



# STL Connection

Program for the Elimination of Cancer Disparities Volume 1 Issue II 2006

## Preventing Cervical Cancer: What our girls and young women can do

Over 60 years ago, the pap smear became an important tool for preventing cervical cancer. The pap smear finds changes on the cervix years before a cancer can develop and allows for abnormal areas to be removed. In the United States, widespread use of the pap smear has markedly decreased the rates of cervical cancer and the deaths caused by this disease.

Unfortunately, for women who do not have access to regular healthcare, cervical cancer is still a major problem. In fact, it is a leading cause of cancer death for women worldwide.

The good news is that a new type of vaccine can now prevent up to 70% of cervical cancer cases. The vaccine targets HPV, the Human Papilloma Virus. HPV is easily spread through sexual contact, and almost all women are infected at some point in their lives. Certain subtypes of HPV increase the risk of cervical cancer. The HPV vaccine protects against two of the most common cancer causing subtypes. It also protects against two common subtypes associated with genital warts.



It is important for girls and young women to receive the three-dose vaccine before becoming sexually active. This approach allows the body to build its defense system before being exposed to the virus. Current research shows that the vaccine lasts for at least four years. The recommendation is for girls to receive the vaccine at age 11 or 12, and it is approved for use from ages 9-26.

Because the vaccine does not protect against all types of HPV, pap smears are still a necessary tool. The American Cancer Society recommends starting pap smears three years after first sexual intercourse or by age 21 at the latest. New research also shows that regular condom use decreases the risk of HPV infection. And of course, abstinence is still the best protection against any kind of sexually transmitted infection.

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**SITEMAN CANCER CENTER®**

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*A National Cancer Institute Comprehensive Cancer Center*

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## PECAD MENTORSHIP PROFILE

### Lindsay Reed



Lindsay Reed, a medical student from Case Western Reserve University, participated in the PECaD Mentorship Program in the summer of 2005. Her project, entitled "Community Attitudes Project," was presented as a scientific poster at the Lepow Research Day at Case in May, 2006. Her mentors were Dr. Katherine Mathews, Co-Director of PECaD, and Dr. Dorothy Edwards and Pamela Jackson, who both conduct research at the Alzheimer's Disease Research Center. Dr. Edwards is Principal Investigator of the African American Outreach Satellite of the Alzheimer's Disease Research Center.

African Americans are not proportionately represented in many local and national research studies. Therefore, Lindsay Reed and Pamela Jackson conducted 30 interviews of key community members to investigate attitudes surrounding research and clinical trials among African-Americans. The interviewees were then asked to recommend another African-American to be interviewed to reduce investigator bias.

The findings indicated that most African-Americans are in favor of research but have concerns about being fully informed of all possible side effects and potential hazards. The results of these key informant interviews have been categorized by topic. This data will be used to guide focus groups in the next phase of this project.

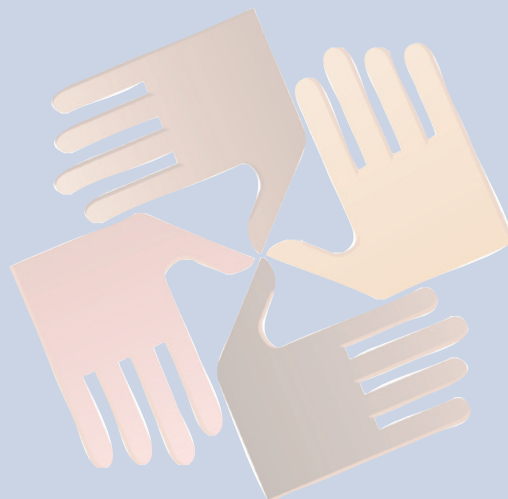
## Did You Know?

Test your Knowledge About Cancer and Cancer Disparities.

