



THE UNIVERSITY OF
CHICAGO
MEDICINE

Comprehensive
Cancer Center

CHICAGO STATE UNIVERSITY

Chicago South Side Cancer Disparities Initiative: Community-Academic Approach to Curriculum Design

Karen E. Kim, MD, MS
Thomas E. Britt, MD, MPH

Objectives

- Rationale
 - Institutions
 - Chicago Southside Cancer Disparities Initiative
 - Lessons learned
-

Trans-HHS Cancer Health Disparities Progress Report

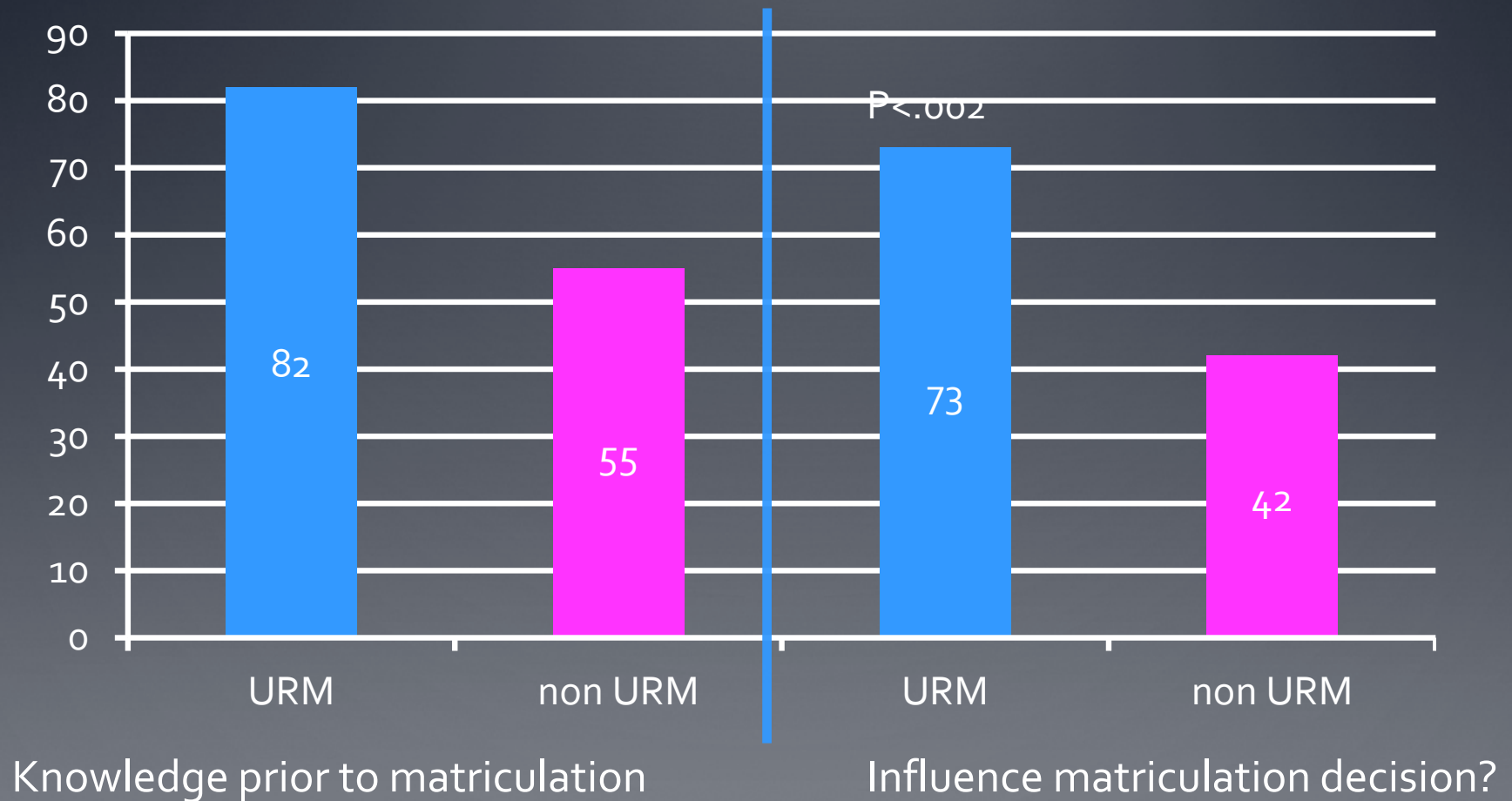
It is time to refocus, reinforce, and repeat the message that health disparities exist, that achieving health equity benefits all Americans, and that cooperative, leveraged, and evidence based actions are necessary to reduce inequalities in health and health outcomes. It is time for action-together we can, together we will

In 2005, the Association of Schools of Public Health (ASPH) convened a taskforce on eliminating racial and ethnic health disparities whose mission was: *To engage accredited schools and programs of public health, in partnership with communities, as leaders in teaching, research, practice, service, and advocacy related to achieving the elimination of racial and ethnic health disparities and their root cause - social injustice*

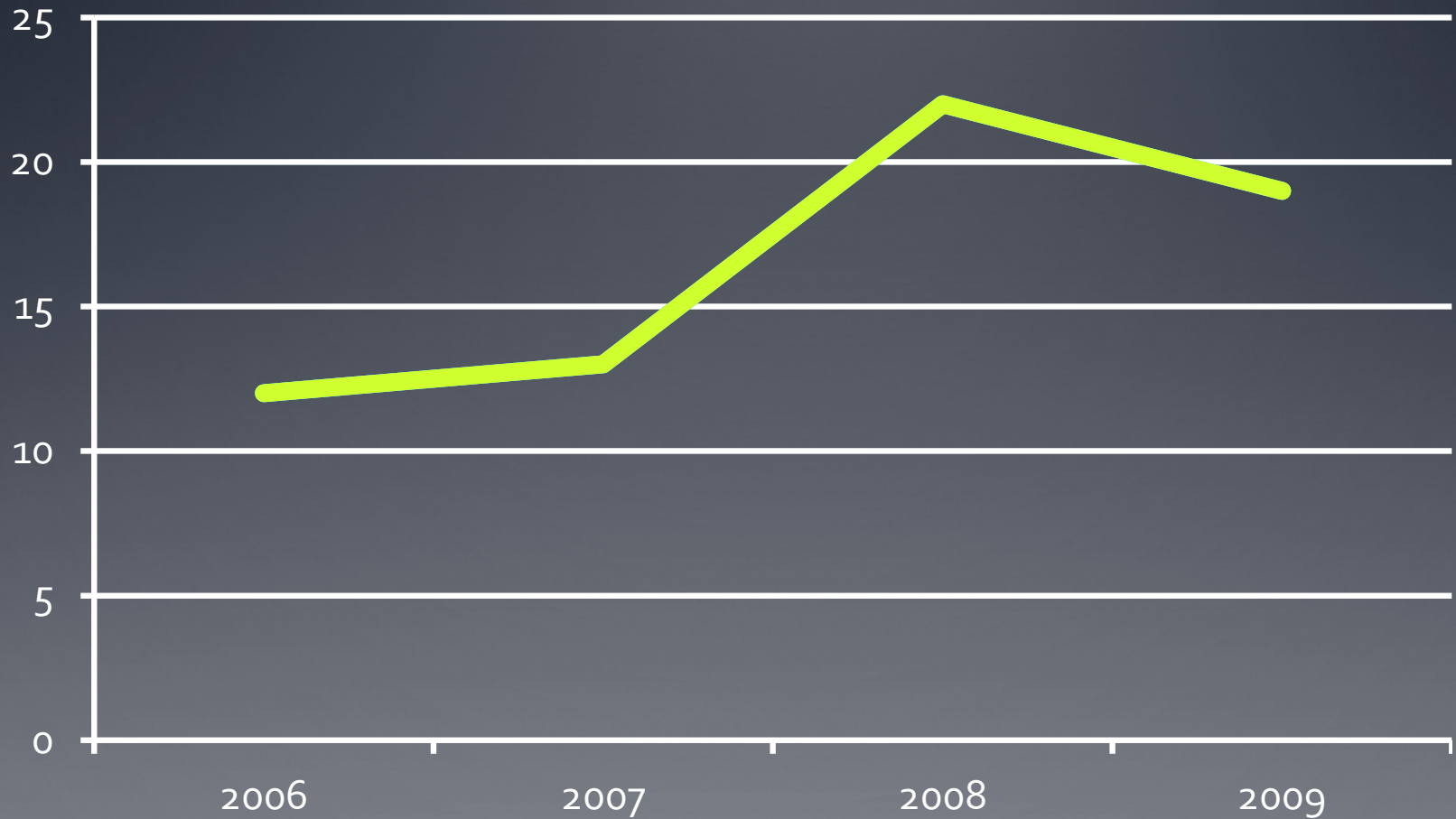
PSOM Health Care Disparities of America curriculum

