

## Innovative Adaptation and Dissemination of AHRQ Comparative Effectiveness Research Products

### Development and Evaluation of Breast Cancer Prevention Communication Prototypes for the CUIDARSE Project

#### Description

Latinas are more likely to receive a late-stage diagnosis of breast cancer than non-Latina White women and have a lower 5-year survival rate. This project developed educational materials for low-literacy Spanish-speaking women at risk for breast cancer and evaluated their use, impact, and implementation. The long-term goal was to promote the effective communication of evidence-based health messages among Latinas.

#### Project Aims

The 2 main aims of this study are to:

- 1) Conduct formative research to develop new language-, literacy-, culturally-, and content-appropriate evidence-based patient-oriented messages to reduce risk for primary breast cancer in women.
- 2) Develop and pilot test the efficacy of two alternative prototype communication strategies—a new printed brochure versus a *promotora*-delivered new brochure—for delivering the messages to Spanish-speaking women.

#### Findings

There were no across-the-board significant treatment effects when comparing the *promotora*-delivered new brochure to the new brochure alone, or the control brochure at 3 months. A lower reduction in the incorrect belief that “*golpe* (breast trauma) causes cancer” was observed among women in the control group compared with those receiving the new brochure alone, and the *promotora*-delivered new brochure. Gains in breast cancer prevention-related knowledge and behaviors from baseline to post-intervention, especially among the 36% that reported less than a 6th grade education level, were observed in all groups.

#### Study Population

Latinas

#### Health Condition Addressed

Diabetes

#### Dissemination Tool and/or Method

Culturally Tailored Brochure  
*Promotora*

#### Principal Investigator

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#### Institution/Partner:

RAND Corporation

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