

CAMPEONAS

# Facilitators' Guide

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# Introduction

## *¡Celebremos la Vida!* and The *Campeonas* Project

### The Need

Breast cancer screening has not increased as much for Latina women as it has for women of other ethnic groups in the United States.<sup>1</sup> With the continuing growth of the Latino population, it is important to reduce the health disparities that this group faces in breast cancer screening, stage of diagnosis and 5-year survival rate.<sup>2</sup> The Behavioral Risk Factor Surveillance System (BRFSS) reported that women with the lowest rates of mammogram screening were those who did not finish high school, had annual household income less than \$15,000, lacked health insurance<sup>3</sup> and had limited English proficiency.<sup>4</sup>

The Latino population has the highest uninsured rates of any racial or ethnic group: 34% are without insurance compared to about 11% of non-Latino whites and about 21% of African Americans.<sup>5</sup> In addition, foreign-born non-citizens have an even higher rate: 45% have no health insurance.<sup>6</sup>

Breast-health education and outreach are important to a comprehensive screening program. Evidence-based interventions, including patient navigation, one-on-one education, use of small media and removal of financial barriers have been shown to increase screening.<sup>3</sup> Among the strategies to reduce cancer risks in the Latino community suggested by a 2012 report are greater use of screening, culturally appropriate lay health workers and targeted community-level interventions.<sup>7</sup> Many in the Latino community seek health information from trusted individuals, often older members of the community.<sup>8</sup>

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<sup>1</sup> Warren, AG, Londono, GE, Wessel, L, and Warren, RD (2006). Breaking down barriers to breast and cervical cancer screening: A university-based prevention program for Latinas. *Journal of Health Care for the Poor and Underserved* 17(3): 512-521.

<sup>2</sup> American Cancer Society (2009). "Cancer Facts & Figures for Hispanics/Latinos 2009-2011." Retrieved October 6, 2012 from <http://www.cancer.org/Research/CancerFactsFigures/CancerFactsFiguresforHispanicsLatinos/index>.

<sup>3</sup> US Census Bureau (2006). "US Census Bureau: State and County QuickFacts." Data derived from Population Estimates, Census of Population and Housing, Small Area Income and Poverty Estimates and State and County Housing. Retrieved August 4, 2010 from <http://quickfacts.census.gov/qfd/index.html>.

<sup>4</sup> Centers for Disease Control and Prevention (2010). Vital Signs: Breast Cancer Screening Among Women Aged 50-74 Years – United States, 2008. *Morbidity and Mortality Weekly* 59(26): 813-816. Retrieved October 6, 2012 from <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5926a4.htm>.

<sup>5</sup> Jacobs, EA, Karavolos, K, Rathouz, PJ, et al. (2005). Limited English Proficiency and Breast and Cervical Cancer Screening in a Multiethnic Population. *American Journal of Public Health*, 95(8): 1410-1416.

<sup>6</sup> DeNavas-Walt, C, Proctor, BD and Smith, J (2007). Income, Poverty and Health Insurance Coverage in the United States: 2006, US Census Bureau. US Government Printing Office, Washington, DC. Retrieved October 5, 2012 from <http://www.census.gov/prod/2007pubs/p60-233.pdf>.

<sup>7</sup> Siegal, R, Naishadham, D, Jemal, A (2012). Cancer Statistics for Hispanics/Latinos, 2012. *CA: A Cancer Journal for Clinicians*, 62(5): 283-298.

<sup>8</sup> Young, MM (2001). Hispanic Health Information Outreach. National Network of Libraries of Medicine. Retrieved August 4, 2010 from <http://nnlm.gov/evaluation/tools/index.html#A1>.

## History

Since 1994, the ¡*Celebremos la Vida!* (Let's Celebrate Life!) program has provided almost 5,000 mammograms to women in the Washington DC metro area. In addition, approximately 5,600 *Celebremos* participants, friends and family members have received culturally appropriate breast and cervical cancer education. *Celebremos* is a program of the Prevent Cancer Foundation, whose mission is to save lives through cancer prevention and early detection.

