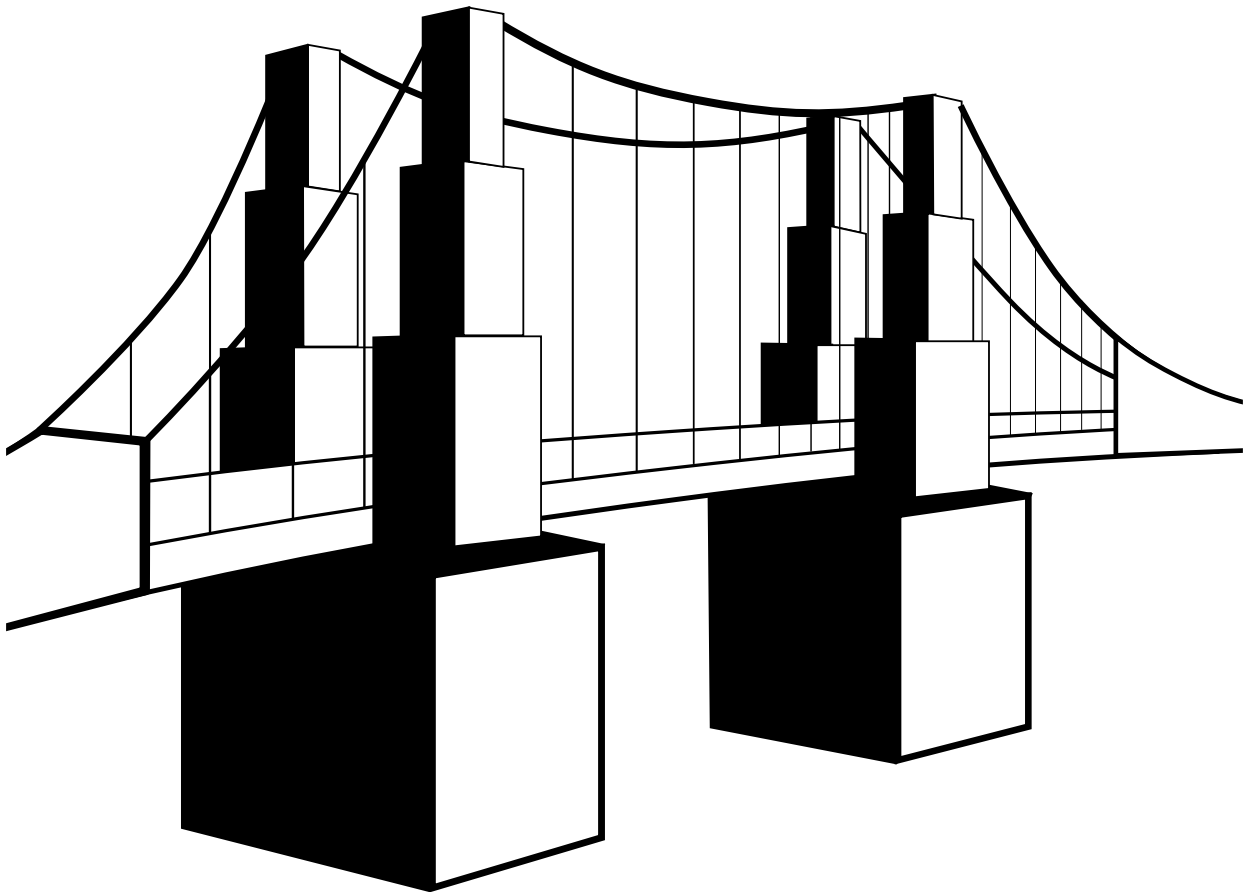


Breast and Cervical Cancer Messages for Community Health Worker Programs: A Training Packet

Part 2



DEPARTMENT OF HEALTH
AND HUMAN SERVICES
PUBLIC HEALTH SERVICE

CDC
CENTERS FOR DISEASE CONTROL
AND PREVENTION

NTC Division of Cancer
Prevention and Control
National Training Center

BACKGROUND

The Breast and Cervical Cancer Mortality Prevention Act of 1990 authorized the Centers for Disease Control and Prevention (CDC) to start a national program to help prevent deaths from breast and cervical cancer. This program ensures that women receive regular screening for breast and cervical cancer, prompt followup if necessary, and assurance that the tests are performed according to current recommendations for quality assurance. CDC carries out many of these activities through partnerships with State and Territorial health agencies, American Indian/Alaska Native organizations, and other national organizations. In 1997, CDC began the seventh year of this landmark national program. The program continues to bring critical screening services for breast and cervical cancer to older medically underserved women, including women who have low income, are uninsured or underinsured, or belong to a racial/ethnic minority group.

Fifty States, 5 territories, the District of Columbia, and 13 American Indian/Alaska Native organizations now participate in the National Breast and Cervical Cancer Early Detection Program. CDC provides national program leadership in collaboration with other Federal agencies and professional, national, voluntary, and consumer organizations.