1. If a woman receives the new Human Papilloma Virus (HPV) vaccine, she will not need PAP smears as part of her health care. (True/False)
2. The State of Missouri has one of the 5 lowest smoking rates in the United States. (True/False)
3. The death rate from breast cancer is declining in the U.S. (True/False)

## Answers

1. False. Because the vaccine does not protect against all types of HPV, pap smears are still a necessary tool. The American Cancer Society recommends starting pap smears three years after first sexual intercourse or by age 21 at the latest.
2. False. Approximately 27% of Missouri residents report that they smoke regularly. This is one of the highest smoking rates in the U.S. Missouri has the third highest rate in the US. (2002 data).
3. True. Between 1990 and 2002, the death rate from breast cancer has decreased 2.3% annually. This improvement is attributed to early detection from mammography and better treatments. For African Americans, the death rate from breast cancer has not declined as rapidly; since 1990 it has decreased 1% each year.





## In the Spotlight

### Community Leadership Award



Ronald Jackson is a community advocate for breast and prostate cancer screening in the local community. He is President of the Breakfast Club Brothers, an integral part of Breakfast Club, Inc. The mission of the Breakfast Club is to impact the community through education, awareness, resources and support concerning breast health, breast cancer care and prevention. The Brothers are the husbands, sons and significant others of the breast cancer survivors. They support Breakfast Club activities as speakers, advocates, participants, coordinators, etc. The Brothers are also committed to taking care of themselves. They have recently joined with the 100 Black Men of St. Louis to educate men about prostate cancer and early detection. Ron is also Co-Leader of PECaD's Prostate Cancer Community Partnership.

### Community Spirit Award



Michell Nickerson is the Project Supervisor for the St. Louis Witness Project housed under the Siteman Cancer Center. She assumed her current position in January 2002, and has worked in breast health care since 1997. As the Witness Project Supervisor she is responsible for the Health and Wellness program for African American Women and is involved in many community projects. Because of her devotion and dedication to educating African American women on the importance of early detection and treatment of breast/cervical cancer, the Top Ladies of Distinction, Inc Area III honored Mrs. Nickerson in April 27, 2002, with the "Achieving Excellence: One Step Beyond" Award. Additionally, she maintains professional affiliation with STL Partnerships for Cancer Awareness and Community Arm to Missouri Show Me Healthy Women Project. Michell is also an active member of PECaD's Breast Cancer Community Partnership.

### Research in Action Award



Dr. Matthew Kreuter is professor of Community Health at the Saint Louis University School of Public Health, Founder and Director of the Health Communication Research Laboratory, and Director of the NCI-funded Center of Excellence in Cancer Communication Research. He has developed and evaluated a wide range of health communication programs to promote health, modify behavior, and prevent and manage disease. His current research seeks to enhance the effectiveness of health communication for diverse populations to help eliminate health disparities. Dr. Kreuter's research is currently funded by the National Cancer Institute, National Institute for Child Health and Human Development, National Institute of Nursing Research, U.S. Centers for Disease Control and Prevention, the Office of Disease Prevention and Health Promotion, and the Susan G. Komen Breast Cancer Foundation. He has written over 90 journal articles and book chapters, and two books, including Tailoring Health Messages, the first comprehensive book on tailored health communication.

## PECaD's 2nd Annual Awards and Community Event

Friday, September 19<sup>th</sup> 2006



As many as fifty community members, faculty and staff, attended the celebration including Brenda Battle, Director of the Center for Cultural Competence at Barnes-Jewish Hospital and Dr. Timothy Eberlein, the Director of the Siteman Cancer Center.

The community event was sponsored in part, by Pfizer Oncology, Siteman Cancer Center, and Mallinckrodt Institute of Radiology. Three recipients were honored for their exemplary contributions to reduce disparities in cancer care at the event. Details about the 2006 award recipients are In The Spotlight article.

## Behind the Scenes Lung Cancer Community Partnership



Pat Lindsay



Ramaswamy Govindan, MD

This PECaD team is led by Pat Lindsay and Ramaswamy Govindan, MD. Pat Lindsay is currently the Program Director of the Tobacco Prevention Center at Saint Louis University and Executive Director of The Tobacco-Free Missouri/Greater St. Louis Coalition. This coalition is made up of more than 600 organizations, schools, businesses, and concerned citizens who come together to work on the many health issues that result from tobacco use. This includes preventing children from using tobacco and helping adults quit smoking. Dr. Govindan is an Assistant Professor of Medicine. As a medical oncologist, his primary specialty areas are lung, thoracic and esophageal cancer.