*Celebremos* has been a mainstay of the underserved Latina community in the Washington DC metro area, providing much-needed services and removing many barriers to health care. *Celebremos* participants receive breast and cervical cancer screening, health education, follow-up care (if needed, regardless of the ability to pay) and patient navigation services.

*Celebremos* is one of few programs in the area that screens underserved Latina women beginning at age 40 for both breast and cervical cancer free of charge, employs bilingual and bicultural staff and does not disqualify women on the basis of residency or documentation status. By removing financial, cultural and language barriers, *Celebremos* extends the benefits of breast and cervical cancer screening and education to women who otherwise would not be screened.

In 2012, the Foundation developed the *Campeonas* project as culturally appropriate educational outreach for Latina women of screening age, with the values of *familismo* and *personalismo*. Similar to *Promotoras*, *Campeonas* are lay individuals who share personal experiences of having had a mammogram with friends and family members to encourage them also to have annual mammograms. While the *Campeonas* project was designed for use with the *Celebremos* program, the project materials can be used with other programs serving similar populations.

## Starting Your Own *Campeonas* Program

Starting your own *Campeonas* program involves more than just training a group of *Campeonas*. See “Tips for Starting Your Own *Campeonas* Program” in the Training Resources section of this guide for information about managing a program and recruiting *Campeonas*. In addition, the Prevent Cancer Foundation staff and consultants are available to answer questions and provide support. For more information, write to [campeonas@preventcancer.org](mailto:campeonas@preventcancer.org).

## Intended Training Audience

### Facilitators for the Training

The *Campeonas* training is designed to be co-facilitated by two experienced trainers who:

- Are knowledgeable about breast cancer screening, especially mammograms;
- Have facilitated interactive trainings on sensitive topics such as breast health and breast cancer screening;
- Are fully bilingual in Spanish and English;
- Have had mammograms themselves;
- To the greatest extent possible share traits (e.g., age) in common with the *Campeonas* they will be training.

### Training Participants (*Campeonas*)

*Campeonas* are Latina women age 40 or older who have had mammograms within the last two years. They should be committed to educating and advocating for women's health and should be willing to talk share their own mammogram experiences to encourage friends and family members to get screened also.

## Training Goal

The goal of the *Campeonas* training is to prepare women who have had mammograms in the last two years to encourage their friends and family to get screened. With this training, *Campeonas* are able to increase the motivation and intention of their friends and family to get screened.

## Training Objectives

By the end of this training, participants will be able to:

- Describe the role of a *Campeona*;
- Explain three common myths about breast cancer and breast cancer screening—and why they are myths;
- Summarize the 3 Es (*escuchar, entender and empoderar*) and why they're important for *Campeonas* ;
- List the 5 Easy Steps of a *Campeonas* conversation;
- Start a conversation with female friends and family members about having a mammogram; and
- Refer factual questions about breast cancer screening to their clinic coordinator.

## Special Considerations for Training Facilitators

### Language Preference

This Facilitators' guide, including all resources to be distributed to training participants, is available in both English and Spanish. (The Spanish version is available at [www.campeonas.org](http://www.campeonas.org).)

Consider the language preference(s) of the women you will be training as *Campeonas*—and their friends and family members. Based on what you know about your *Campeonas* and the community in general, you may wish to conduct the training in Spanish and use all Spanish-language materials, all in English with English-language materials, or in a combination of the two.

### Comfort in Reading

In all aspects of the *Campeonas* program, be aware of and sensitive to the comfort of your *Campeonas* in reading. Some *Campeonas* may read materials (in Spanish and/or English) easily, while others may not.

During the training, never put *Campeonas* on the spot by asking specific individuals to read. If you are confident that there are strong readers in the group, you may wish to ask for volunteers to read certain items, such as the *novela* “A Timely Encounter”) (“*Un Encuentro Oportuno*”). To ensure that everyone in the group has access to all information in the training, read items such as the training agenda and handouts aloud to the group.

## Timing for the Training Agenda

The *Campeonas* training is designed to last four hours, including one 15-minute break. Times listed below are estimates. Your times for each activity may vary. For example, feel free to take a break whenever you think it makes the most sense. In the sample agenda below, the break is scheduled halfway through the training.