- Improved knowledge
 - 76→89% ($p < 0.0009$)
- Highest rated course (4.9+/5)
- Does it impact recruitment?

Can curriculum Increased URM recruitment?



URM matriculation



Chicago State University

- Largest Minority serving institution in the Midwest
 - Graduates the highest number of African American undergraduate and graduate students of any public institution in Illinois
 - 5 colleges (Health Studies , Arts and Science, Business, **Pharmacy** and Education, **Nursing**)
 - 36 undergraduate and 25 graduate degree granting programs
 - Division of continuing education and non-traditional programs
-

CSU

- 7200 students; 80% AA' 72% women
 - Majority of faculty are URM, >90% in Health Studies
 - Designated health professional shortage area
 - Minority biomedical research program
 - RISE-Research initiative for science enhancement
 - SCORE-Support for continued research excellence
-

CSU MPH program

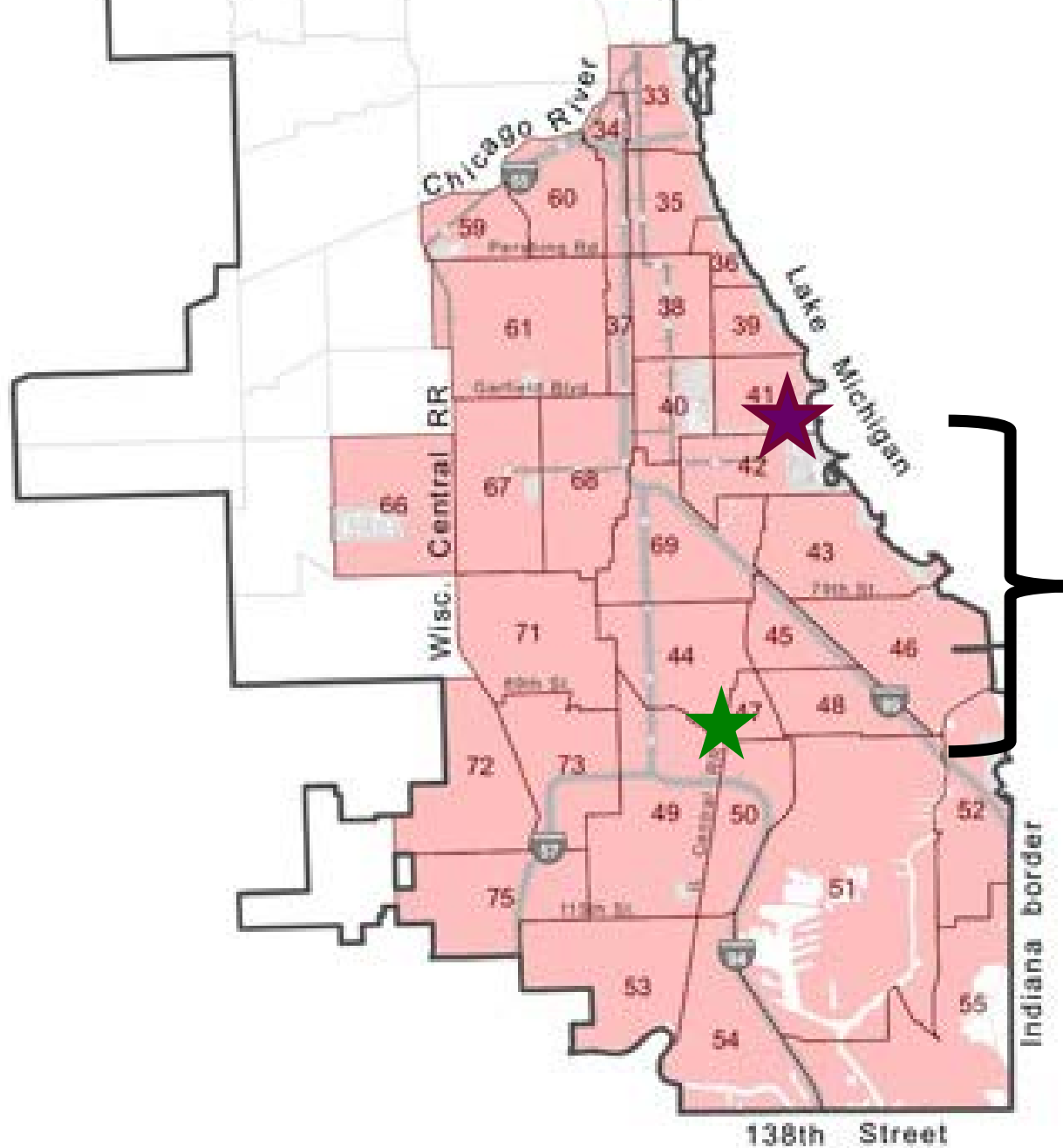
- 2010-IL Board of Higher Education approved CSU's MPH program
 - Under the direction of Dr. Britt
 - Focus on minority health and health equity
 - Only MPH program with a sole focus on minority health
 - Designated health professional shortage area
 - Fall 2011-first entering class
-

University of Chicago Division of Biological Science

- 110 basic science faculty in 6 departments
 - 800 clinical science faculty in 11 departments
 - 6 graduate professional programs (Business, Law, Medicine, Public Policy, Social Service Admin)
 - Pritzker School of Medicine graduates 88 students/year
 - Only medical school in the country with a full course on healthcare disparities
-

University of Chicago Comprehensive Cancer Center

- One of two designated Comprehensive Cancer Centers in Illinois
 - Largest number of minority enrollment in clinical trials in Illinois (21%)
 - Established the Office of Community Engagement and Cancer Disparities (OCECD) in 2010
 - Under the direction of Dr. Kim
-



10 miles

Opportunity

- Successful Health Care Disparities of America
- New OCECD
- CSU New Master's of Public Health



mini
course

TOWN
HALLS

Faculty mtg

Student
Surveys

— 4 YRS

Submit for
approval
for concentration

NCT
R-25

- Cancer ED + Cancer Program
Pre-doc -> post doc

Dec 2012 start

1 [Spring 2013
Fall 2013

2 [Spring 2014
Fall 2014

Spring 2015
Fall 2015] 3

Spring 2016
Fall 2016] 4

NCI P20: Chicago South Side Cancer Disparities Initiative

- December 1, 2012– November 30, 2016
- Karen Kim, PI (U of C) / Thomas Britt, PI (CSU)
- External advisory committee
- Internal advisory committee (3/3)
 - Doriane Miller, MD, Yashika Watkins, PhD
- Student leadership council (3/3)