This PECaD team focuses on education and advocacy efforts that will reduce smoking and second-hand smoke exposure among youth and adults in the community. This team is planning a letter campaign involving all of the medical oncologists in Missouri, which will be directed to the state legislature and other local policy leaders. Members are planning an educational intervention for young adults in local community colleges. The lung team is also working with Young Choices, Inc. to expand middle school tobacco education programs in St. Louis City.

## COMMUNITY PARTNER UPDATE: HopeBuild Promotes Healthy Eating



Hopebuild initially began as part of a project at St. Louis University (SLU) funded by the Centers for Disease Control. HopeBuild was established in July 2004 and is still in its infancy. Two goals of HopeBuild are reducing obesity and chronic disease in at-risk populations and providing a sustainable place for nutritional information and a place to buy fresh fruits and vegetables year-round in North St. Louis City.

Health advocates promote HopeBuild by delivering a healthy nutritional message through community health fairs, churches, and neighborhood housing programs. Saint Louis University nutrition and dietetics students train HopeBuild volunteers. During their training, the volunteers learn several skills, including how to conduct presentations that provide information on healthy eating, how to perform a cooking demonstration for an easy meal or snack, and strategies or incentives to encourage community members to visit the market.

To promote physical activity among city residents, HopeBuild would also like to see policy changes in local urban areas, such as more sidewalks and better-lit walking areas.

A healthy lifestyle is attainable and fun and the food is tasty! Jennifer Strayhorn, executive director and founder, said, "We feel that your body is a gift from God – you only get one."

## First Disparity Research Workshop Was a Success

The inaugural Necessary Elements: Disparity and Diversity Workshop Series was held in June. The series featured speakers from the community, the Cancer Information Service (CIS), Washington University, and St. Louis University (SLU) and its NCI-funded Center for Excellence in Cancer Communications Research (CECCR). A highlight was the showing of the film "A Jewel in History," the story of the Homer G. Philips Hospital, a treatment and training facility in St. Louis that was closed in the 1980s. The film was followed by a discussion led by Dr. Frank Richards and Alderman Freeman Bosley, Sr., community leaders who were featured in the film. Other topics included local historical perspective, informed consent issues, advertising, communication strategies for diverse populations, and Cancer Control Planet. Approximately 35 people attended each session of the workshop series. The series has been planned to run twice per year. For more information or to register for the course, visit <http://medicine.wustl.edu/~hsc/education/necessaryelementsdiversity.html>

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## COMMUNITY CALENDAR

### OCTOBER 12

*Event:* Strategic Action Workshop on Colorectal Cancer (Free Cancer Information - Research Trends and Statistics)  
*Sponsor:* PECaD and Saint Louis Connect-Care Community Health Center, 5535 Delmar  
*Location:* ConnectCare, Staff Conference Room  
*Time:* 11:00 - 2:00 pm  
*Contact:* 747-4611

### OCTOBER 14

*Event:* Seminar - Mime Presentation  
*Sponsor:* Witness Project,  
*Location:* Breast Health Center  
Center for Advanced Medicine  
4921 Parkview Ave  
St. Louis, MO 63110  
*Time:* 8 am - 3 pm  
*Contact:* 286-0052

### OCTOBER 14

*Event:* Health Fair  
*Sponsor:* Witness Project  
*Location:* Christ the King United Church of Christ  
11370 Old Halls Ferry  
St. Louis MO 63033  
314.741.6808  
*Time:* 10 am - 3 pm  
*Contact:* 286-0052

### OCTOBER 14

*Event:* Founder's Day Celebration Luncheon and Fashion Show (Health Presentation)  
*Sponsor:* Rho Chapter, Chi Eta Phi Sorority  
*Location:* Holiday Inn, Airport Oakland Park, 4505 Woodson Road, St. Louis, MO 63134  
Donation - \$30.00  
*Time:* 11:30 - 2:30 pm  
*Contact:* Marsha Smith, 679-6290

### OCTOBER 19

*Event:* Breast Cancer Screening  
*Sponsor:* Siteman Cancer Center Mobile Mammography Program  
*Location:* St. Louis Post-Dispatch  
*Time:* 8 am - 4 pm  
*Contact:* 454-8466

### OCTOBER 21

*Event:* Breast Cancer Screening  
*Sponsor:* Faith on the Move  
*Location:* Calvary Baptist Church  
*Time:* TBA  
*Contact:* 286-2632

