



Dialogue on Diversity Health Care Symposium

Washington, DC

May 23, 2017

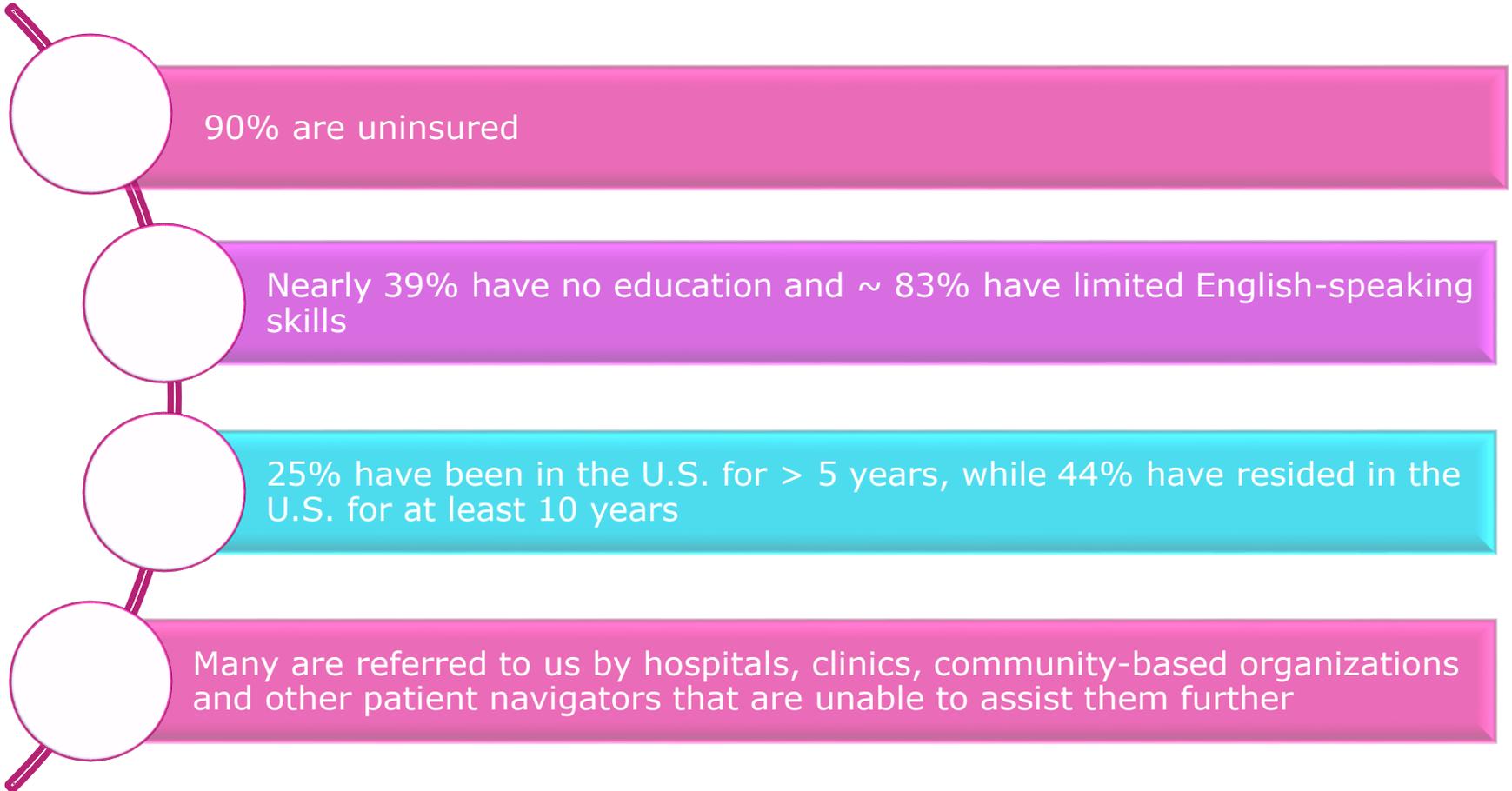
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Executive Director
Nueva Vida, Inc.