Objectives

- Create an Inter-University collaboration to develop, implement and evaluate cancer disparities curriculum to be integrated within selected CSU's current MPH curriculum and PSOM's curriculum.
 - Provide opportunities for community involvement through collaboratively developing and enhancing existing service learning sites (i.e. community organization) at both institutions
 - Provide training, education, outreach and research in the area of cancer disparities (pipeline)
 - Expand Education and training beyond the 4-year grant period through other funding
-

Curricular design: Variables

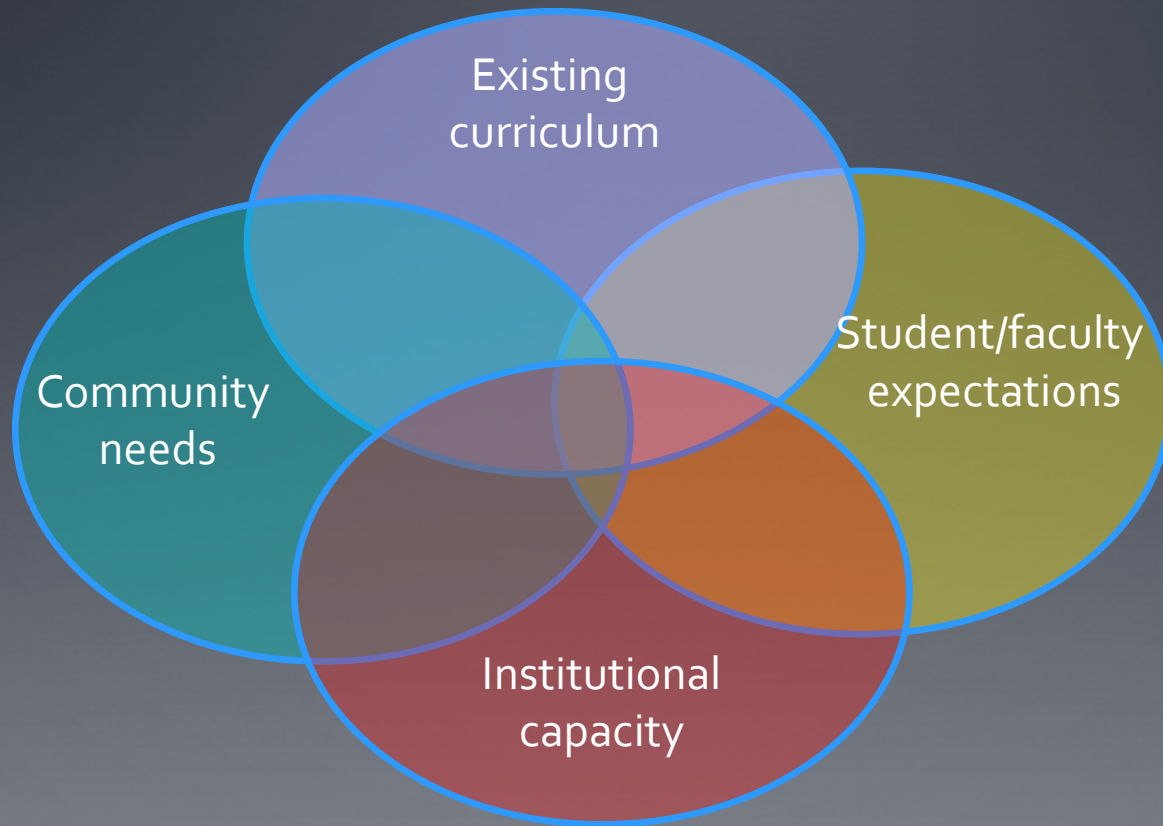
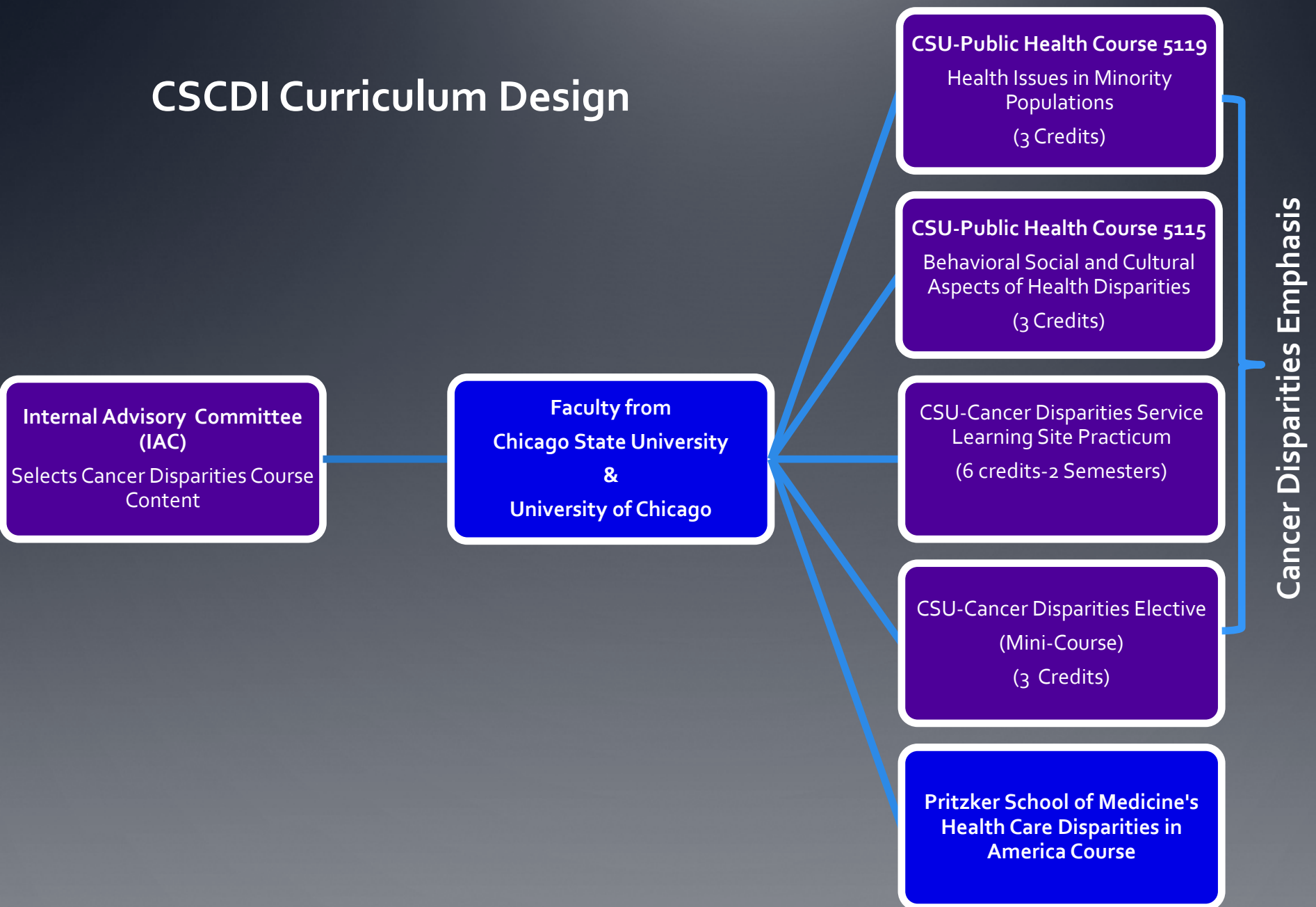