### OCTOBER 21

*Event:* Free Health Tests Could Save Your Life (Cholesterol, Blood Pressure, PSAs, and More)  
*Sponsor:* Health Protection and Education Services (HPES)  
*Location:* University City Library, 6701 Delmar  
*Time:* 9:00 am  
*Contact:* Nurse Coordinator - 448-7373 or e-mail hpes-stl@sbcglobal.net

### OCTOBER 22

*Event:* 2006 Church Tour (Health Education Presentation), Presenter: Dr. Arnold Bullock  
*Sponsor:* Anthem Blue Cross Blue Shield  
*Location:* Shilom Church  
5491 N. Highway 67  
Florissant, MO 63108  
*Time:* 10:00 am  
*Contact:* 653-2300

### OCTOBER 24

*Event:* New Mammography Van Unveiling - Presentation Event  
*Sponsor:* Siteman Cancer Center Mobile Mammography Program  
*Location:* Center for Advanced Medicine, 4921 Parkview Place, St. Louis, MO 63110  
First Floor Lobby  
*Time:* 4:30 pm  
*Contact:* RSVP by October 10 to Marcy Knibb, knibbm@wustl.edu or call 935-5511

### OCTOBER 27

*Event:* Health Fair  
*Sponsor:* Witness Project  
*Location:* Zion Hill  
3300 Park @ Compton  
St. Louis, MO  
*Time:* 10 am - 1 pm  
*Contact:* 286-0052

### OCTOBER 28

*Event:* Community Health Fair (Breast Cancer Awareness)  
*Sponsor:* People's Health Center and the Breakfast Club  
*Location:* People's Health Center, 6701 Delmar, St. Louis, MO 63112  
*Time:* 9 am - 3 pm  
*Contact:* 972-8883 or Betty Randall - 367-7848, ext. 1221

### NOVEMBER 1

*Event:* Project S.W.A.T (Students Working Against Tobacco)  
Free Youth Advocacy Training  
*Sponsor:* Tobacco Prevention Center at St. Louis University, National Council on Alcoholism and Drug Abuse (NCADA), and Tobacco-Free Missouri Coalition  
*Time:* 8:15 am - 2 pm  
*Location:* St. Luke's Hospital  
222 South Woods Mill Road  
Chesterfield, MO 63017  
*Contact:* Natalie Sutton - 977-8131 or email natsutton@gmail.com

### NOVEMBER 4

*Event:* Health Fair  
*Sponsor:* Witness Project  
*Location:* Agape Academy  
7400 Olive Street  
University City, MO 63130  
*Time:* 10 am - 2 pm  
*Contact:* 286-0052

### NOVEMBER 7

*Event:* Breast Cancer Screening  
*Sponsor:* Siteman Cancer Center Mobile Mammography Program

*Location:* St. Louis County Dept of Health, South County  
*Time:* 8 am - 4 pm  
*Contact:* 454-8466

### NOVEMBER 17

*Event:* Breast Cancer Screening  
*Sponsor:* Siteman Cancer Center Mobile Mammography Program  
*Location:* Family Care Health Center - Carondelet  
*Time:* 8 am - 4 pm  
*Contact:* 454-8466

### NOVEMBER 18

*Event:* Free Health Tests Could Save Your Life Event (Cholesterol, Blood Pressure, PSAs, and More)  
*Sponsor:* Health Protection and Education Services (HPES)  
*Location:* University City Library, 6701 Delmar  
*Time:* 9:00 am  
*Contact:* Nurse Coordinator - 448-7373 or e-mail hpes-stl@sbcglobal.net

### NOVEMBER 19

*Event:* 2006 Church Tour (Health Education Presentation),  
*Presenter:* Dr. Valerie Walker  
*Sponsor:* Anthem Blue Cross Blue Shield  
*Location:* Friendly Temple Baptist Church, 5542 Dr. Martin Luther King Drive, St. Louis, MO 63112  
*Time:* 11:00  
*Contact:* 367-9700

