

Innovative Tools for Engaging Communities and Reducing Health Disparities



Brenda K. Manuelito, M.A.

Presentation for Northern Plains American Indian

Cancer Summit

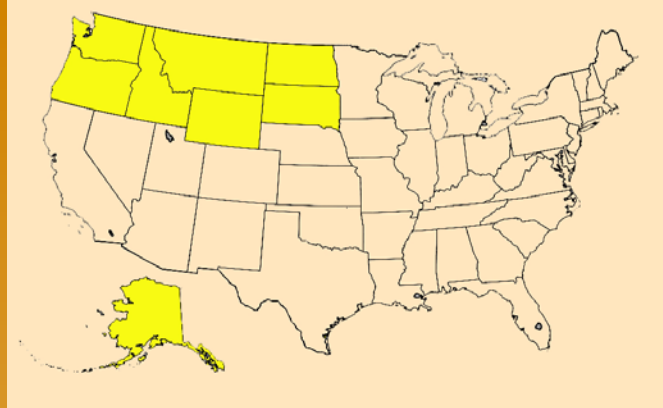
October 21, 2008

Native People for Cancer Control

- ◆ A regional Community Networks Program funded by the National Cancer Institute (Grant #5-U01-CA114642)
- ◆ Our aim is to reduce cancer disparities through community awareness, education, research, and support in a region with one of the highest proportion of American Indians and Alaska Natives in the nation.

Our Partners

Tribal agencies and communities in Alaska, Washington, Oregon, Idaho, Montana, Wyoming, North Dakota, South Dakota



Goals

- ◆ Increase cancer education activities among urban and rural Native peoples.
- ◆ Form partnerships with Tribal Colleges and Universities for cancer education research.
- ◆ Enhance cancer training opportunities for Native researchers.
- ◆ Conduct community-based research on access to cancer care and prevention.
- ◆ Reduce cancer-related health disparities by increasing access to and use of interventions in Native communities.

Why?

- ✦ Cancer is the second most common cause of death among American Indians and the leading cause of death among Alaska Natives.
- ✦ Cancer screening tests, high quality health care, and cancer clinical trials are often not available to tribal communities.
- ✦ American Indians and Alaska Natives have the poorest survival from cancer of all minority groups in the United States.

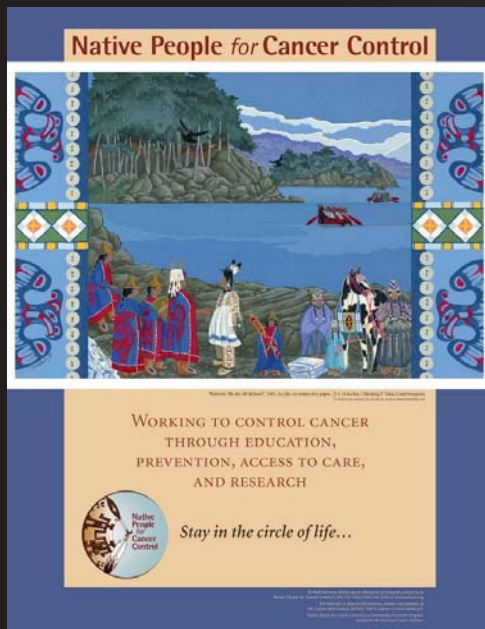
Art for Cancer



Presentation for Northern Plains
American Indian Cancer Summit
October 21, 2008

Introduction

- ◆ Partners with Native artists to produce high quality health posters and educational materials with a focus on cancer prevention and awareness
- ◆ Provides health information at a 7th grade reading level
- ◆ Brochures reviewed by ethicists and English professors for “truth in advertising” and readability
- ◆ Evaluated at Spirit of Eagles National Conference and UW Medicine Wheel Society Elders’ Dinner in 2007-08



Native People for Cancer Control

- Chholing P. Taha

Native People for Cancer Control

WORKING TO CONTROL CANCER THROUGH EDUCATION,
PREVENTION, ACCESS TO CARE, AND RESEARCH



WHAT YOU NEED TO KNOW ABOUT BREAST CANCER

- Breast cancer is the second leading cause of cancer death among American Indian and Alaska Native women
- Every woman is at risk for breast cancer

EARLY DETECTION IS YOUR BEST PROTECTION

- All women should be screened for breast cancer
- Ask your doctor or nurse about a mammogram (x-ray of the breast) and self-examination.