Figure A- Priority Setting Diagram



CSCDI Curriculum Design



Emphasis in cancer disparities

- Service learning-research
 - 2 semesters (6 credits)
 - Cancer disparities elective (mini course)
 - 3 credits
 - Courses with cancer disparities content
 - 2 courses (6 credits)
 - PSOM health disparities course content
-

Service Learning-Research

- Community based organizations
 - Capacity building for CBPR
 - Research faculty mentor-Uchicago/CSU
-

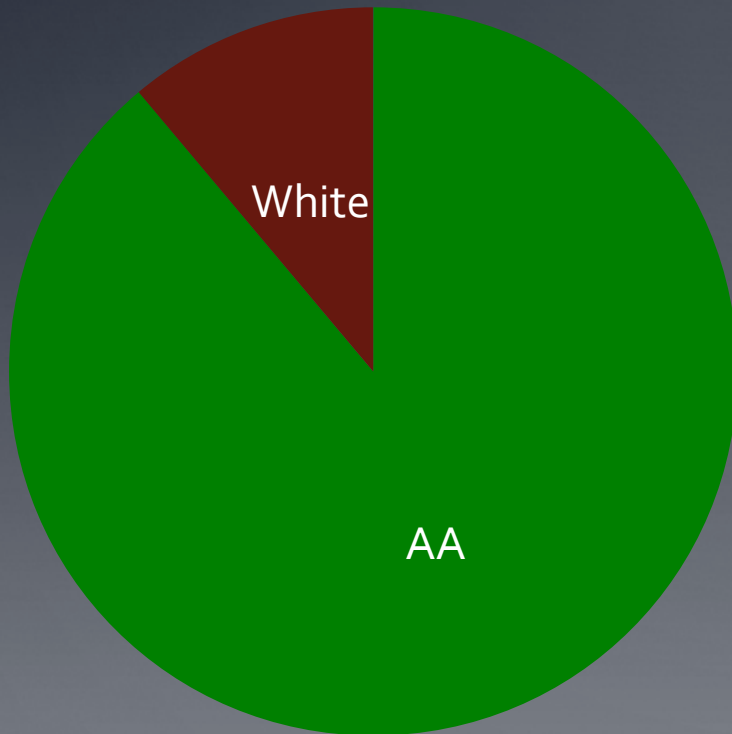
TOWNHALL SESSIONS

Town hall meetings (UC, CSU, Community)

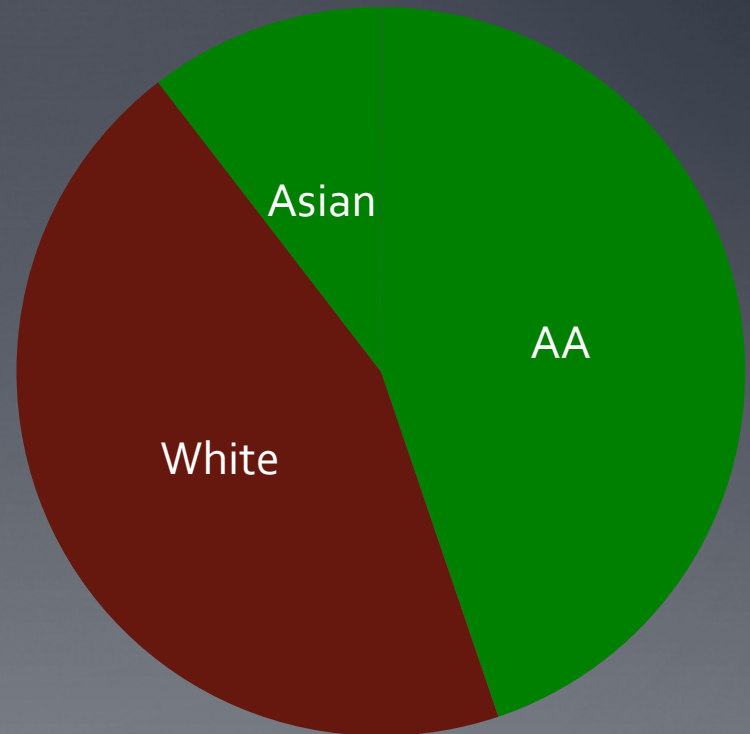
1. Gauge interest
 2. Determine capacity
 3. Determine potential course content
 4. Discuss strengths and weaknesses
 5. Solicit feedback and buy in
 6. Characterize the institutions, students and faculty-
 1. pre-post survey design
 2. Observational study was Q and A mapping
-

Faculty

CSU

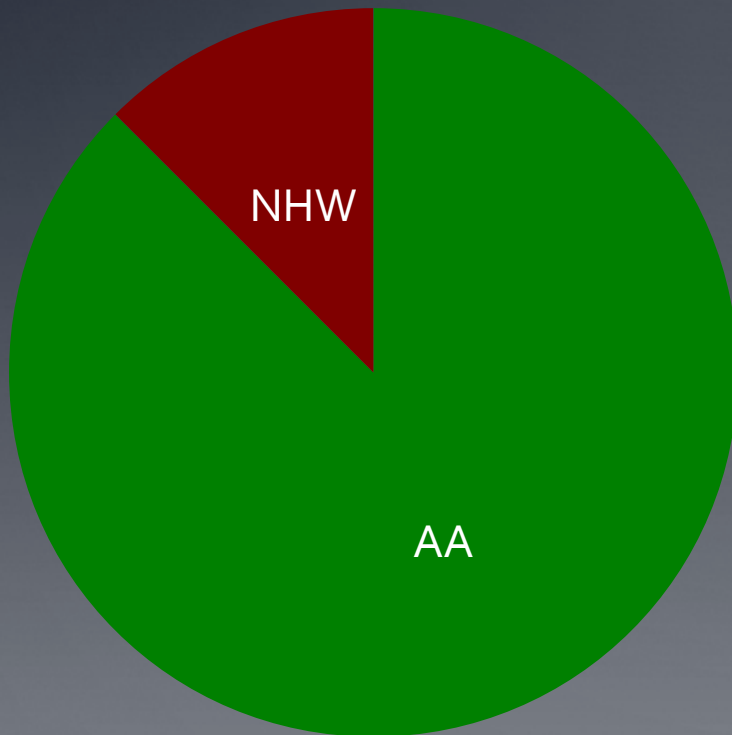


UC

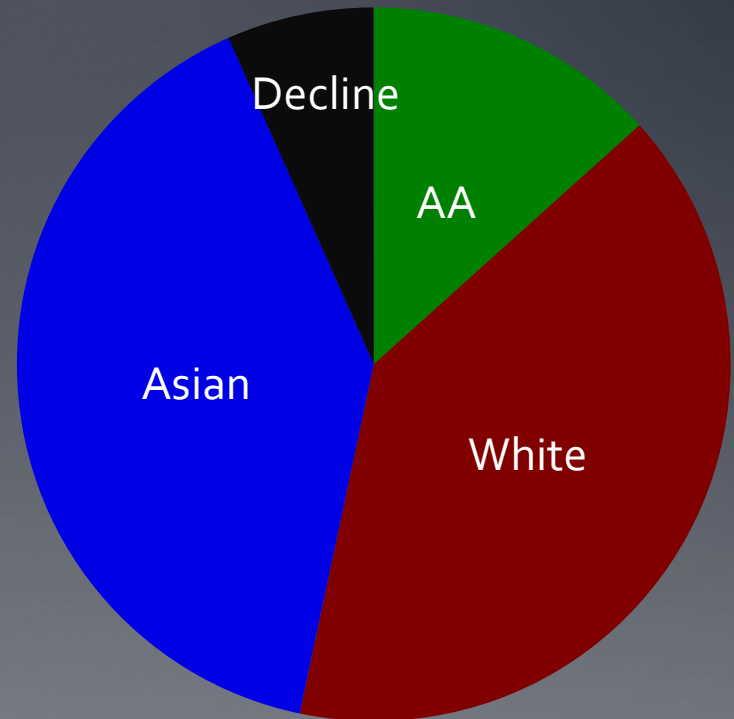


Students

CSU



UC





UC Theme

Core Knowledge (students and faculty)