Developed by
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CONTENTS

Acknowledgments iii

Introduction 1

Section I:
 Methods for Enhancing Community Health Worker Training 5

Section II:
 Recruiting Women for Breast and Cervical Cancer Screening—Three Lesson Plans 28

Section III:
 Bibliography and Additional Resources 64

Trainer Resources, Handouts, and Transparencies 71

INTRODUCTION

Within community health worker programs, a great deal of expertise covering a broad array of health topics, (e.g., diabetes, maternal and child health) can be found. Therefore, it makes sense to develop partnerships between community health worker programs that focus on different health issues. Families reached by community health workers who collaborate across health topics benefit from these partnerships because they receive comprehensive health care.

The primary aim of community health workers is to help individuals and their families understand health behaviors, recognize health options, think independently, and make decisions that will improve their health. Community health workers help community members gain an awareness of health outcomes that result from individual choices.

Training is a series of structured learning experiences designed to develop new skills and knowledge that are expected to be applied as soon as the learner returns to a job.* Training can enhance community health workers' knowledge of the health care system, increase their understanding of a health issue, and enable them to help the intended audience (who may be hard to reach using more "traditional" approaches) obtain health care services. Through training, community health workers can develop skills to help community members make positive health choices and develop good health practices.

This training packet is designed to help community health workers reach older medically underserved women with information about screening for breast and cervical cancer. This packet will help community health worker programs

- Use effective and culturally appropriate training methods in their training delivery;
- Provide information and education about screening resources for finding breast and cervical cancer early;
- Communicate effectively using persuasive messages about screening for breast and cervical cancer; and
- Build a relationship with the State breast and cervical cancer early detection program.

* Broad, M.L.; Newstrom, J.W. Transfer of training: action-packed strategies to ensure high payoff from training investments. Reading, MA: Addison-Wesley; 1992.

This training packet is designed for people who develop and deliver training and educational programs for community health workers in health care settings and community outreach programs, such as

- Migrant farmworker programs;
- Rural and urban community health center programs;
- Church-based community programs;
- Community health representative programs in American Indian communities;
- Community health advisor programs;
- Lay health worker programs;
- American Cancer Society;
- ENCORE^{PLUS} of the YWCA of the U.S.A.; and
- State and local health department programs that use community health workers in areas such as maternal and child health, family support services, adult health, home health, sexually transmitted diseases (STDs), and early detection of breast and cervical cancer.

HOW TO USE THIS TRAINING PACKET

This training packet provides an introduction to methods for training community health workers and three lesson plans for training workers to include breast and cervical cancer messages in their work. The training packet was developed to complement *A Handbook for Enhancing Community Health Worker Programs: Guidance From the National Breast and Cervical Cancer Early Detection Program*. Before delivering the lesson plans, please read the handbook for background information. The handbook offers guidance on developing and managing community health worker programs and is an excellent resource to read before you begin training. Although the handbook primarily addresses breast and cervical cancer, the guidance offered is applicable to a broad array of health issues (e.g., diabetes, maternal and child health).

Before using the three lesson plans, get more information from your State breast and cervical cancer early detection program (BCCEDP) about program services, eligibility guidelines, provider locations, and anything else that will help community health workers access BCCEDP services. This training packet does not provide this information because BCCEDP services vary from one CDC grantee to another.

Before training, it may be helpful to have a State, Tribal, or Territorial BCCEDP representative present program information to your community health workers or address their questions about the availability of BCCEDP services in your community. You also can obtain brochures about BCCEDP program services, and distribute them to community health workers to use in recruiting women for breast and cervical cancer screening. If you do not know how to contact your State, Tribal, or Territorial BCCEDP, contact your State health department for more information.

Section I: Methods for Enhancing Community Health Worker Training

This overview describes methods for training community health workers. The interactive methods presented here are based on principles of adult learning. They are offered to help you prepare to deliver the lesson plans that follow.

Section II: Recruiting Women for Breast and Cervical Cancer Screening—Three Lesson Plans

The training packet has three lesson plans:

- Key facts about finding breast and cervical cancer early;
- Barriers to breast and cervical cancer screening; and
- Encouraging women to get screened for breast and cervical cancer.

The lesson plans show how to talk about breast and cervical cancer effectively and accurately. They are designed for use in training community health workers to expand the scope of existing or developing programs. It uses four of the five training methods described in Section I: Methods for Enhancing Community Health Worker Training. The lesson plans serve as an example of how these methods can be used in training community health workers.

Each lesson plan can be delivered in 2 hours. It is preferable to deliver the lesson plans as a series of separate inservice or brown-bag-lunch trainings; however, the lesson plans can be delivered as one standalone 6-hour course.

This training packet contains trainer resources, handouts of additional information for participants, and transparencies. Transparencies and handouts can be copied and used as a participant's manual. The trainer resources, which begin on page 72, contain indepth information on barriers to early detection of breast and cervical cancer. The trainer resources should be read carefully before using the lesson plans.

By reading Section II, reviewing the suggested readings and resource materials, and delivering the lesson plans, you will enable your community health workers to talk about breast and cervical cancer with the women they serve. The idea is that community health workers then will help recruit older medically underserved women into screening programs for breast and cervical cancer.

Section III: Bibliography and Additional Resources

The third section of the training packet contains a bibliography and additional resources for information on breast and cervical cancer, persuasive communication, and key ideas about community assessment; program planning; recruitment, training, and management and maintenance of community health workers; and evaluation of community health worker programs.

Feel free to refer to specific sections of the training packet that apply to your community health worker program, its stage of development, and your specific training or educational needs.