Activity Title	Time
Greeting and Introduction	35 minutes
<i>Campeona</i> Folder Show and Tell	20 minutes
Remembering My First Mammogram	20 minutes
Breast Cancer Myths and Barriers to Screening	35 minutes
Break	15 minutes
What Does a <i>Campeona</i> Do?	15 minutes
How Can We Communicate Better? The 3 Es	55 minutes
Summary, Graduation Ceremony and Evaluation	45 minutes

## Steps for a Successful Training

Here are suggested steps to follow to help ensure a successful *Campeonas* training experience. You can use it to help you prepare for, facilitate and complete follow-up activities for each training you do.

### Plan Logistics

- Choose the dates, times and location for the training.
- Reserve a training room large enough for participants to sit in a circle and to move around.
- Decide on incentives to be given to *Campeonas*. (See Tips for Starting Your Own *Campeonas* Program in the Resources section for additional information.)
- Recruit training participants for the session by word-of-mouth, flyers, or other channels appropriate to your setting. A group of 8–10 participants is recommended. For larger groups, you will need additional time for the training. Remember, *Campeonas* trainees are Latina women ages 40 or older who have had a mammogram, are fluent Spanish speakers and are interested in encouraging friends and family members to have a mammogram. A sample recruitment flyer is in the Training Resources section of this guide.

### Prepare to Facilitate the Training

- Select a co-trainer.
- Work with your co-trainer to decide how to share facilitation responsibilities.
- Read the step-by-step directions in the Training Outline section of this Trainer's Guide. You may wish to walk through the activities in your mind and practice out loud in front of a mirror or with colleagues or friends.
- Secure needed equipment, materials and supplies. A checklist is included as Trainer Tool #1 in the Resources section of this guide.
- Prepare incentives to be distributed during the training.

**Facilitate the Training**

- Arrive at least 60 minutes early to set up and prepare for the training.
- Set up the training room with chairs in a circle, and so that participants can move freely around the room.
- Set up snacks and drinks.
- Designate one person to greet women as they arrive and distribute name tags and folders.
- Facilitate the training according to the directions included in the Training Outline section of this guide.
- Keep the tone “light” by using culturally appropriate humor. (Keep in mind that humor may vary by country of origin.)

**Complete Post-Training Activities**

- Review evaluation comments and think about ways to improve future trainings.
- Take time to “debrief” with any co-trainers—discuss what went well, what you could improve upon in the future and how you worked together.
- Follow up with *Campeonas* to provide support, answer questions, brainstorm solutions to any challenges they may have, encourage them to complete their conversations and the *Campeonas* Log.

# Training Outline

## Icons

These icons (small pictures) are used throughout the Training Outline:



30 mins.

Check this icon for approximate activity time for that section of the training.



Refer participants to their *Campeonas* folders.



Refer to prepared newsprint or record ideas on newsprint.



Debrief (discuss) the activity with questions provided.

# Greeting and Introduction (35 minutes)

## Purpose

To introduce participants to each other and the trainer(s) and to create a welcoming, safe environment for the training.

## Materials, Equipment and Supplies

- Name Tags
- Easel and newsprint pad
- Markers
- Masking tape
- Soft, small ball
- Newsprint prepared with ground rules.
- Newsprint prepared with agenda *and/or* one copy of Trainer Tool #2, *Campeonas* Training Agenda, for each participant

## Activity Directions



5 mins.

### Greeting Participants

- Start the training by welcoming participants and explaining the following:
  - What you will be doing as *Campeonas* is extremely important and valuable to the Latino community.
    - It will change the lives of many Latinas who may not know the importance of breast cancer screening.
    - You could be saving someone's life.
  - When we are done with this training, you will all be *Campeonas*—champions for women's health who encourage friends and family members to get mammograms.
  - We'll learn about ways to talk with friends and family about this important topic, and will give you materials to make your conversations easy!
- Briefly introduce yourself and the other trainer(s).
- Go over "housekeeping" details—location of restrooms, snacks and drinks, fire exits, etc.



5 mins.

