

## Evidence-Based Cancer Control Programs (EBCCP) Connection



April 2023

### Featured Program

#### De Casa en Casa

Designed to increase cervical cancer screening among women aged 21 to 65, this intervention involves outreach and education on cervical cancer screening through promotoras, navigation (e.g., assistance with scheduling and overcoming barriers to screening) through patient navigators, and no-cost screening. The study reviewed by the [EBCCP](#) team showed an increase in cervical cancer screening.

Do you have questions about how to implement the program? [View the program's materials or contact the developer to learn more.](#)

## Spotlight

### Meet the Developers of the Featured Program



#### Developer: Navkiran K. Shokar, MD, MPH

Navkiran “Kiran” K. Shokar, MD, MPH, is Chair of the Department of Population Health, a Professor of Population Health, and Associate Dean for Community Affairs at Dell Medical School at The University of Texas at Austin. Prior to joining Dell Med, Dr. Shokar served as a tenured Professor of Family and Community Medicine and Molecular and Translational Medicine at the Texas Tech University Health Sciences Center (TTUHSC), El Paso. She served as Interim Associate Dean for Clinical Research, Director for Cancer Prevention and Control in the Center of Emphasis for Cancer, and Vice Chair for Research in the Department of Family and Community Medicine. Before going to El Paso, she spent 11 years as a faculty member at University of Texas Medical Branch in Galveston.

Dr. Shokar was born and raised in England, where she received her master of arts degree from Cambridge University and her medical degree from Oxford University Medical School. She completed family medicine residency training in the United Kingdom (Banbury, Oxfordshire) and in the United States (Houston, Texas). She subsequently earned an MPH at the University of Texas Health Science Center at Houston (UTHealth) School of Public Health.

Over more than 20 years in academic medicine, Dr. Shokar has worked as a clinician, educator, and clinical researcher. Her research interests include interventions in cancer prevention and control; shared decision making; and community-based research to address cancer health disparities among vulnerable, poor, and underserved populations. She has developed innovative population health approaches to bridge the divide between the community, the health care delivery system, and public health.

Dr. Shokar has received more than \$25 million in research funding from the Cancer Prevention and Research Institute of Texas (CPRIT), the National Cancer Institute (NCI), the American Cancer

Society (ACS), and other sources. She is well published, serves as a reviewer for many journals, and spent 6 years as a deputy editor for the *Journal of General Internal Medicine* (JGIM). She has served on several national steering committees representing all four academic family medicine organizations and has served on key committees of the North American Primary Care Research Group and the Society of Teachers of Family Medicine.



**Project Director: Jessica Calderón-Mora, DrPH**

Jessica Calderón-Mora, DrPH, is a public health researcher with more than 20 years of experience developing educational interventions geared toward preventing cancer and training community health workers, or promotores, to serve as partners in the community to provide this education to their peers. Her research has focused on cervical cancer, colorectal cancer, and the human papillomavirus (HPV) vaccine among an underserved community, the LatinX community.

She is a Research Assistant Professor at Texas Tech University Health Sciences Center, El Paso, Paul L. Foster School of Medicine, Department of Molecular and Translational Medicine. She also has an appointment in TTUHSC's Department of Family and Community Medicine. She was previously the inaugural Senior Director for the institutional Office of Diversity, Inclusion, and Global Health. She was appointed as one of the inaugural members of the institutional Council on Diversity and Inclusion and has served on the leadership board for the Paul L. Foster School of Medicine Women in Medicine and Science organization.

Dr. Calderón-Mora is currently the Co-Project Director of a CPRIT-funded HPV vaccination program and Project Director for a CPRIT-funded cervical cancer prevention program at the medical school. Both of these programs have expanded to serve El Paso, Texas, as well as West and South Texas.

She assisted in the development, adaptation, and translation of all educational materials for the cervical cancer screening program as well as for a decade-long colorectal cancer screening program. Additionally, within the cervical cancer screening program, she conducted a randomized controlled study to determine if group or individual education sessions had a positive effect on screening completion and found that both were effective. She has also led other survey-based

research studies within the cervical cancer screening and HPV vaccine program and has published those results.

**De Casa en Casa program materials are available in English and Spanish. Can you tell us why it is important for screening rates to have bilingual materials?**

Having educational materials in all languages that participants may speak was key to ensuring that our audience fully understood the content of our program. Without that, our participants would not fully embrace the importance of screening for cervical cancer and not understand the benefits. We also ensure that our materials are at an appropriate health literacy level for those with a low level of education.

**Do you have any advice about implementing your program?**

It is important to develop strong relationships with community-based partners in your area, such as adult learning centers, faith-based organizations, and community clinics, so that you are able to do outreach and recruitment there. Building rapport with community partners helps enhance potential participants' trust in the program and willingness to participate. Active monitoring of the program and regular communication with partners to address any concerns or challenges are also keys to ongoing program success.

**You have widely disseminated De Casa en Casa in your state. How does a program developer get their program ready for mass dissemination?**

We did a few things that made the transition from serving a few counties to many counties easier. First, we kept a record of all lessons learned throughout program development and implementation on a small scale. Second, we managed a robust database to show evidence of outcome success. We collect both qualitative and quantitative information on each participant, and we are easily able to pull specific information to show medical facilities how we have been successful.

**What is the focus of your current research?**

We continue to work on increasing cervical cancer screening rates among Latinas in Texas by testing various modes of delivery of our educational materials. We also hope to move into the space of HPV self-sampling (testing at home).

## De Casa en Casa Staff



Marisela Cottrell, MA  
Patient Navigator



Bertha Ostos  
Promotora (Community Health Worker)



Jesus Jose Salomon  
Promotor (Community Health Worker)

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