- Methodology/Statistics
- Epidemiology/Data
- Interventions
- Grant writing

UC strengths: research, scholarship

UC weakness: Ivory tower

Uchicago townhall Q and A

- IRB at both institution
 - Research capacity at CSU
 - Characteristics of MPH students at CSU
 - Capacity of CSU faculty for UC students mentorship
 - How will PSOM and MPH students and community take the same course?
 - What does CSU have to offer UC students?
-

CSU themes

Core knowledge

- Program development
- Behavior change
- Specific cancers
- Barriers to screening

CSU strengths: location, diverse student body, faculty

Weakness: administration

CSU townhall Q and A

- Which diseases are most prevalent
 - How much flexibility in the mini course
 - Are there ambulatory sites for students to rotate through at U of C
 - Will students be required to do research
-

Cancer disparities are critical issues

UC students

- 53% strongly agree

CSU students

100% strongly agree

Does your education adequately prepare you to address cancer disparities?

UC students

93%-not sure or inadequate

However

33% had taken a cancer
disparities course

CSU students

38% not sure or inadequate

However

0% had taken a cancer
disparities course

Should the community be involved in the curriculum design

UC

66% Yes

CSU

100% Yes

Previous relationship with UC/CSU

UC students

26% have heard of CSU

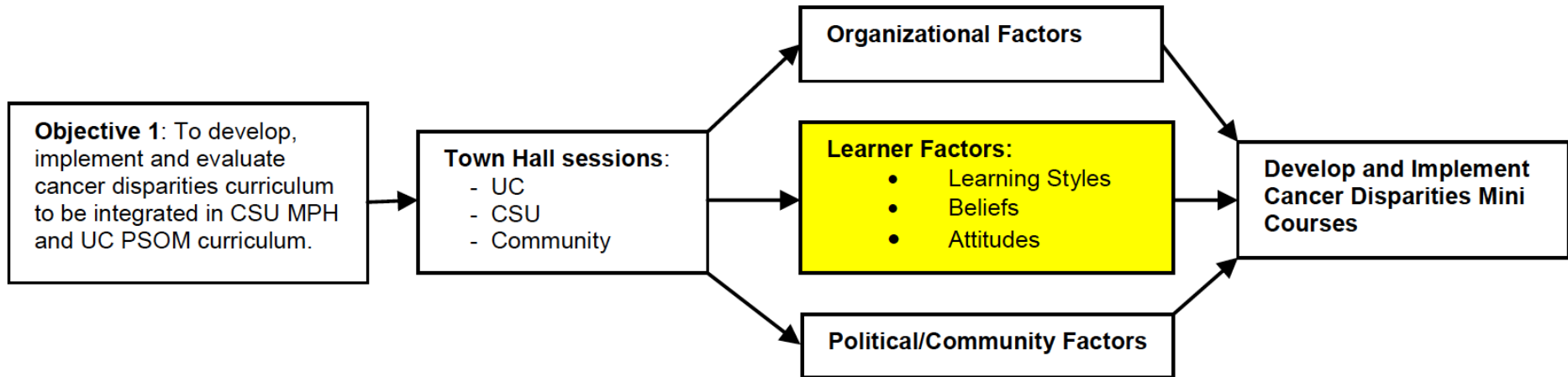
0% ever visited CSU campus

CSU students

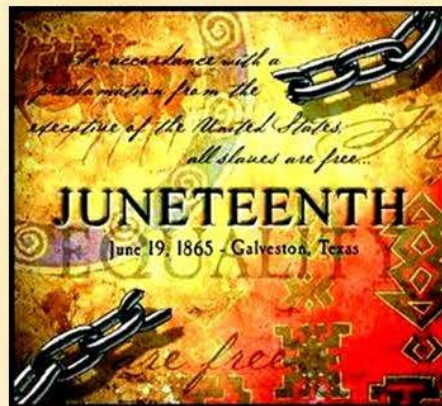
88% were familiar ($p=0.005$)

75% had visited

Figure 2. Relations between Parent Study and Research Supplement Study (shaded in yellow)



The Emancipation from Health Disparities: A Juneteenth Conversation



As the struggle for true freedom continues the disparities in healthcare are also on the rise. Join us to hear critical information about health issues such as cancer that disproportionately affect communities of color and be part of the conversation on the elimination of health disparities!

