Talking Story

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UCSF Program in Medical Education for the Urban Underserved

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San José State University
Latinos are the **largest** ethnic minority group.

Latinos are the **second-fastest growing** ethnic group.

Flores, 2017
Krogstad, 2017
Latinos are the least likely to have health insurance.

- No usual source of care
- Postponed or went without needed care due to cost
- Postponed or went without needed prescription drug due to cost
Cancer is the leading cause of death among Latinos.

Cancer (39,263)
Heart Disease (37,799)
Accidents (15,711)
Cerebrovascular Disease (10,283)
Diabetes (8,546)
Alzheimer’s Disease (6,833)
Chronic Liver Disease (6,141)
Chronic Lower Respiratory Disease (5,287)
Nephritis, Nephrotic Syndrome, & Nephrosis (3,775)
Dedicated to Tina and all those who have fought this fight.

“I shall not die, but live, and declare the works of the Lord.”
(Psalm 118:17)
Colorectal cancer is the 2\textsuperscript{nd} leading cause of cancer-deaths among Latinos.

<table>
<thead>
<tr>
<th>Estimated New Cases</th>
<th>Estimated Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast (24,000)</td>
<td>Lung &amp; Bronchus (6,100)</td>
</tr>
<tr>
<td>Prostate (13,900)</td>
<td><strong>Colon &amp; Rectum (4,200)</strong></td>
</tr>
<tr>
<td><strong>Colon &amp; Rectum (14,400)</strong></td>
<td>Liver &amp; Intrahepatic Bile Duct (4,000)</td>
</tr>
<tr>
<td>Lung &amp; Bronchus (10,600)</td>
<td>Pancreas (3,300)</td>
</tr>
<tr>
<td>Kidney &amp; Renal Pelvis (8,000)</td>
<td>Breast (3,200)</td>
</tr>
<tr>
<td>Non-Hodgkin Lymphoma (7,400)</td>
<td>Prostate (2,000)</td>
</tr>
<tr>
<td>Thyroid (6,800)</td>
<td>Leukemia (1,900)</td>
</tr>
<tr>
<td>Uterine Corpus (6,700)</td>
<td>Stomach (1,900)</td>
</tr>
<tr>
<td>Leukemia (5,700)</td>
<td>Non-Hodgkin Lymphoma (1,700)</td>
</tr>
<tr>
<td>Urinary Bladder (2,900)</td>
<td>Ovary (1,100)</td>
</tr>
</tbody>
</table>

Siegel et al., 2018
Part I: What are the facilitators and barriers to CRCS in this community?

**Fatalism**

*God is a miracle worker, why do we need medicine?*

*Is it a lack of faith for me to get an exam every year? Or to do a colonoscopy? Don’t I trust that God’s gonna take care of me?*

**“Modern Thinking”**

*If God wants to heal me, He doesn’t necessarily have to do it through prayer, he can do it through medical treatment or through a doctor, he gave them the knowledge to do that.*
Part II: Create digital stories

**Group Workshop**
- Story circle
- Write script
- Record script
- Collect media (pictures, videos, audio)
- Create movie
  - Subtitles
  - Animations

**Individual Workshop**
- Testimony
- Truncate testimony
- Record testimony
- Collect media (pictures, videos, audio)
- Create movie
  - Subtitles
  - Animations
Part III:
Facilitate viewing interventions

Program

6PM  •  Check-in + Dinner
6:15PM  •  Introductions and Consent Forms
6:45PM  •  Pre-survey
7PM  •  Digital Story Viewing
    •  An Ounce of Prevention is Better than a Pound of Cure by Art Lopez
    •  A Daily Reminder by Trish Garcia-Herron
    •  Unspeakable but Necessary by Arnold Cedillo
7:20PM  •  Water break
7:25PM  •  Digital Story Viewing Continued
    •  When I Am Weak Then I Am Strong by Virginia Garcia
    •  Changing the Odds by Bob Chavarria
    •  The Golden Rule is Doing the Right Thing by Angie Reyes
7:45PM  •  Post-survey
8PM  •  Group Discussion

