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4-10-2013

### CRUZA: The Alliance for Latino Health through Faith and Action, A UMass Boston - Dana-Farber/Harvard Cancer Center Partnership for Community-Based Research

Gaston Institute, University of Massachusetts Boston

Dana-Farber/Harvard Cancer Center

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#### Recommended Citation

Gaston Institute, University of Massachusetts Boston and Dana-Farber/Harvard Cancer Center, "CRUZA: The Alliance for Latino Health through Faith and Action, A UMass Boston - Dana-Farber/Harvard Cancer Center Partnership for Community-Based Research" (2013). *Office of Community Partnerships Posters*. 106.

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# CRUZA: The Alliance for Latino Health through Faith and Action

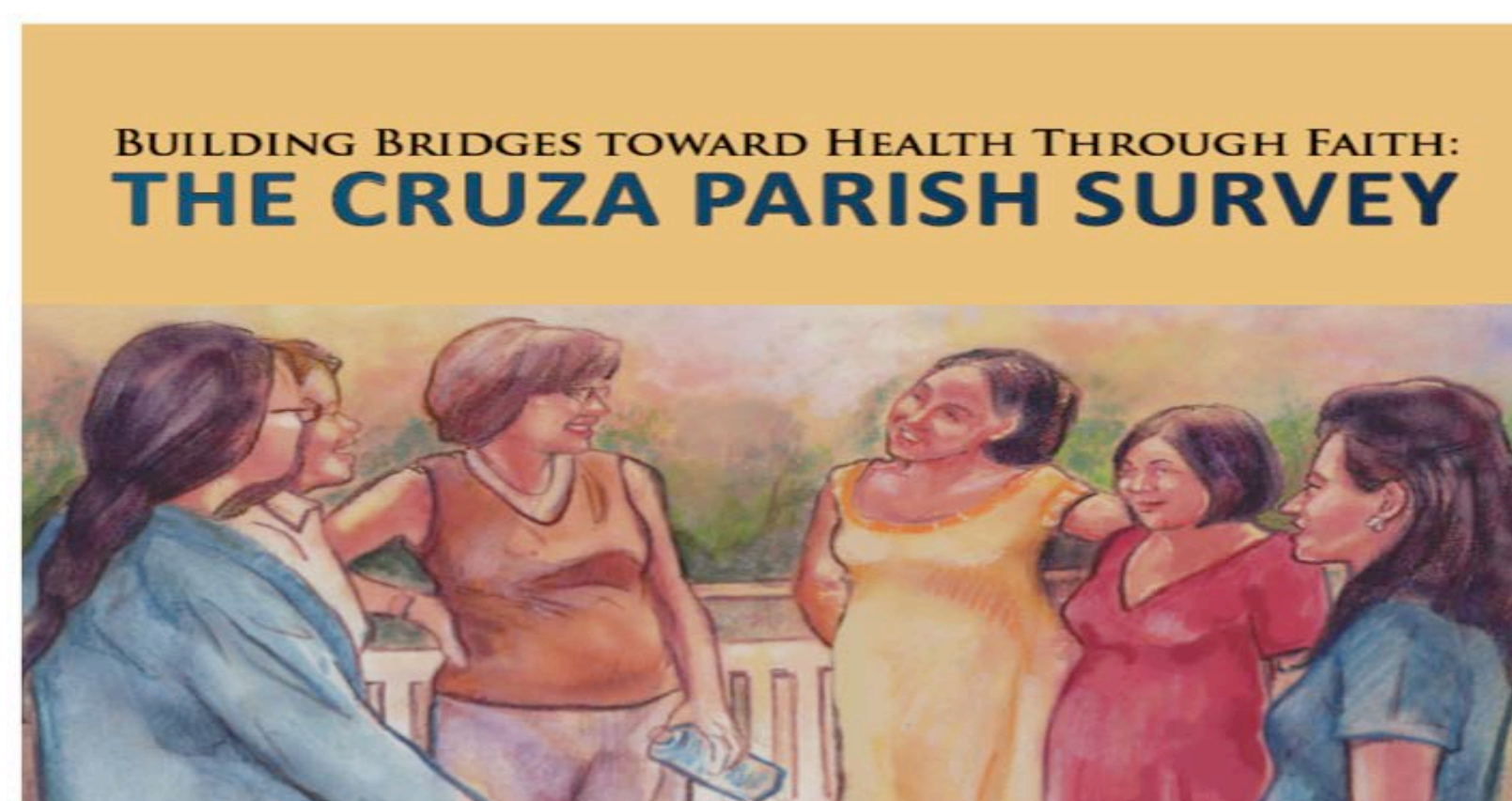
A UMass Boston - Dana-Farber/Harvard Cancer Center Partnership for Community-Based Research

## Goals

1. Explore organizational infrastructure, skills, resources and motivations that aid in adoption of evidence-based cancer screening interventions (EBIs) among Latino churches in Massachusetts
2. Develop, implement and evaluate the relative efficacy of a Capacity-Enhancement (CE) intervention compared to a Standard Dissemination (SD) intervention in implementation of EBIs among 30 churches