Stay in the circle of life

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What you need to know about breast cancer

- Roger Fernandes

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WORKING TO CONTROL CANCER THROUGH EDUCATION,
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WHAT YOU NEED TO KNOW ABOUT CERVICAL CANCER

- Cervical cancer is a type of cancer caused by changes to the cervix, or 100%
- Usually, it's the HPV and sometimes the HPV for 100%
- Cervical cancer can be detected early and prevented

CERVICAL CANCER CAN BE DETECTED EARLY AND PREVENTED

- A Pap test checks for changes in the cervix and can prevent
- A woman for HPV and prevent for 100% can prevent 100% with HPV
- The more women that get a Pap test, the more women can be
- Ask your health care provider about a Pap test and HPV vaccine.



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What you need to know about cervical cancer

- Hulleah Tsinhahjinnie

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WHAT YOU NEED TO KNOW ABOUT LUNG CANCER

- Lung cancer is the most common cause of cancer death among American Indian and Alaska Native people.
- Even if you don't smoke, just being around other people's smoke increases your risk of lung cancer.
- Parents who smoke around their children increase the chance that children will smoke.

WHAT YOU CAN DO TO PREVENT LUNG CANCER

- If you smoke, the best thing you can do is quit.
- Encourage all people, especially youth and parents, not to smoke.
- Ask your health care provider about ways to quit smoking.


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What you need to know about lung cancer

- Neil Parsons

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WHAT YOU NEED TO KNOW ABOUT COLORECTAL CANCER

- Colorectal cancer is the second most common cause of cancer death among American Indian and Alaska Native people.

SCREENING TESTS FOR COLORECTAL CANCER

- Screening tests can detect colorectal cancer before it causes symptoms, when treatment is more effective.
- If you are over 50 years old, ask your health care provider about different types of screening tests for colorectal cancer.


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What you need to know about colorectal cancer


- Anna Brown Ehlers

**Native People for Cancer Control
Telehealth Network**
SHORTEN THE PATH TO BETTER HEALTH



WHAT IS TELEHEALTH?
• Telehealth uses technology to provide health care and education across long distances.

HOW CAN TELEHEALTH HELP NATIVE PEOPLE WITH CANCER?
• Using telehealth, Native people with cancer and cancer survivors can get advice from specialists in far away medical centers, yet stay close at home.
• Telehealth links your local health care providers with specialists to improve your care.
• Telehealth can improve cancer care for American Indian and Alaska Native communities – just like yours!

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What is Telehealth?


- James Lavadour



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PREVENTION, ACCESS TO CARE, AND RESEARCH



WHAT YOU NEED TO KNOW ABOUT CANCER CLINICAL TRIALS
• Cancer clinical trials are research studies that help answer questions about new ways to prevent, diagnose, and treat cancer.
• Clinical trials test a standard, often used treatment against a newer one that doctors think could work better.
• Not a clinical trial? Doctors ask the question: "Does the new treatment work better than the standard treatment?"
• Almost all standard cancer treatments used today were once tested in clinical trials.
• Ask your health care provider about cancer clinical trials.

