



BREAST CANCER EDUCATION TOOLKIT FOR HISPANIC/LATINO COMMUNITIES

SECTION ONE: Who is the Audience?

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PURPOSE OF THIS SECTION

Whether you are planning a single outreach or educational event, or thinking about your organization's entire outreach and education program, it is critical to understand your audience. Understanding your audience will help you determine the type of outreach and education that will be most successful.

The purpose of this section is to support you in understanding more about your audience, particularly the Hispanic/Latino population in the U.S. This section will also help you to learn more about your specific community and some of the issues that are important to special audiences within this community, such as men, women under the age of 40 and older women.

Learning Objectives

After reading this section, you should be able to:

- Describe the diverse nature of the Hispanic/Latino populations living in the U.S.,
- Identify resources to help you learn more about the community you serve and potential partners,
- List how you can find partners serving your community, and
- Discuss the issues important for special audiences like women under the age of 40, older women and men.

SPECIAL FEATURES OF THIS TOOLKIT

Throughout this Toolkit, you will find definitions, tips or ideas, and resources that you can use to build your own knowledge and to improve your outreach and education program. Icons/pictures are used to identify each feature. The icons are:

Definition



Tip or Idea



Resources



Each time you see an underlined resource, click on it to go to a page containing links to relevant resources and educational materials.

Completing the Program Planning Square

Use this section of the Toolkit to help you identify your audience. To do this, you will need to consider:

- The countries or regions the Hispanic/Latino people in the community represent
- The primary language of the people in the community
- Preference for hearing or reading information in Spanish or English
- Whether both women and men will be part of the audience
- Ages of the audience members

This information can help you understand your audience and understand what issues may be important to them. As you read through the other sections of this Toolkit, you will learn that understanding your audience will also help you to tailor your message and identify the most appropriate *Educational Materials* for your audience.

A Note About the Use of “Hispanic/Latino”

There is ongoing debate regarding the most appropriate terminology for identifying Spanish-speakers who originate from the Caribbean, Central or South America, or Spain — regardless of race. “Hispanic” is a common term used among U.S. federal and state agencies to describe this broad and multi-cultural group. The term “Latino” has also emerged as an identifier for people who live in the U.S. but whose country of origin is in the Caribbean or Latin America¹.

For the purposes of this Toolkit, the term “Hispanic/Latino(a)” will be used to describe people of the many ethnic and racial backgrounds from countries in the Caribbean, Central and South America, Mexico and Spain.



Audience can be the individuals you are speaking with during a one-to-one conversation, group discussion or presentation. It can also be your target population. Because this Toolkit is intended to help you plan for both a single event or an organization’s outreach and education program, the term “audience” will be used throughout the Toolkit for both purposes.

Important and Useful Information About the Hispanic/Latino Population in the U.S.

How many Hispanic/Latino people live in the U.S.?

According to the 2010 U.S. Census, more than 50 million people in the U.S. identify as Hispanic or Latino (a population that has grown by 43 percent in the past decade). Hispanic/Latino people represent a total of 16.9 percent of the total U.S. population².

More than a quarter (36 percent) of the U.S. Hispanic/Latino population in 2011 was born outside of the U.S. One quarter of the Hispanic/Latino populations (25.1 percent) in the U.S. are non-U.S. citizens. Non-U.S. citizens may not access health care for a variety of reasons, such as they may not be familiar with the health care system or what resources are available. Also, those who are undocumented may not qualify for health insurance or they may fear being reported as undocumented. This has an impact on ability and willingness to obtain breast cancer screening and follow-up care.

Where do most Hispanic/Latino people in the U.S. live?

The southwestern region of the U.S. has the densest Hispanic/Latino population. Hispanics/Latinos account for 38 percent of the population of Texas and California and 47 percent of the population of New Mexico.

The Hispanic/Latino population in other parts of the country is growing. Between 2000 and 2011, there was an increase of more than 100 percent in the Hispanic/Latino population in states such as Georgia, Mississippi, Delaware, Maryland and Washington. There was also an 87 percent increase in the Hispanic/Latino population of Pennsylvania³.

The growing Hispanic/Latino population residing in the U.S. means that culturally-responsive outreach and education is increasingly important to help them enter and remain in the Breast Cancer Continuum of Care.²

What are the countries of origin of the Hispanic/Latino populations living in the U.S.?

While this Toolkit addresses the Hispanic/Latino population broadly, it is important to remember that Hispanic/Latino people come from many different regions and countries, each with its own culture and norms⁴.

Specific Hispanic/Latino Populations Residing in the U.S. ⁵	
Hispanic/Latino Population	Percent of Total Hispanic/Latino Population in the U.S.
Mexican	63%
Puerto Rican	9.2%
Central American (Costa Rican, Guatemalan, Honduran, Nicaraguan, Panamanian and Salvadoran)	7.9%
South American	5.5%

The term Hispanic/Latino includes people with different countries of origin, cultures, philosophies, attitudes, behaviors and life experiences. Due to the diversity of cultures within the Hispanic/Latino population, it is not possible to address the nuances of each specific group within the contents of this Toolkit. However, to conduct the most effective breast cancer outreach and education, it is helpful to be aware of the diversity within this population. It is also important to know which specific populations make up the community or communities that you serve.

Identifying Resources and Partners in Your Community

Prior to getting started with a new outreach and education program, or to further refine your current program, study which specific populations reside in the community you serve. The [Getting to Know the Community You Serve](#) educator tips can assist you in understanding the specific populations that reside in the community and issues that are important to them. This resource also provides guidance on identifying potential partners in reaching your target community.