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- ▶ Nueva Vida is a Latina-led organization that was founded in 1999 by a group of breast cancer survivors and health professionals to fill the gap for culturally sensitive bilingual social support services for the Latina community in the Washington, D.C., area (Maryland, Virginia and the District of Columbia).
- ▶ Nueva Vida's Mission is to inform, support and empower Latinas whose lives are affected by cancer, and to advocate for and facilitate the timely access to state-of-the-art cancer care, including screening, diagnosis, treatment and support for all.
- ▶ Nueva Vida's comprehensive model provides services throughout the entire cancer continuum. Our programs include: education; access to care through patient navigation; and mental health services.
- ▶ Over the years Nueva Vida has touched the lives of over 35,000 Latinas and navigated more than 20,000 women. In the past 5 years, we have facilitated more than 6,000 breast screenings and more than 2,404 diagnostic breast exams.

Nueva Vida clients are: Low-income, medically underserved women between the ages of **18** and **87**



Hispanics in the U.S. & D.C. Metropolitan Area

- ▶ **17%** of the nation's total population is Hispanic. The largest ethnic minority in the US (2014)
- ▶ **9.3 %** of Maryland's Population is Hispanic (2015). **29%** in the Baltimore jurisdiction.
- ▶ **8.9 %** of Virginia's population is Hispanic (2015).
- ▶ **9.1 %** of Washington DC's population is Hispanic



Cancer Outlook for Hispanic Women in The U.S.

2015 Cancer Estimates in Hispanic Women (national level)

19,800 new breast cancer cases
2,100 New Ovarian Cancers
2,000 New uterine cancers

2015 Cancer deaths Estimates for 2015 in Hispanic Women (national level)

Breast 2,800
Ovarian 1,100
Uterine 70

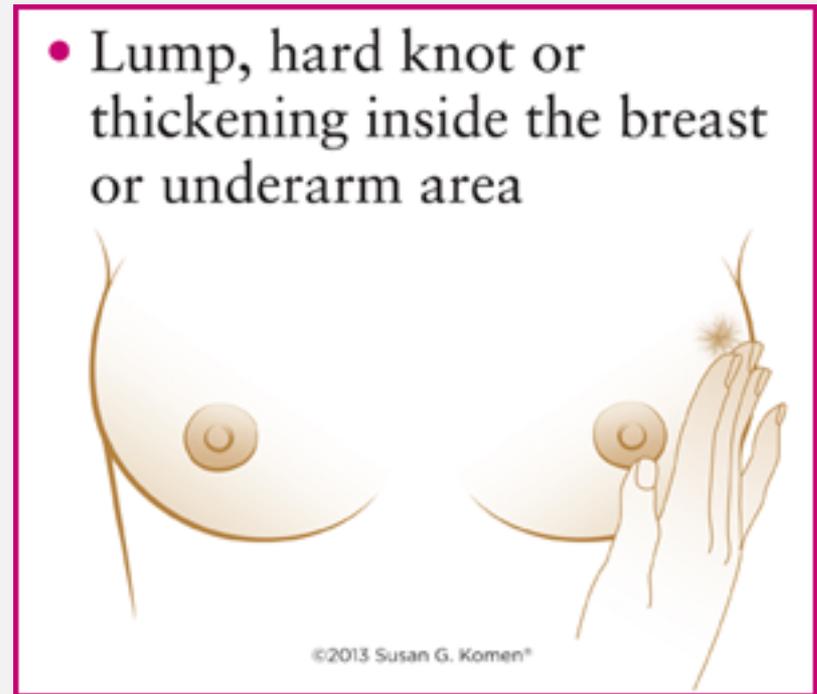


Image credit:
Susan G. Komen Foundation

Impact of Cancer on Hispanic Women

- Breast cancer is the leading cause of cancer death among Hispanic women.
- Breast cancer is less likely to be diagnosed at an early stage in Hispanic women.
- Diagnosed with larger tumors and are hormone receptive negative, making it more difficult to treat.
- Why? Lack of screening access, delayed follow-up of abnormal screenings results or self-discovered breast abnormalities.
- Hispanic women continue to be less likely to receive appropriate and timely breast cancer treatment in comparison to non-Hispanic Whites.

