



We are 69% Hispanic:

- 4.9 M people (31% NHW, 4% AA)
- Unique population characteristics:
 - Age (40% < 25 years of age)
 - Language (41% speak Spanish as primary language)
 - Income (24% in poverty; \$30,135 per capita personal income)
 - Education (26% No HS education)
 - Military veterans (9%)



Outreach to Address Health Equity

Mays Cancer Center



SCREEN TO SAVE: MCC CHWs educated 460+ and gave 250+ screening kits given at FQHCs (50% completion) ... 20% ↑ in colorectal cancer knowledge



MAMMOGRAM VAN: Van has reached 3,000 underserved rural women a year



QUITXT: Bilingual service for smartphones that sends culturally and linguistically competent messages via text or Facebook Messenger to coach South Texans to quit smoking

Strengthen Community Partnerships for Health Equity

Mays Cancer Center



LIBRARIES & SCHOOLS: Set up tables to provide cancer education materials to visitors at Collins Garden Library, Memorial Library, Las Palmas Library, etc.



CHURCHES: Participate in church congregant meetings via their Family Service Association to provide cancer education, trial recruitment, participate in special events



CLINICS: Work with local clinics and organizations to provide cancer education materials and promote our projects and MCC services at events

Expand Community Partnerships for Health Equity

Mays Cancer Center



Salud America!

- Curate health equity content for 2,000+ digital network in San Antonio via website, social media, email
- Advocacy education and tools for achieving changes for health equity
- 275 documented health policy/system wins (i.e., a voting body unlocking schoolyards, starting food pantries)



Grassroots Orgs / AHECs

- 5 AHEC Regional Coordinating Centers (see map)
- Telemedicine
- Training/Outreach
- CHWs
- 4,000-person email list





Integrate CHWs

- We integrate Community Health Workers into care teams to identify barriers that might be preventing patients from adhering to cancer screenings
- Additionally, nurse case managers and social workers are available for complex and high utilizer patients



Go Beyond Outreach for Health Equity Partnerships

Mays Cancer Center



Invest in culturally competent researchers, faculty, staff

- Raise awareness of the cultural beliefs of catchment population
- Address implicit bias
- Utilize community health workers, navigators, *promotoras*, social workers



Go Beyond Outreach for Health Equity Partnerships

Mays Cancer Center



Serve as the Community Voice

- Community voice that isn't siloed to patient councils or advisory boards
- Ensure that those voices are in the rooms and spaces where decisions are made, and made equitably
- MCC Speaker's Bureau



Go Beyond Outreach for Health Equity Partnerships

Mays Cancer Center



Small Business, Corporate Partners

- Address awareness, safety, and knowledge
- Farmworkers, natural gas/oil, hospitality sectors
- Healthcare coverage, occupational hazards are inequities toward cancer burden/prevention



Go Beyond Outreach for Health Equity Partnerships

Mays Cancer Center



Improve Data Collection

- Systematically collect SDoH data from patients
- Enables responding to needs in real time with community resources via partnerships

