INTRODUCTION AND BACKGROUND

• Cancer is the leading cause of death in Hispanics living in the United States.1,4
• Hispanic women frequently present with advanced stage disease.2
• Compared to non-Hispanic women, the patient population experiences higher rates of both breast and cervical cancer mortality.5,6

Breast cancer is the leading cause of cancer-related death in Hispanic women in the U.S.7
• US Hispanic women have the highest cervical cancer incidence rate, representing one of the greatest health disparities facing the Hispanic community.8,9

PURPOSE, SETTING, AND AIMS

• Breast cancer is the leading cause of cancer-related death in Hispanic women in the U.S.9
• US Hispanic women have the highest cervical cancer incidence rate, representing one of the greatest health disparities facing the Hispanic community.8,9

BULLETPROOF®: A Linguistic and Culturally Appropriate Digital Tool to Increase Breast and Cervical Cancer Screening Rates in Hispanic Women

A Linguistic and Culturally Appropriate Digital Tool to Increase Breast and Cervical Cancer Screening Rates in Hispanic Women

M. Gabrielle Helfgott, DNP, MSN, CNM; J. Dwayne Hooks, PhD, FNP-BC, NEA-BC, AAHVIS, FACHE; Pam Cromer, DNP, FNP-BC; Susan Dougherty, DNP, WHNP-BC

College of Nursing, Augusta University, Augusta, Georgia

LITERATURE REVIEW

The literature search strategy was performed using two search strategies 1) breast & cervical cancer screening disparities10,11,12 and 2) health literacy.13,14,15,16

The literature search strategy was performed using two search strategies 1) breast & cervical cancer screening disparities10,11,12 and 2) health literacy.13,14,15,16

PREVENTIVE SERVICES TASK FORCE (USPSTF) GUIDELINES FOR BREAST & CERVICAL CANCER SCREENING

• The unique, bilingual, culturally appropriate web-based digital tool was developed to increase breast & cervical cancer screening rates among Hispanic women.

BULLETPROOF®

• Addresses disparities of language barriers, health literacy, and knowledge gaps related to recommended evidence-based USPSTF Guidelines for Breast & Cervical Cancer Screening.

BULLETPROOF®

• Potential to detect cancer at an earlier, more treatable stage.

BULLETPROOF®

• Promotes higher rates of breast & cervical cancer screening among Hispanic women.

BULLETPROOF®

• Provides a mechanism for providers to engage patients in personal healthcare.

BULLETPROOF®

• Broad application to other settings beyond ALAS & other patient populations.

BULLETPROOF®

• Enhance the opportunity for providers to address breast & cervical cancer screening recommendations.

BULLETPROOF®

• Potential for improving morbidity, mortality & financial burdens for breast & cervical cancer healthcare.

BULLETPROOF®

• Broad application to other settings beyond ALAS & other patient populations.

BULLETPROOF®

• Potential to detect cancer at an earlier, more treatable stage.

BULLETPROOF®

• Promotes higher rates of breast & cervical cancer screening among Hispanic women.

BULLETPROOF®

• Provides a mechanism for providers to engage patients in personal healthcare.

BULLETPROOF®

• Broad application to other settings beyond ALAS & other patient populations.