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A Linguistic and Culturally-Appropriate Digital Tool to Increase Cancer Screening Utilization in Hispanic Women

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There is a critical need for Hispanic women in the United States to have access to breast and cervical cancer screenings. Cancer is the second leading cause of death worldwide, responsible for approximately one in every six deaths (World Health Organization, 2018). Surpassing cardiovascular disease, cancer is now the leading cause of death in Hispanics living in the United States, accounting for 22% of deaths (American Cancer Society, 2016; Siegel et al., 2015; Yanez, McGinty, Buitrago, Ramirez & Penedo, 2016). Cancer screening disparities exist among medically underserved populations including racial and ethnic minorities (White et al., 2017). In the U.S., Hispanic women experience breast and cervical cancer screening disparities, which are the leading causes of cancer-related morbidity in this population (Luque et al., 2018; Nardi, Sandhu & Selix, 2016).

Breast and cervical cancer screenings can detect cancer at an early stage when treatment is more effective; decreasing the risk of developing invasive cancer and reducing the burden of breast and cervical cancer mortality (Miranda-Diaz, Betancourt, Ruiz-Candelaria & Hunter-Mellado, 2015). Hispanic women frequently present with advanced stage disease and experience higher rates of breast and cervical cancer related deaths as compared to non-Hispanic women (CDC, 2018). Breast cancer is not only the most commonly diagnosed cancer among women in the U.S., it is also the leading cause of cancer-related death in Hispanic women (Siegel et al., 2015). When compared to white women, minority women have both higher cervical cancer mortality rates and lower cervical screening rates (Nardi, Sandhu & Selix, 2016). In the U.S., Hispanic women have the highest cervical cancer incidence rate, approximately 44% higher incidence than among non-Hispanic whites, representing one of the greatest health disparities facing the Hispanic community (Lairson et al., 2014; Luque et al., 2018; Siegel et al., 2015).

Hispanic women face numerous barriers in obtaining cancer screenings, resulting in lower breast & cervical cancer screening utilization in this patient population. The literature has identified many factors including: lack of knowledge about breast and cervical cancer screenings; lack of health insurance; financial and transportation issues; language barriers; low education level; lack of trust of healthcare providers; lack of provider recommendation; and fear of pain or embarrassment (Alexandraki & Mooradian, 2010; Curry, Byers & Hewitt, 2003; White et al., 2017). Additionally, undocumented immigrants experience fear of deportation, financial limitations and discrimination, impacting the type and amount of health care received as well as limiting health care access (Hacker, Anies, Folb & Zallman, 2015). Suboptimal screening practices, lack of provider recommendation, unequal access to care as well as a lack of access to screening contribute to cervical cancer morbidity and mortality (Brown & Moscicki, 2017; National Cancer Institute [n.d.]).

These barriers impact the ability for health promotion information to be shared, contributing to limited health literacy in this population. Defined as the ability to obtain, acquire and understand basic health information in order to make informed health decisions, there is a need for health literacy to be addressed in patient education (United States Department of Health & Human Services Office of Disease Prevention & Promotion [n.d.]). One such method is the use of multimedia education. A review of the literature has found significant increased knowledge & screening self-assessment efficacy with the use of multimedia.
Using the 2018 evidence-based guidelines of the United States Preventive Services Task Force, this linguistic and culturally-appropriate interactive tool allows Hispanic women to participate in a self-assessment of their breast and cervical cancer screening needs. Designed for active participation and addressing the health literacy needs of this patient population, the tool focuses on health promotion and screening self-assessment efficacy. The assessment results can be used to guide provider decisions to schedule mammography and Pap smears as indicated, thus improving the numbers of Hispanic women who participate in breast and cervical cancer screenings.

**Title:**
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**Keywords:**
Evidence-based Guidelines, Health Literacy and Multimedia Education

**References:**


Abstract Summary:
Designed to increase breast and cervical screening in Hispanic women living in the US, this digital tool incorporates health literacy, multimedia education and USPSTF Guidelines to serve as an educational and screening self-assessment efficacy tool for the patient as well as a referral tool for the health care provider.

Content Outline:
I. Introduction:

Healthcare disparity among Hispanic women is common. Many are predisposed to advanced stages of breast and cervical cancer due to delays in medical seeking behaviors.

II.

A. Hispanic women in the United States:

- Experience significant breast & cervical incidence & mortality
- Have suboptimal breast & cervical cancer screening utilization
- Have unequal access to health care
- Have limited health literacy

B. Literature review has linked screening disparities to:

- Language barriers
- Health literacy
- Low educational levels
- Low socioeconomic status
- Insurance status
- Acculturation

C. Multimedia patient education is statistically significantly associated with:

- Increased knowledge
- Increased self-assessment efficacy

D. *Know Your Health Screening Español* digital tool:

- Media-based patient education and screening tool for cervical and breast cancer
- Provides a mechanism for providers to engage patients in their personal healthcare
- Broad application for office-based practices to encourage self-help and shared responsibility for health promotion/prevention in breast and cervical cancer screenings

III. Conclusion:

- Removes issues of language barrier, literacy and knowledge gaps related to recommended evidence-based USPSTF Guideline Recommendations for cervical and breast cancer screenings
- Potential for increased early detection and treatment of breast and cervical cancer rates
- Potential for improving morbidity, mortality and financial burden for breast & cervical cancer healthcare
- Informs age appropriate women of latest evidence based USPSTF Guideline recommendations for breast and cervical screening
- Provides a mechanism for providers to engage patients in their personal healthcare
• Broad application for office-based practices to encourage self-help and shared responsibility for health promotion/prevention in breast and cervical cancer screenings

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Author Summary: As a nurse midwife, I became aware of clear gaps in access to preventive cancer screening, especially for Hispanic women. This interactive digital tool was developed to improve breast & cervical cancer awareness & to promote cancer screening utilization.

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