Free CHICAGO STATE UNIVERSITY **Free**

Library Auditorium

Thursday, June 20th, 2013, 6-8pm

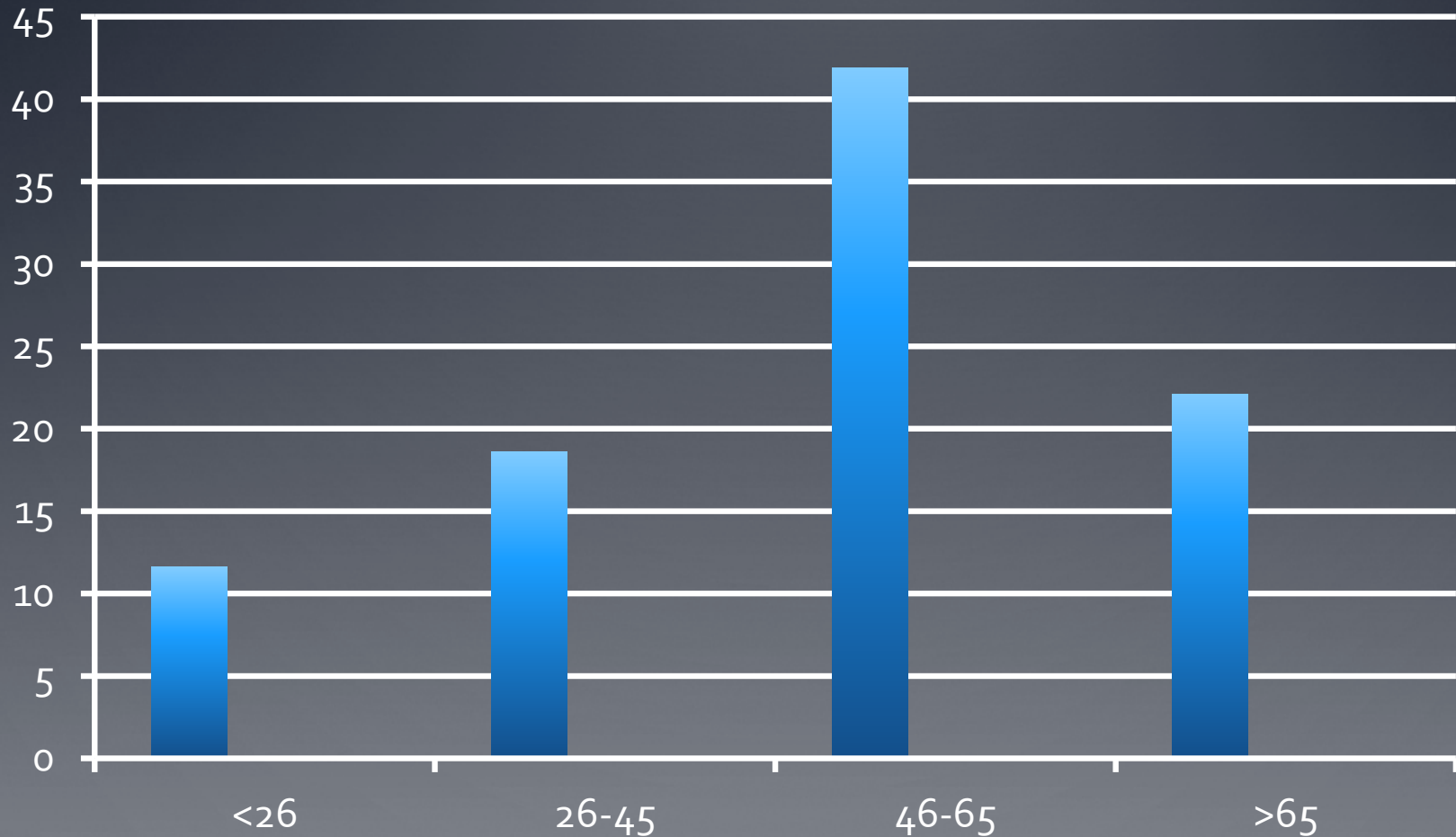
Event Sponsors

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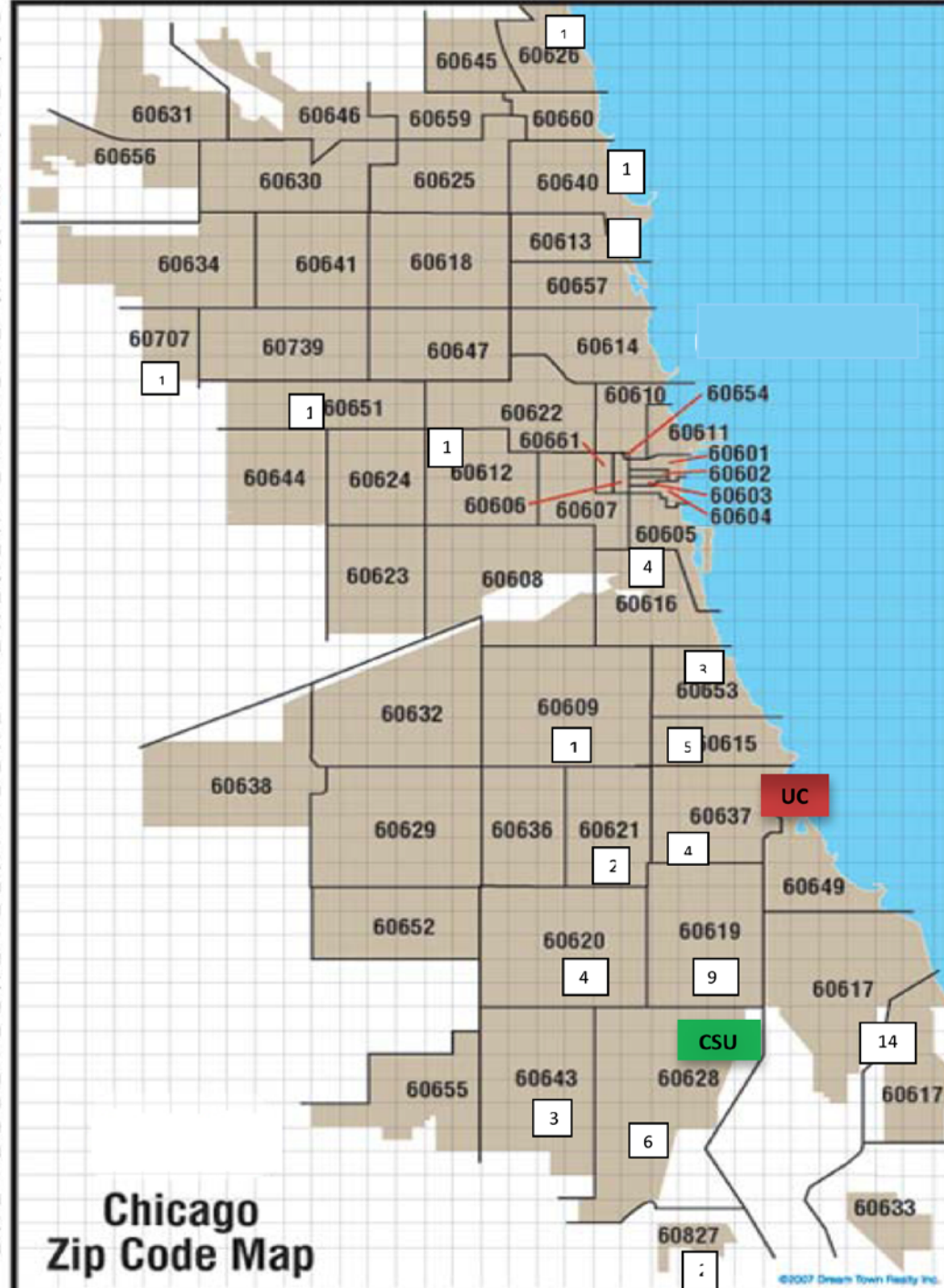




Age distribution



HOWARD
 Touhy
 PRATT
 Devon
 PETERSON
 Bryn Mawr
 FOSTER
 Lawrence
 MONTROSE
 Irving Park
 ADDISON
 Belmont
 DIVERSEY
 Fullerton
 ARMITAGE
 North
 DIVISION
 Chicago
 KINZIE
 Madison
 HARRISON
 Roosevelt
 16th
 Cermak
 26th
 31st
 35th
 Pershing
 43rd
 47th
 51st
 55th
 59th
 63rd
 MARQUETTE
 71st
 75th
 79th
 83rd
 87th
 91st
 95th
 99th
 103rd
 107th
 111th
 115th
 119th
 123rd
 127th
 131st
 135th



7200 N
 6400 N
 5600 N
 4800 N
 4000 N
 3200 N
 2400 N
 1600 N
 800 N
 0
 1200 S
 2200 S
 3100 S
 3900 S
 4700 S
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 8700 S
 9500 S
 10300 S
 11100 S
 11900 S
 12700 S
 13500 S

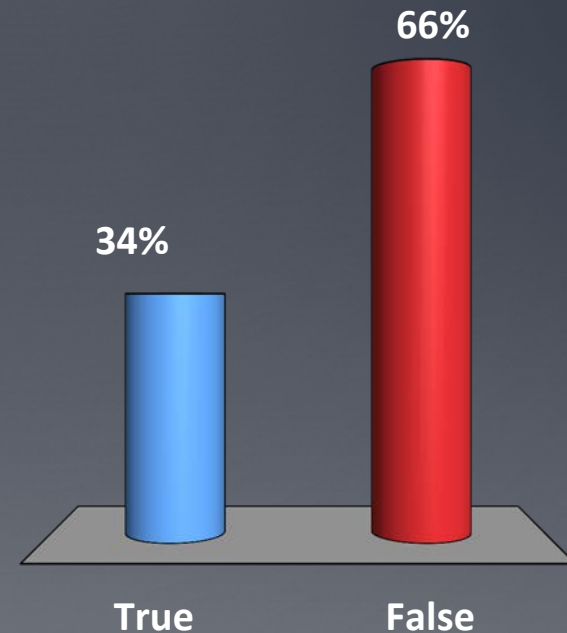
Have you ever ...

