with their staffs to create internships.

Work with Organizations

- Partner with national advocacy groups who have strong connections to Washington, DC. Use national conferences to display exhibits, distribute newsletters and conduct workshops.
- Seek appointments to the board of directors of organizations such as the American Cancer Society.
- Produce an annual report to funding agencies and cancer centers to raise *Redes En Acción* visibility with these audiences, and highlight success stories.
- Link to web sites of major medical, science, health and cancer entities.



Media / Public Relations

- Establish a comprehensive communications plan to publicize *Redes En Acción* issues at the federal, state, regional, community and academic levels.
- Distribute more press releases and ready-made articles, and target not only Hispanic media but mainstream media as well.
- Pitch media stories about funded pilot projects and the people behind them.
- Create new materials, including an orientation packet for spokespersons, and develop local (not just regional) community newsletters. Use cancer survivors as spokespersons.
- Acknowledge *Redes En Acción* in papers published in scientific journals as well as in mass media.

General

- Draw attention to the gap that exists in the number of Latino researchers and cancer clinical trial participants.
- Establish a corporate advisory board.
- Create a pool of trained reviewers.
- Remind elected officials that Latinos vote – they are the largest minority and growing.

Goals:

1. Develop national TV/radio PSAs focusing on Latino cancer issues
2. Produce and distribute quarterly newsletter
3. Create web site to provide program information
4. Participate in community events, professional meetings and conferences

Mass Media Campaign

- 4 PSAs (video and audio) produced in Spanish and English
 - >700 Nationwide TV and radio stations receiving PSAs
 - 2 Telly Awards for PSA production excellence
- In partnership with the CIS, *Redes En Acción* launched a national mass media campaign promoting Latino cancer clinical studies awareness and participation.

Newsletters

- 8 Quarterly issues produced
 - >150K Copies distributed
- The *Redes Report* disseminates information about Latino cancer issues, *Redes En Acción* activities, and "role models" engaged in Latino cancer prevention and control.

Web Site

- 250 Hits per day (average)
 - 40 User sessions per day (average)
- The web site (www.redesenaccion.org) offers a wide range of information about *Redes En Acción* research, training and awareness activities.

Events and Presentations

- >200 Community events participated in by staff
 - >75 Professional presentations given by *Redes* leadership
- Public education efforts include health fairs, anti-smoking and breast cancer awareness campaigns, and other events, as well as professional conferences and meetings.



LASTING IMAGES



In the Media

The 3rd annual meeting of the National Steering Committee attracts media coverage in San Antonio and South Texas. A newspaper writer takes notes in an interview with special guest Dr. Harold Freeman. A television reporter interviews popular recording artist Soraya during her appearance at the meeting. The awards luncheon draws camera crews from both English- and Spanish-language television network affiliates.





National Steering Committee Members

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Redes En Acción Honorary Chairman

John F. Alderete, PhD
The University of Texas Health Science Center
at San Antonio

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Columbia University College of Physicians
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Katherine M. Wilson, MPH
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Centers for Disease Control and Prevention

**Mark your calendar:
4th Annual
Redes En Acción
National Steering
Committee Meeting
August 13-15, 2003
San Antonio, Texas**