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NCCN.org

What You Need To Know About Cancer Clinical Trials

-Conrad House





Slapu the Terrible Monster

- Roger Fernandes

Dissemination

- ✦ 2,000 copies of each poster were produced and is being distributed at tribal health fairs and national and regional cancer conferences
- ✦ Conducted several large mailings to tribal health clinics and programs
- ✦ Taha's "Octopus and Crow" Button Blanket, 2007 Purchase Award at Eiteljorg Museum
- ✦ Art for Cancer posters and art appeared In Cancer Special Supplement on American Indians and Alaska Natives (October 2008)

New Posters Forthcoming

- ◆ Tobacco focused
- ◆ Youth focused
- ◆ Red Eagle Soaring Youth Theatre 2009

“Octopus and Crow”



Octopus and Crow

- Chholing P. Taha

Red Eagle Soaring Native Youth Theatre



Native
People
for
Cancer
Control

PROVIDING CANCER
EDUCATION, TRAINING, AND
RESEARCH OPPORTUNITIES
FOR AMERICAN INDIANS
AND ALASKA NATIVES

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Thank You

Digital Storytelling

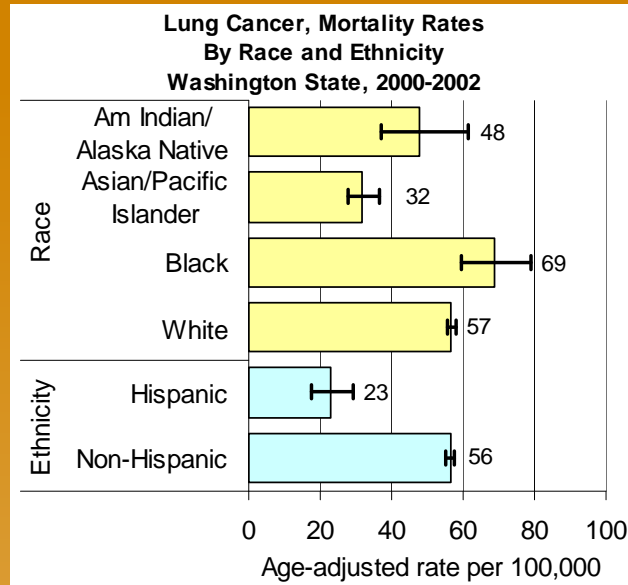


Brenda Manuelito (Navajo)
Program Director



Celebration of Being by Suzanne Page

Putting Stories to Statistics



Introduction

- ◆ Digital stories are 3-5 minute personal narratives that uses innovative technology to combine still photos, short video clips and sound at a low-cost and within a short timeframe.
- ◆ It is a new 21st Century health literacy tool that promotes *active learning* and *active producers* of media to help broaden and increase public understanding about Native issues and concerns.
- ◆ It promotes community building and social justice by the sharing of "human" stories that are very powerful and compelling.

Humanizing Health: Patients



Humanizing Health Care: Providers, Staff, and Systems



Digital Storytelling Process



- ◆ Draft a script
 - ◆ "Story Circle"
 - ◆ Gather Photos, Music, and Videoclips
 - ◆ Create a Storyboard

Digital Storytelling Process

- ◆ Record voice:
 - ◆ The way we *tell* stories, not the way we *write* them.
 - ◆ Use our own Native language, if we choose.



Digital Storytelling Process



- ◆ Video Software Programs
 - ◆ Microsoft's *Movie Maker* and Apple's *iMovie*
- ◆ Rough Edit
 - ◆ Layout
 - ◆ Audio
- ◆ Final Edit
 - ◆ Special Effects and Transitions

Cost-Effective and Sustainable

- ◆ We download free software, combine multiple resources, and utilize local training sites.
- ◆ We create learning communities and encourage peer coaches and provide technical assistance.



Ways to Disseminate

- ◆ Internet
- ◆ Cellphone and palm pilot
- ◆ MP3 player
- ◆ CDs and DVDs
- ◆ Television



January 2008 DVD



Alaska DS Training

- ◆ July 2008 (9 participants)
- ◆ August 2008 (12 participants; 3 coaches)
- ◆ November 2008 (12 participants; 2 coaches)
- ◆ Health Promotion / Disease Prevention
- ◆ Cancer Survivor Digital Stories
- ◆ Diabetes, Nutrition, MCH, Tobacco
- ◆ Translation of Research

AK Digital Storytelling Workshop



ND Digital Storytelling Workshop



Tell me a fact and I'll learn.
Tell me a truth and I'll believe.
Tell me a story and I'll remember
it forever.

Thank you!



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