- Heard of UC
 - 97.7% YES
 - Visited UC campus
 - 82.6% YES
 - Only 7% were patients
 - Heard of CSU
 - 100% YES
 - Visited CSU
 - 91% YES
-



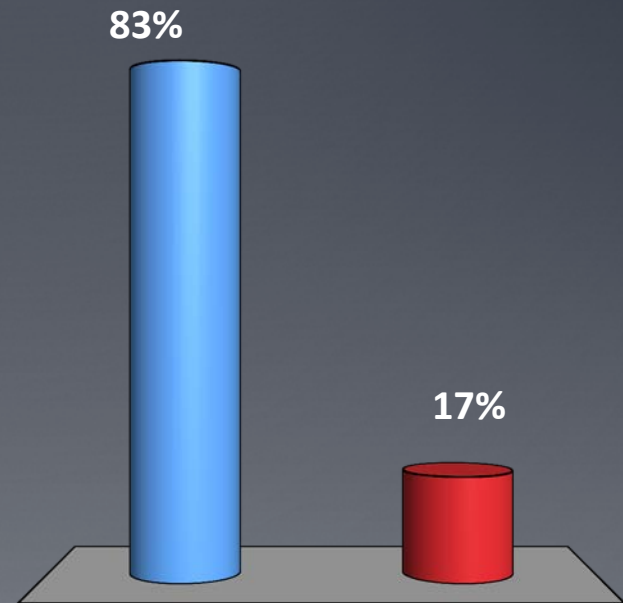
The price of menthol cigarettes is lower in stores located near schools in Black neighborhoods than schools in other neighborhoods.

- A. True
- B. False



Menthol cigarettes contributes to cancer disparities for African Americans.


- A. True
- B. False



From Enslavement to Enslavement: The Tobacco Industry and the Exploitation of the African American Community

Alicia K. Matthews, Ph.D.
University of Illinois at Chicago

Is Tobacco a Social Justice Issue for the
African American Community???



Until the 1960s, the United States not only grew but also manufactured and exported more tobacco than any other country.

- Share croppers, Circa 1939



"Folks, how can I make **Whoopee** up here . . . when down in front the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.

"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.

"What he needs, to avoid that throat tickle, is an introduction to OLD GOLDS."
(SIGNED)

Eddie Cantor



Eddie Cantor
Premier American
comedian starring
in the glorious
new production,
"Whoopee."

Why
not a cough
in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

On your Radio . . . OLD GOLD PAUL WHITE-MAN HOUR . . . Paul Whiteman, King of Jazz, and his complete orchestra, broadcasts the OLD GOLD hour every Tuesday, from 9 to 10 P. M. Eastern Standard Time.



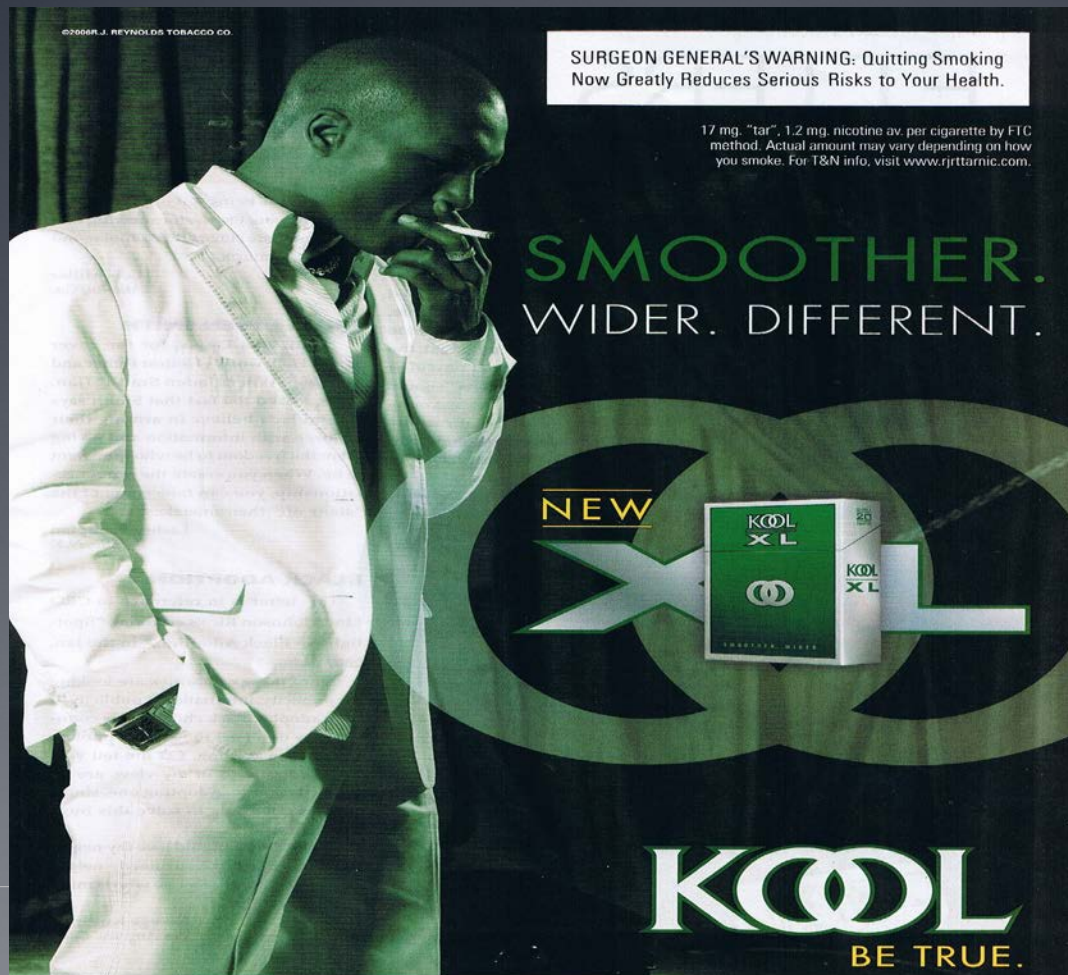
"Don't Do This-If You Want to Sell Your Products to Negroes!"

- "Negro market expert," David J. Sullivan, advised advertisers that racist techniques should be avoided to prevent pushing away Black consumers.
- He urged advertisements to avoid racist caricatures, such as "Mammies and Aunt Jemimas" or "the 'Uncle Mose' type ."
- Sullivan, 1944



How to Sell Your Products to Blacks

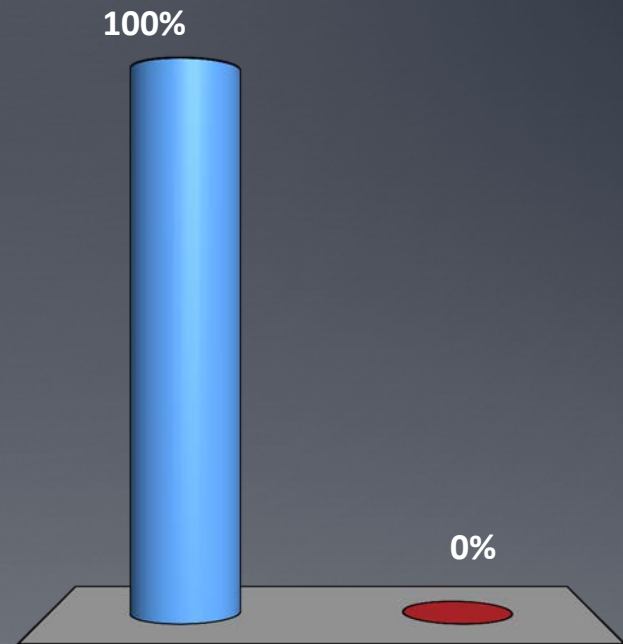
“... [by] playing on the image of success, upward mobility, and stoking fantasies of wealth and power. .”



Is this topic something that we should be teaching our future health professionals?

