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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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

Contact Info & Acknowledgments

Web: umb.edu/gastoninstitute
Email: gastoninstitute@umb.edu
Phone: (617) 287-5790
Publications: scholarworks.umb.edu/gastoninstitute
Facebook: facebook.com/gastoninstitute
Twitter: @gastoninstitute

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Impact

Trained Minority Scholars by Level

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

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.

Community Outreach & Education Intervention

Small Media
• Bookmarks, Posters, Magnets
• Parish bulletin inserts
• Brochures / tip sheets
• Videos

Group Education
• Guest speakers
• Meet & learn w/ videos
• Cancer Education Bingo

Reducing Structural Barriers
• Establish partnership with health center, service organizations, patient navigators, interpreters
• Volunteers for transportation & childcare
• Community health fair
• Health screening vans
• Access to health insurance

Reminders
• Birthday bulletin inserts
• Birthday cards
• Reminders from the pulpit