Barriers/Challenges After Diagnosis & During Treatment

Transportation/
Childcare or
Multiple Jobs

Limited
Education-3rd
Grade Level

Financial
Barrier/No Health
Insurance

Psychological
Problems,
Including Fear,
Distrust,
Depression,
Shock, Anxiety,
Etc.

Limited Health
Literacy

Unfocused
Communication
With Health Care
Providers

Language Barrier/ Culture:

Lack Of Familiarity
With Health Care
System

Legal status-
Deterrent To
Getting
treatment

- Need translation services
- Respect-toward provider
- Family-priorities/job vs. taking time off for exams or treatments, lack of emotional expression
- Importance of dedication as wife-mother (She puts herself last)
- Friendliness
- Fatalism-cancer is death, God's will.

How does Nueva Vida tackle the challenges?

1. Nueva Vida provides a safe environment, often akin to that of being in a loving family. Our clients are treated with TLC and respect in recognition of their inherent dignity and their vulnerable state.
2. Our bilingual and culturally competent staff is proactive and intervenes at every point providing support. They know what questions to ask and how to ask them. They know the Healthcare system and do not hesitate in getting involved.
3. Intervention comes through the joint action of trained community patient navigators that are experts in cancer navigation and mental health therapists.
4. Exceptional Community Patient Navigator Services:
 - ✓ Referral (providers, social services)
 - ✓ Accompaniment
 - ✓ Transportation
 - ✓ Mental/psychological support to client and family
 - ✓ Appointment reminders
 - ✓ Assistance with medical records
 - ✓ Health education
 - ✓ Interpretation-not just in Spanish but at a 3rd grade level education
 - ✓ Translation of documents

Nueva Vida believes every woman knows her body best. Our team empowers women to be proactive with their health while providing support through every stage of the process.

14!

Recently, Paola came to Nueva Vida to seek guidance after being told by her primary physician that she needed to wait a year before her next mammo exam. She was worried as she had just discovered a new lump on her breast. Just a few weeks prior she had received a sonogram and everything checked out clear and due to her age and because she had just been examined the doctor did not find it necessary to run more tests. The staff at Nueva Vida, intervened and secured her another mammogram appointment with one of Nueva Vida's partner clinic. Paola's suspicions were right, a few days later her sonogram revealed that she in fact , had breast cancer and had to have surgery immediately. Paola is recovering and doing well. She is thankful that Nueva Vida was there to provide her support

What Makes Nueva Vida Different

1. Our services go beyond Patient Navigation Services. We are problem solvers!
2. Individualized and personalized attention that incorporates a comprehensive mental support program. Convince people to go to treatment. Empower women by explaining all the steps in easily understandable language, we help them with the medical documentation.
3. Services are based on the concept and methodology of popular education. We are collaborators and friends. We are not teachers and the clients are not students.
4. Trust factor - we are an impartial understanding third party advocate working on their behalf to ensure timely access to state of the art treatment.
5. Nueva Vida has an impeccable track record of 20 years of providing services to Hispanic women with cancer. Outstanding community reputation.
6. Transportation coordinators or provide transportation.

THE SECRET INGREDIENT:

Nueva Vida Staff = Smarts + Heart + Commitment + Magic

Nueva Vida's Efforts (2010-2015)



Approximately 19,200 direct contacts were made

And approximately, 870 outreach activities were made on the education front.



Facilitated more than 6000 screening breast exams and more than 2404 diagnostic breast exams.

Questions?



Thank you!

A special thank you to Sandra Villa de Leon

**For additional information,
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Or visit our website: www.nueva-vida.org