Partnering with the Community to Build Sustainability: the Detroit CNP

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Cleveland Clinic, Taussig Cancer Institute - April 2010
Community Based Participatory Research Principles

- Recognize community as a unit of identity
- Build on community strengths and resources
- Facilitate collaborative partnerships in all phases of the research
- Integrate knowledge and action for mutual benefit of all partners
- Promote a co-learning and empowering process that attends to social inequalities
- Involve a cyclical and iterative process
- Address health from both positive and ecological perspectives
- Disseminate findings and knowledge gained to all partners
Detroit’s older African American population suffers greater cancer health disparities compared to Whites and to African Americans nationwide

  - showed that death rates (1990-2000) in Detroit compared to other Michigan communities were
    - 122% higher in African Americans aged 50-59,
    - 48% higher in those aged 65-74 years.

- Causes for mortality in African American men in Detroit included prostate cancer and heart disease (nearly double the rate elsewhere in Michigan)
A Vulnerable Community, cont’d

• Compared to national samples, older African American Detroit residents:
  – more likely to live alone
  – less educated
  – lower incomes

• Barriers to healthy aging include:
  – poverty
  – fewer accessible medical services

• Cancer diagnoses compounded by co morbid conditions:
  – diabetes twice as prevalent
  – hypertension 50% more prevalent than in communities statewide

• >50% older Detroiters have difficulty paying for medications

• 47% of Detroit adults are functionally illiterate (reports from Pro-Literacy Detroit, Inc.; Detroit Literacy Coalition)
Healthy Black Elders
CNP Detroit Baseline network
CNP Detroit network after one year
CNP Detroit network after two years
Using the CNP Network to bring change

Sought to:
• integrate into existing infrastructures
  – improve efficiency in reaching community –
  have partnered with faith based programs for decades – but typically one congregation at a time
• reach the hardest to reach

Two projects:
• The Power of Collaboration
• Facing Cancer with Faith, Hope, and Knowledge
The Power of Collaboration

- To intensify the partnerships between community based organizations and the Karmanos Cancer Institute.

- To improve and increase breast cancer awareness among the more vulnerable and underserved populations of older adults, those with mental illness, physical disabilities, and developmental disabilities.

- To increase mammography use and enrollment in breast cancer screening programs
The Power of Collaboration

• To infuse new navigation services provided by community agency personnel to help older African American women access community resources to get needed follow-up after their screenings.

• To incorporate the above activities into existing infrastructure and operations for sustainability.

• To develop a replicable model to incorporate and increase breast cancer and other cancer education and screening into existing organization operations.
• Personnel at the CNP partner organizations can help to combat disparities by maximizing their unique relationships with their clients.

• Disparities among the most vulnerable populations require intensive “high touch” outreach and education.

• Infusing cancer knowledge and know how into agency worker skills, enables workers to use their already established relationships with clients to encourage cancer awareness and screening.
The Power of Collaboration - Partners

- Adult Well Being Services
- Area Agency on Aging – 1A
- American Cancer Society
- Karmanos Cancer Institute
- NCI’s Cancer Information Service
- Neighborhood Service Organization
- Wayne State University
The Power of Collaboration - Methods

- Existing staff from community organizations were trained in breast health, screening guidelines, BCCCP and local screening and treatment resources.
  - Trainings conducted by KCI and NCI-CIS staff
  - Materials provided by KCI, NCI-CIS, ACS

- Staff then prioritized breast cancer awareness and screening into existing services

- Case managers followed-up to facilitate screening and access to further diagnostics and treatment when needed.
The Power of Collaboration - Preliminary Results

• 490 women participated in breast health education interventions

• 170 non compliant women were screened

• 6 were positive and are in treatment.

• 1 was diagnosed with lung cancer and is in treatment.

• This project demonstrates that repeated “high touch” contact is required for many of the special population women served by these organizations.

• Received the Michigan Cancer Consortium’s highest recognition, the Spirit of Collaboration Award.
**MISSION**
To unite and empower communities of faith and health organizations in order to improve individual and community health through partnership building, education and advocacy, focusing on the uninsured and underserved.

**VISION**
The Interfaith Health & Hope Coalition engages and cultivates an ever-expanding, vital network of interconnected faith-based, health care, non-governmental and governmental organizations that work together to build capacity for strong, healthy communities through education, policy change, and improving access to health information, health care services and resources.
**Leadership Development** – Brought together a group of faith leaders in Southeast Michigan to collaborate on issues and concerns pertaining to health and health care coverage. First conceived in 2003, when individuals first met as part of the Robert Wood Johnson Foundation annual Cover The Uninsured Week Campaign.

**Organizational Development** – In 2007, the Coalition approved by the State of Michigan to operate as a not-for-profit 501c 3.

**Program Development** – Coalition has focused on several key programs, “Teach Ins” (Train the Trainer), addressing such matters as Diabetes, Health Care Disparities, Depression, HIV/Aids, Asthma, Cancer and Palliative Care/End of Life issues.
Resource Development – Initial financial support came via a 2 year (2005-’07) $50,000 planning grant from the RWJF, matched in-kind by a like amount from the Detroit Wayne County Health Authority. Subsequent support (Financial and In-Kind) from grants, donations and sponsorships.

Community Engagement – Coalition has made it a fundamental policy to “actively” engage the faith community with its involvement, collaboration and networking with access to community resources (Health systems, Social and Human Service Programs) on efforts related directly to or having an on impact health care.
Faith-Based Circles of Care: health advocacy, education, promotion and wellness initiative that creates small networks between worship centers and area health services in targeted geographic sites throughout southeastern Michigan.

Purpose: Smaller neighborhood networks can best determine the needs of their communities, how they can be culturally sensitive in their programming, and what each partner can “bring to the table”. Effective in organizing lay health ministries to work “health mentors and counselors”

Within a “Circle of Care”, faith-based centers can serve as trusted and effective forums for educating the community around health issues. By working together, these faith-based communities can share best practices in health ministry, while at the same time promoting a more effective linkage with existing health services in faith centers, schools, clinics, and primary care providers.
Facing Cancer
with Faith, Hope and Knowledge:

Thursday, October 25, 2007
8 a.m. – 12 p.m.

Empowering faith leaders, parish nurses, lay health ministry workers and chaplains to raise awareness in their congregations about breast and prostate cancers, and the importance of screening and early detection.

Tabernacle Missionary Baptist Church
2080 West Grand Boulevard • Detroit, MI 48208
Facing Cancer with Faith, Hope and Knowledge

- Karmanos Cancer Institute
- Interfaith Health and Hope Coalition
- American Cancer Society
- Josephine Ford Cancer Center, Henry Ford Hospital
- Pfizer, Inc.
- St. John Health system
- Detroit Parish Nurse Network
- Detroit Area Agency on Aging 1-A
- Breast and Cervical Cancer Control Program
- Michigan Department of Community Health
Facing Cancer with Faith, Hope and Knowledge – Objectives

Raise faith based leaders and health ministry workers awareness of:

- Integration of faith, science, and medicine – the CEO’s perspective
- Breast health
- Cancer patient and community services
  - Karmanos Cancer Institute
  - American Cancer Society
- Congregant support services
Facing Cancer with Faith, Hope and Knowledge