CRUZA: The Alliance for Latino Health through Faith and Action

A UMass Boston - Dana-Farber/Harvard Cancer Center Partnership for Community-Based Research

**Goals**

1. Explore organizational infrastructure, skills, resources and motivations that aid in adoption of evidence-based cancer screening interventions (EBIs) among Latino churches in Massachusetts
2. Develop, implement and evaluate the relative efficacy of a Capacity-Enhancement (CE) intervention compared to a Standard Dissemination (SD) intervention in implementation of EBIs among 30 churches

**Methods**

1. Community Advisory Committee
2. Training of Minority Junior Scholars
3. Formative Research Activities
   - Focus Groups
   - Key Informant Interviews
   - Participant and Non-Participant Observations
4. Organizational Survey
5. Randomized trial of the capacity enhancement intervention in 30 Latino Catholic parishes

**Impact**

**Trained Minority Scholars by Level**

- Junior Faculty: 2
- Post-doctoral: 1
- Doctoral: 1
- Master: 4
- Post-baccalaureate: 3
- Undergraduate: 9

**Community Outreach & Education Intervention**

- **Small Media**
  - Bookmarks, Posters, Magnets
  - Parish bulletin inserts
  - Brochures / tip sheets
  - Videos

- **Group Education**
  - Guest speakers
  - Meet & learn w/ videos
  - Cancer Education Bingo

- **Reducing Structural Barriers**
  - Establish partnership with health center, service organizations, patient navigators, interpreters
  - Volunteers for transportation & childcare
  - Community health fair
  - Health screening vans
  - Access to health insurance

- **Reminders**
  - Birthday bulletin inserts
  - Birthday cards
  - Reminders from the pulpit

**Conclusion & Next Steps**

CRUZA is a community-based participatory research partnership aimed at shifting the focus from intervention delivery on an individual level to a focus on enhancing the capacity of community organizations.

CRUZA intends to activate collective resources to translate scientific evidence into strategies that increase cancer screening among Latinos in Massachusetts.

**Contact Info & Acknowledgments**

Web: umb.edu/gastoninstitute
Email: gastoninstitute@umb.edu
Phone: (617) 287-5790
Publications: scholarworks.umb.edu/gastoninstitute
Facebook: facebook.com/gastoninstitute
Twitter: @gastoninstitute

CRUZA is a sub-project of the U54 UMass Boston - Dana-Farber/Harvard Cancer Center Research Partnership, funded by the National Cancer Institute (U54 CA 168732).