[Getting to Know the Community You Serve](#)

Special Audiences

In addition to understanding the nature of the Hispanic/Latino population in your community, it is also helpful to know about the gender and age of your audience. This will allow you to tailor your talking points and the educational materials you offer, and provide breast health and breast cancer education that is most relevant for your audience. For example, screening mammograms are not generally recommended for most women under the age of 40. As a result, you might encourage these women to obtain a clinical breast exam if they have not had one in the past three years.

Tailoring your talking points can help you engage your audience. This allows you to help them understand how breast cancer impacts them individually and what actions they can take to address breast cancer. Below is a chart listing things you might consider when talking with women under the age of 40, older women and men.

You will find more detailed guidance for modifying your talking points for each of these audience members in the next section of the Toolkit and in the related resources listed below.

Special Audience	Talking Points Specific to the Audience
Women Under Age 40	<ul style="list-style-type: none">The majority of women with breast cancer are diagnosed later in life.Women under the age of 40 who are of average risk may not yet need a mammogram. If they are over the age of 20 and of average risk, then they should be getting a clinical breast exam at least every three years.
Older women	<ul style="list-style-type: none">Some women think that as they get older, they no longer need to get screened for breast cancer.However, risk of breast cancer increases with age, and mammography continues to be beneficial.There is no agreement about when women should stop getting mammograms, largely because there are few studies. Generally, women in good health and who would benefit from treatment if diagnosed with breast cancer should continue to get mammograms^{7,8}.Older women should talk with their doctor each year about the recommendation to get a mammogram.
Men	<ul style="list-style-type: none">Breast cancer in men is rare, but it does happen. Only about 1 percent of breast cancer cases in the U.S. occur among men.However, men often have women in their lives — mothers, aunts, sisters or partners — and can be affected by breast cancer through them.Men can coach or support the women in their lives to get screened and find the breast care support they need.

Related Educator Resources

After reading this section, you may have more questions about talking with your audience about breast cancer. Below you will find a list of resources to support you in learning about your audience, understanding how breast cancer impacts the Hispanic/Latino community and communicating across cultures.



Educator Resources

Learning Topic/Question	Educator Resources
How do I learn more about the community my organization serves?	<ul style="list-style-type: none">• <u>Getting to Know the Community You Serve</u>
How does breast cancer impact Hispanic/Latino communities?	<ul style="list-style-type: none">• <u>Breast Cancer Among Hispanic/Latina Women</u>• <u>Barriers to Screening and Health Care</u>
What should I consider when talking with someone of a culture different from mine?	<ul style="list-style-type: none">• <u>Culturally-Responsive Communication</u>• <u>Applying Culturally-Responsive Communication in Hispanic/Latino Communities</u>
Where can I find more information about tailoring my talking points for special populations?	<ul style="list-style-type: none">• Breast Self-Awareness Key Messages<ul style="list-style-type: none">• <u>Know Your Risk</u>• <u>Get Screened</u>• <u>Know What is Normal For You</u>• <u>Make Healthy Lifestyle Choices</u>
What if there are children in my audience?	<ul style="list-style-type: none">• <u>Tips for Handling Children in the Audience</u>

Summary of this Section

This section of the Toolkit should help you to think about the communities that you serve and consider questions like:

- What specific Hispanic/Latino populations reside in the community I serve?
- Where can I find resources to learn more about the community I serve?
- How can I find partners in serving my community?
- What issues are important for special audiences like women under the age of 40, older women and men?

IN THE NEXT SECTION

In the next section of this Toolkit, you will learn more about the Key Messages and find information you can share with your audience about breast health and breast cancer. More specifically, you will find information about the following:

- Breast cancer and its impact on the Hispanic/Latino community
- Actions people can take related to the Breast Self-Awareness Key Messages

Resources on tailoring talking points for special audiences are also listed.

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- 1 Hubbel, FA, Chavez, LR, Mishra ,SI, Magana, R, Valdez, RB. From Ethnography to Intervention: Developing a Breast Cancer Control Program for Latinas. *J Natl Cancer InstMonogr* 1995:109-115.
 - 2 American Community Report (2007-2011). US Census Bureau.
 - 3 Pew Research Center (2011). Statistical Portrait of Hispanics in the United States. Retrieved August 22, 2013 from http://www.pewhispanic.org/files/2013/02/Statistical-Portrait-of-Hispanics-in-the-United-States-2011_FINAL.pdf
 - 4 Hubbel FA, Chavez LR, Mishra SI, Magana R, Valdez RB. From Ethnography to Intervention: Developing a Breast Cancer Control Program for Latinas. *J Natl Cancer InstMonogr* 1995:109-115.
 - 5 U.S. Census Bureau (2011, May) The Hispanic Population: 2010 Census Briefs. Retrieved August 22, 2013 from <http://www.census.gov/prod/cen2010/briefs/c2010br-04.pdf>
 - 6 U.S. Preventive Services Task Force. Screening for breast cancer: U.S. Preventive Services Task Force recommendation statement. *Ann Intern Med.* 151(10):716-726, 2009.
 - 7 American Cancer Society. American Cancer Society recommendations for early breast cancer detection in women without breast symptoms. <http://www.cancer.org/Cancer/BreastCancer/MoreInformation/BreastCancerEarlyDetection/breast-cancer-early-detection-acrs-recs>, 2013.
 - 8 American Geriatrics Society. Breast cancer screening in older women. American Geriatrics Society Clinical Practice Committee. *J Am Geriatr Soc.* 48(7):842-4, 2000.
 - 9 American Cancer Society. Breast Cancer Facts and Figures 2019-2020 Atlanta, GA: American Cancer Society, 2019.