Facilitators

Vicky Gomez
Doctoral Candidate

Nazimeen Kandahari
Project Coordinator

Thank you for supporting your church community & promoting wellness!
When I am weak, then I am strong
## Demographics: Storyviewers (1/2)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Responses</th>
<th>N = 20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age, years (SD)</strong></td>
<td></td>
<td>59.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(8.49)</td>
</tr>
<tr>
<td><strong>Gender (%)</strong></td>
<td>Men</td>
<td>11 (55)</td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td>9 (45)</td>
</tr>
<tr>
<td><strong>Marital status (%)</strong></td>
<td>Married or partnered</td>
<td>14 (70)</td>
</tr>
<tr>
<td></td>
<td>Divorced</td>
<td>2 (10)</td>
</tr>
<tr>
<td></td>
<td>Widowed</td>
<td>2 (10)</td>
</tr>
<tr>
<td></td>
<td>Single</td>
<td>2 (10)</td>
</tr>
<tr>
<td><strong>Education level (%)</strong></td>
<td>No school</td>
<td>1 (5)</td>
</tr>
<tr>
<td></td>
<td>Grade school</td>
<td>2 (10)</td>
</tr>
<tr>
<td></td>
<td>Some high school</td>
<td>1 (5)</td>
</tr>
<tr>
<td></td>
<td>High school graduate or GED</td>
<td>6 (30)</td>
</tr>
<tr>
<td></td>
<td>Some college, vocational technical school</td>
<td>2 (10)</td>
</tr>
<tr>
<td></td>
<td>College graduate</td>
<td>5 (25)</td>
</tr>
<tr>
<td></td>
<td>Graduate school</td>
<td>3 (15)</td>
</tr>
</tbody>
</table>
## Demographics: Storyviewers (2/2)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Responses</th>
<th>N = 20</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Employment (%)</strong></td>
<td>Full-time</td>
<td>8 (40)</td>
</tr>
<tr>
<td></td>
<td>Part-time</td>
<td>2 (10)</td>
</tr>
<tr>
<td></td>
<td>Retired</td>
<td>4 (20)</td>
</tr>
<tr>
<td></td>
<td>Self-employed</td>
<td>3 (15)</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>3 (15)</td>
</tr>
<tr>
<td><strong>Income (%)</strong></td>
<td>&lt; $30,000</td>
<td>10 (50)</td>
</tr>
<tr>
<td></td>
<td>$30,001 - $70,000</td>
<td>2 (10)</td>
</tr>
<tr>
<td></td>
<td>$70,001 - $100,000</td>
<td>4 (20)</td>
</tr>
<tr>
<td></td>
<td>&gt; $100,001</td>
<td>4 (20)</td>
</tr>
<tr>
<td><strong>Health insurance (%)</strong></td>
<td>Private</td>
<td>6 (30)</td>
</tr>
<tr>
<td></td>
<td>Private and Medicare</td>
<td>1 (5)</td>
</tr>
<tr>
<td></td>
<td>Medicare</td>
<td>2 (10)</td>
</tr>
<tr>
<td></td>
<td>Medicare and Medicaid</td>
<td>3 (15)</td>
</tr>
<tr>
<td></td>
<td>Pay out of pocket</td>
<td>3 (15)</td>
</tr>
<tr>
<td></td>
<td>Uninsured</td>
<td>3 (15)</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>2 (10)</td>
</tr>
</tbody>
</table>
Results: Storyviewers

- New Intention: 30
- New Knowledge: 10
Motivation to Screen

I think it's a lot easier to go in and spend a day getting checked than to have to spend so much time preparing for the end of your life... And that's what this has done for me that's, you know, that's the importance I got out of the whole thing.
Results: Storyviewers

Adoption of “Modern Thinking”

My faith now is placing the responsibility for my health decisions back on me. It's not all God's responsibility because He allows me choice and I didn't quite connect those two in the past... And then I could've shown God how appreciative I was for the body He allowed me to have. I took care of it.” So I think that fundamentally they're connected but I didn't really connect them before and now I am and I'm taking more responsibility now for it because God loaned it to me. So they're connected for me faith and health are connected.
Results: Storyviewers

Sense of Community & Comfort to Discuss Screening

You guys have started the discussion. It's in the public sphere now. It can't be put back and it will never go back now because it's going to become very common....Everybody's going to [be saying] “have you had it done? Have you had it done? Ok what are you waiting for?” You know, and it's just everybody's going to get it done, you know, so it's going to. You're normalizing it and that's good.

These stories reveal how connected we are to this disease. All of us.

What I liked is to see people that I know, that I work with, that I've known for a while, you know, it's real.
Results: Storyviewers

Peer Learning & Support

I think what opened my eyes is knowing that other people have done it in our church, they've kept it to themselves, but they were able to feel free to express it to help us and then the aftermath is talking about it [in the focus group]. That was very important because a video can tell you a lot, but, for me, I really needed to learn more about it, and I thought hand-in-hand both of them [viewing and focus group] worked out really well.
My story, to me, it was my mom's story....But this made me realize, “no, that this is my story, too.” So it made me look at it differently which was a good thing. Participating in this is a big deal and it made me even more motivated to do more to take care of myself.
Lessons Learned

• Digital storytelling
  • Multiple training techniques/settings
  • Scheduling
  • Technology literacy
  • High initial cost

• Digital storyviewing
  • Recruiting couples was feasible
Future Directions

• Dissemination
  • Entire church (dedicated health service)
  • Different churches
  • Different denominations

• Spanish

• Different health topic

• Unaddressed barriers: uninsurance
Digital storytelling has demonstrated potential to positively influence the Latino church community to seek preventative healthcare.
Thank you

Vicky Gomez, MPH, DrPH
Carol Somkin, PhD
Amani Allen, PhD, MPH
Joan Bloom, PhD
Union City Apostolic Church
Digital Testimony: A colorectal-cancer screening promotion tool made by and for church-attending Latinos

Questions?

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