## Methods

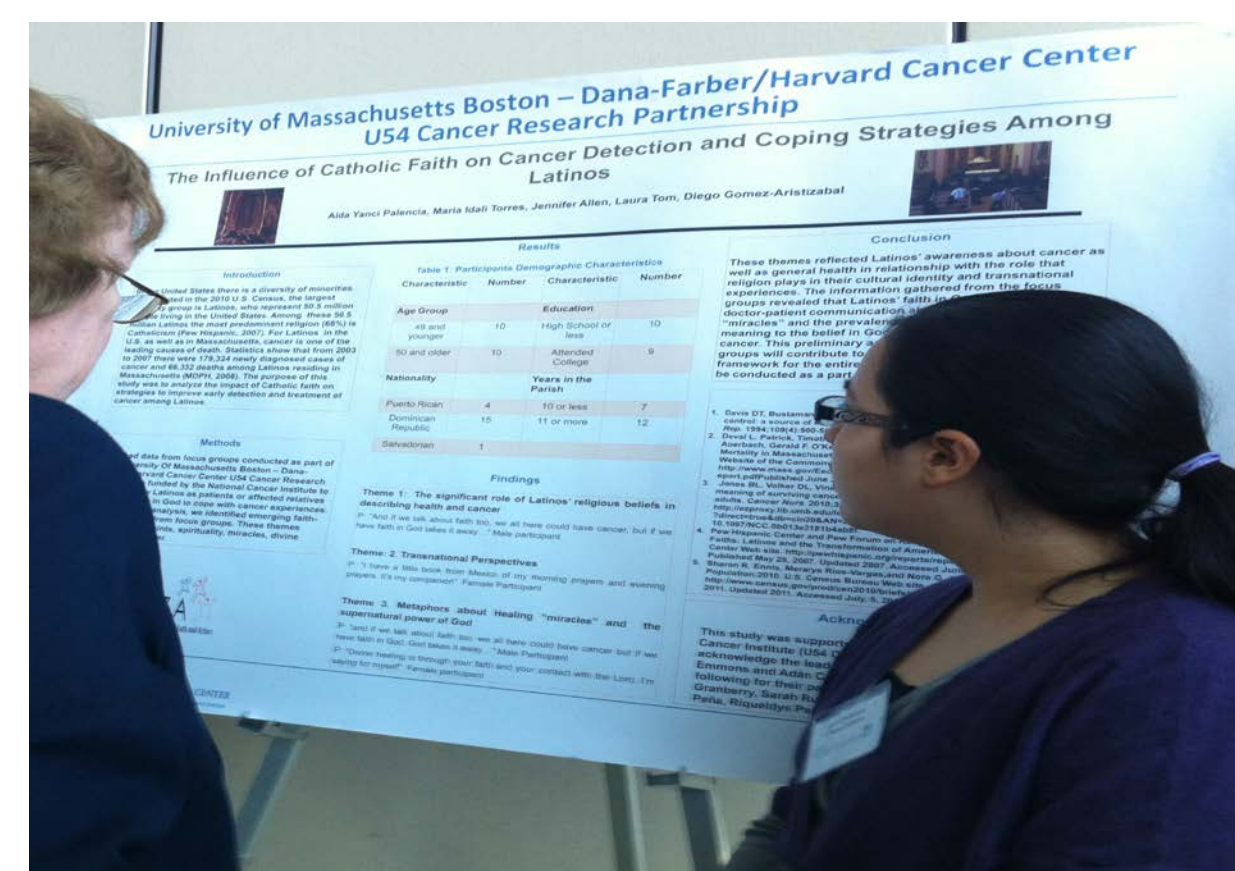
1. Community Advisory Committee
2. Training of Minority Junior Scholars
3. Formative Research Activities
  - Focus Groups
  - Key Informant Interviews
  - Participant and Non-Participant Observations
4. Organizational Survey
5. Randomized trial of the capacity enhancement intervention in 30 Latino Catholic parishes



## Impact

### Trained Minority Scholars by Level

- Junior Faculty: 2
- Post-doctoral: 1
- Doctoral: 1
- Master: 4
- Post-baccalaureate: 3
- Undergraduate: 9



### Community Outreach & Education Intervention

Small Media	<ul style="list-style-type: none"> <li>• Bookmarks, Posters, Magnets</li> <li>• Parish bulletin inserts</li> <li>• Brochures / tip sheets</li> <li>• Videos</li> </ul>
Group Education	<ul style="list-style-type: none"> <li>• Guest speakers</li> <li>• Meet &amp; learn w/ videos</li> <li>• Cancer Education Bingo</li> </ul>
Reducing Structural Barriers	<ul style="list-style-type: none"> <li>• Establish partnership with health center, service organizations, patient navigators, interpreters</li> <li>• Volunteers for transportation &amp; childcare</li> <li>• Community health fair</li> <li>• Health screening vans</li> <li>• Access to health insurance</li> </ul>
Reminders	<ul style="list-style-type: none"> <li>• Birthday bulletin inserts</li> <li>• Birthday cards</li> <li>• Reminders from the pulpit</li> </ul>

## Conclusion & Next Steps

CRUZA is a community-based participatory research partnership aimed at shifting the focus from intervention delivery on an individual level to a focus on enhancing the capacity of community organizations.

CRUZA intends to activate collective resources to translate scientific evidence into strategies that increase cancer screening among Latinos in Massachusetts.



## Contact Info & Acknowledgments

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*CRUZA is a sub-project of the U54 UMass Boston - Dana-Farber/Harvard Cancer Center Research Partnership, funded by the National Cancer Institute (U54 CA 168732).*