

# **EPICO: Education to Promote Improved Cancer Outcomes (CPRIT, 2011-2013)**

## **Project Summary & Goals**

*ÉPICO: Education to Promote Improved Cancer Outcomes* is a tailored training program on prevention, treatment and healthy survivorship for colorectal, breast and cervical cancers among at-risk residents living in South Texas along the U.S.-Mexico border. The focal strategy is to train and utilize *promotoras* to deliver tailored education that improves access to comprehensive cancer services for Hispanic residents. Project activities include: 1) project *promotoras* enroll and complete CHW instructor program; 2) *promotoras* trained in focus group moderation; 3) *promotoras* conducted focus groups to inform training module development; 4) development of bilingual training modules; 5) pilot test trainings and curriculum revision; 6) conduct training sessions and evaluations; and 7) *promotoras* implement tailoring-based training in their outreach activities and administer evaluation tools. As part of the project, six part-time *promotoras* completed a Texas Department of State Health Services certified Community Health Worker Instructor course and have a key role in developing and delivering nine different cancer training modules providing certified CHW CEUs. Additional activities for year two include: packaging curriculum and deliver trainings to *promotoras* in six urban-centers in Texas; analyzing evaluation data; and disseminating results.

Project goals include:

- Equip *promotoras* to educate residents on prevention, treatment, and survivorship issues related to colorectal, breast, and cervical cancers.
- Enable *promotoras* to use tailoring strategies to improve their outreach efforts.
- Increase residents' prevention, treatment, and healthy survivorship behaviors.

## **Principal Investigator**

Julie St. John, MPH, MA

## **Project Dates**

2011-2013

## **Communities Involved**

Cameron County

Hidalgo County

Starr County

Willacy County

*Major Metropolitan areas in Texas:* Dallas/Ft. Worth, El Paso, Houston, Laredo, Lubbock, and San Antonio

## **Funder**

Cancer Prevention and Research Institute of Texas (CPRIT)