A. Yes

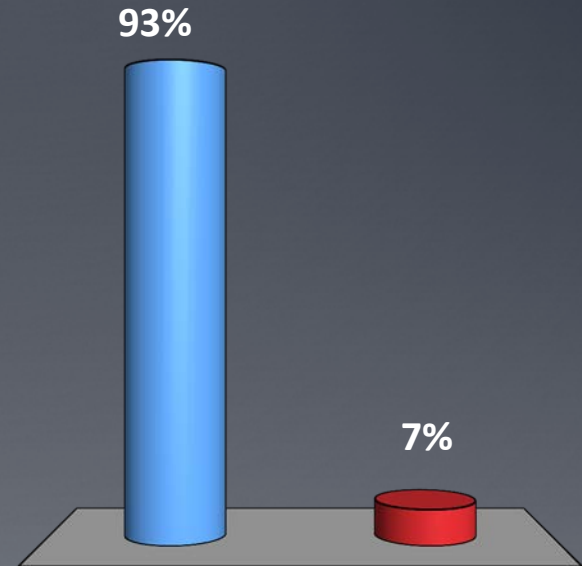
B. No



Do you think community should be involved
in cancer disparities curriculum
development??

A. Yes

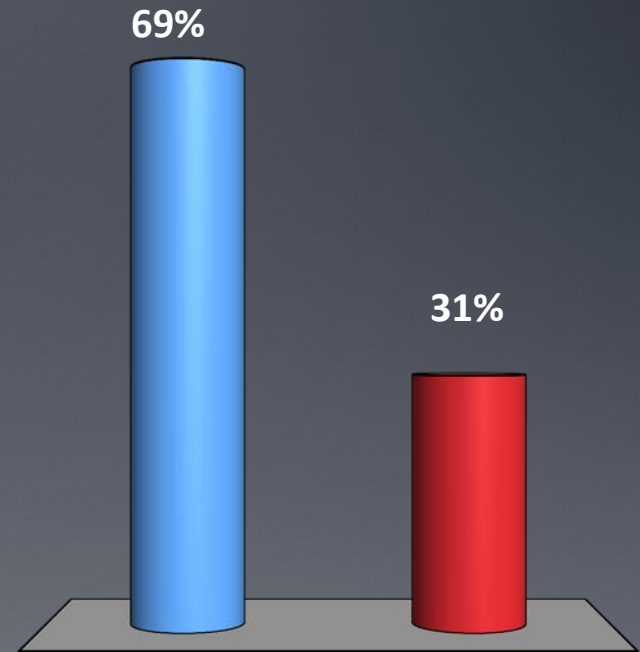
B. No



Have you ever been asked to help with designing a curriculum?

A. Yes

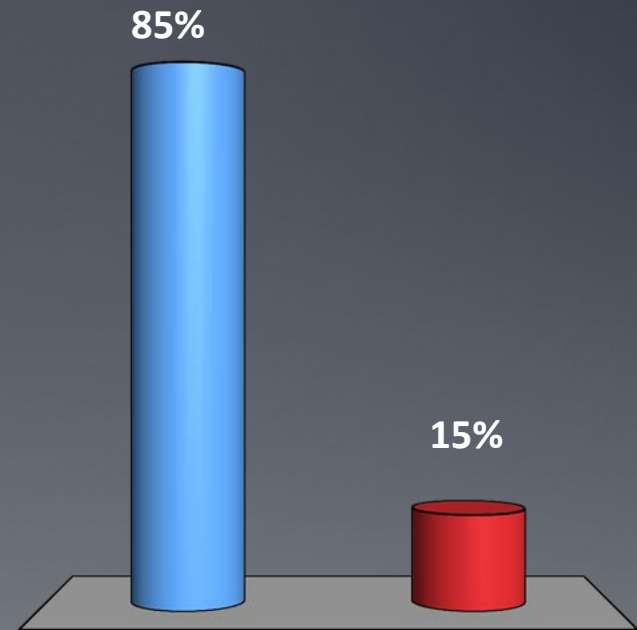
B. No



Are you interested in being involved in designing a cancer disparities curriculum for MPH students?

A. Yes

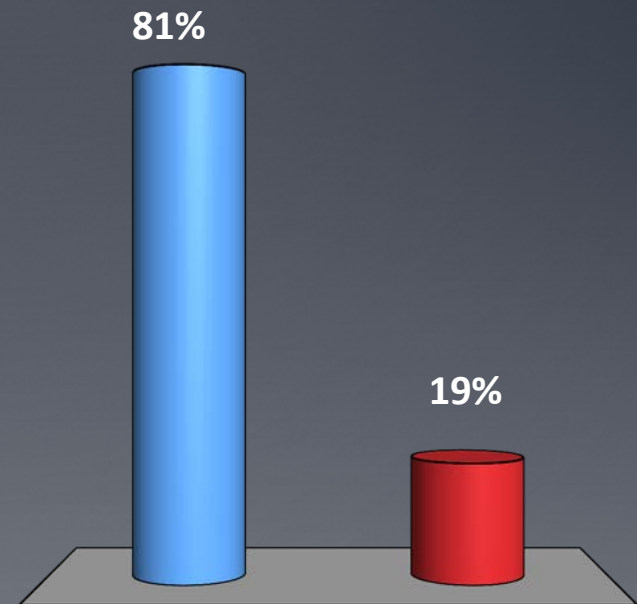
B. No



Would you want to take a cancer disparities mini course?

A. Yes

B. No



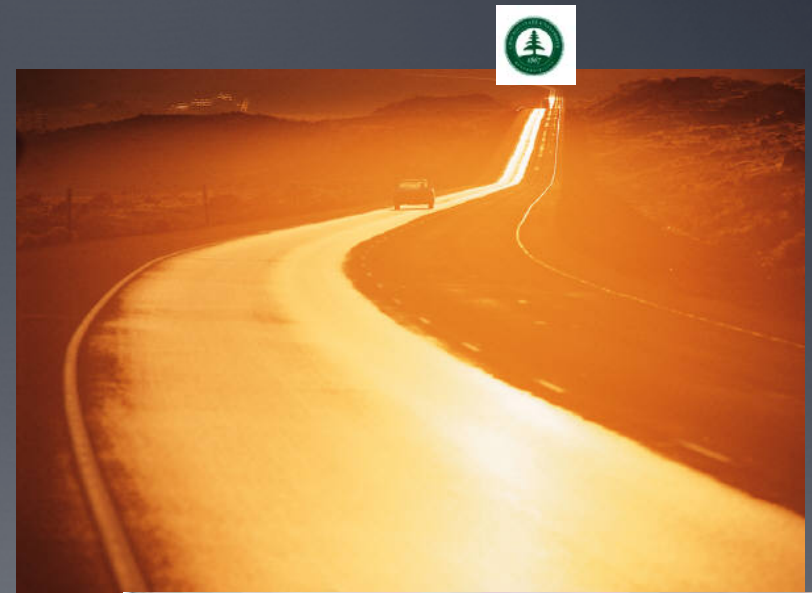
Community theme: What should students know?

- How to relate to people of color and the poor
- Listen, observe, body language, cultural talking and listening
- Submersion or field trips to communities that they serve
- They should be aware of the overwhelming amount of cultural incompetence that is prevalent among health providers

Community themes: How can community help?

- Journaling their experiences
- Develop a community needs assessment
- Community focus groups
- Voicing their interactions with hospitals
- Neighborhood newsletters
- Service learning
- Review case studies
- GET REAL

Discoveries and Lessons learned



Collaborative growth

- BUILD P20 planning grant
 - Building infrastructure leading to diversity
 - APHA oral presentation
 - CURE supplement
 - Continuing umbrella for research experience
 - Diversity supplement
 - Watkins-Faith/spirituality and treatment decision making for colon cancer among AA
 - Naylor-Diverse learners: Interprofessional Cancer Disparities Education
-



MENTOR students and community members