### NOVEMBER 29

*Event:* Strategic Action Workshop on Breast Cancer (Free Cancer Information - Research Trends and Statistics)  
*Sponsor:* PECaD  
*Location:* Washington University, West Campus Library Conference Center, Conference Room C, 7425 Forsyth Blvd, Clayton, MO 63105  
*Time:* 6:30 - 8:30 pm  
*Contact:* 747-4611

### DECEMBER 8

*Event:* Free Smoking Cessation Facilitators' Training  
*Sponsor:* Tobacco-Free Missouri Coalition  
*Location:* Tobacco Prevention Center at St. Louis University  
*Time:* 9 am - 4 pm  
*Contact:* Natalie Sutton, 977-8131 or email natsutton@gmail.com

### DECEMBER 11

*Event:* Strategic Action Workshop on Prostate Cancer (Free Cancer Information - Research Trends and Statistics)  
*Sponsor:* PECaD  
*Location:* Washington University, West Campus Library Conference Center, Conference Room C, 7425 Forsyth Blvd, Clayton, MO 63105  
*Time:* 6:00 - 8:00 pm  
*Contact:* 747-4611



## NCI PARTNER

### **BEACON: Building Evidence-based Action into Community Outreach Networks**

BEACON is a collaborative project of the Saint Louis University Prevention Research Center, the NCI's Cancer Information Service (CIS) and the Center of Excellence in Cancer Communication Research (CECCR). BEACON is one of eight national Cancer Prevention and Control Research Network (CPCRN) centers, which are all jointly funded by the Centers for Disease Control (CDC) and NCI.

In order to create lasting changes in community health, BEACON builds relationships between community members, practitioners and academic research. Toward reaching that goal, BEACON hosted a Partner Forum on August 16, which was attended by fourteen representatives from local faith organizations, social, and health services agencies and government agencies. The group discussed at length the resources available in the local community, as well as resources available through BEACON for cancer prevention and control programs in the community.

The forum facilitated discussion of how partners can work together in the future to implement evidence-based interventions, perform needs assessments, and connect with one another. Future workshops were recommended for grant writing and research training to support community campus collaboration.

If you would like to learn more about BEACON, please contact Debbie Pfeiffer (314.977.4011; pfeiffdj@slu.edu) or Christopher Smith (314.977.4669; smith29@slu.edu).

### **PECaD Brief**

The Fourth Annual Prostate Cancer Survivors and Awareness Walk took place August 5, 2006. The event, led by the 100 Black Men of St. Louis, Missouri Black Expo, Anthem Blue Cross Blue Shield of Missouri, and the Siteman Cancer Center Program for the Elimination of Cancer Disparities, included approximately 1,000 walkers, who began at the Aloe Plaza and concluded at the Missouri Black Expo, a little over a mile away. Pre-walk activities included warm-ups, bands, and fellowship. At the end, the Siteman Cancer Center provided PSA screening at no charge to participants. Nearly 200 men were screened at the event.

## **From the Co-Director's Desk**

Did you know that lung cancer is the leading cause of cancer deaths in the United States? Did you also know that the majority of these lung cancers are preventable? African-Americans and low income individuals are disproportionately affected by this "preventable" cancer. These groups have a higher incidence and death rate from lung cancer than other groups. Because scientists know that 87% of lung cancers are linked to tobacco use, policies that reduce smoking and eliminate exposure to secondhand smoke save lives.

Secondhand smoke is a "known human carcinogen" according to the U.S. Environmental Protection Agency (EPA) and the World Health Organization (WHO). Tobacco smoke contains over 4000 chemicals; 60 of these are known or suspected to cause cancer. In the U.S., each year secondhand smoke is responsible for 35,000 deaths from heart disease in non-smokers, 3000 lung cancer deaths in non-smokers, 150,000 lower respiratory infections in infants younger than 18 months, an increased number and severity of asthma attacks in at least 200,000 children, and many other health problems. There are no known safe levels of secondhand smoke exposure.

What can you do to reduce cigarette smoking and secondhand smoke exposure in our community? Please support local and state policy initiatives that prohibit smoking in public places and work environments. In addition, making your home smoke-free is one the most important things you can do for the health of your family. Finally, please support restaurants that have already chosen to be smoke-free establishments. For a list of smoke-free restaurants in the St. Louis metropolitan area, please go to <http://www.breatheeasy.org>.

— Dione Farria