### Agenda

- Show participants the newsprint with the agenda (or distribute agenda handouts) and read the agenda aloud.
- Answer any questions participants may have.



10 mins.

## Ground Rules

- Explain the purpose of ground rules in the training.
  - Before we start, we are going to review some ground rules that will allow everybody to feel safe and trust each other.
  - This will facilitate the rapport between you as participants and between all of us.
- Show the ground rules written on the newsprint and read them out loud to the group.
- Lead a brief discussion using these questions:
  - How do you feel about having ground rules in a training?
  - What do you think of these ground rules?
  - What other ground rules would you like to add?
- Make notes on the newsprint if new rules are added
- Explain that throughout the training there will be some activities for everyone to participate in and that there are no “right or wrong” ways to participate.
- Tell participants that this training may be a bit different than other trainings or classes they have been to.
  - This training will be a shared learning process where everybody has something unique to contribute.
  - With this in mind, the trainers would like to hear from everyone on their thoughts and ideas.



15 mins.

## Getting to Know Each Other

- Explain the “Getting to Know Each Other” Game:
  - We are going to introduce each other with a fun game.
    - I will throw this ball to someone.
    - If I throw it to you, you will say your first name followed by an adjective starting with the first initial of your name and then the country you come from.
    - For instance: “I am Carolina and I am Cariñosa (affectionate). I come from Guatemala.”
    - Then the person holding the ball will throw it to someone else who hasn’t introduced herself yet.
    - We’ll keep going until everyone has introduced herself.
- Play the game until everyone has introduced herself.
- Thank participants for playing this game, and explain that you’re now going to move on to looking at the materials they will use when they talk with their friends and family members—their *Campeonas* folders.

# Campeona Folder Show and Tell (20 minutes)

## Purpose

To help *Campeonas* to get familiar with the materials they will need for their activities.

## Materials, Equipment and Supplies

- ❑ Prepared *Campeona* folder for each participant and trainer (See Trainer Tool #1 for a complete list of folder items)

## Directions



20 mins.



### Introduction

- Distribute *Campeonas* folders to the participants, keeping one for yourself to use during show and tell.
- Explain that this folder has all of the materials information that they will use when they talk to friends and family members about getting a mammogram.
  - In the right pocket are the materials that they, the *Campeonas*, will keep and use.
  - In the left pocket are materials that they will give to each friend or family member whom they talk to about having a mammogram.
- Draw participants' attention to My Commitment (*Mi Compromiso*), and explain that this is the commitment they are making to women in their community. Read the agreement aloud, inviting participants to join in if they feel comfortable.
- Continue to walk through each item in the folder, explaining them as you go:
  - Another item in the right pocket is a handout called What You Need to Remember from the *Campeonas* Training.
    - This sheet summarizes the main ideas we hope you will take from the training.
    - We will go over it in detail later when we talk about communication tips and the actual steps you will go through every time you talk to a friend or family member about having a mammogram.
    - You can use it to remind yourself about what you learned after the training.
  - Also in the right pocket you will find instructions for filling out a conversation log and the log itself.
    - You will record information on the log each time you talk with a friend or family member about having a mammogram.

- We will go over the log and instructions in detail later in the training, and your contact at the clinic will be available to help you if you have any questions.
- On the front of the left pocket is a business card for their *Campeonas* project coordinator or clinic contact.
  - S/he is the person to contact with any questions or problems you may have.
  - We will talk more later in the training about contact with him/her after the training.
- In the left pocket, you have a *novela* that shows a nurse and her friend having a conversation, and provides some basic facts about mammograms.
  - This handout will do all of the “hard work” for you—it shares the facts and information about mammograms so that you don’t have to. If a friend or family member asks a question about mammograms or other medical information, tell her to ask your clinic contact or coordinator.
  - You will read (or summarize) this with every woman you talk with and give her a copy to keep.
  - We will actually read this together in a little while.
- Also in the left pocket, you have a list of local programs that provide free mammograms.
  - If you take a look at this list, you will see that the list includes contact information for each program and a list of things to bring to an appointment.
  - You will give a copy of this handout to each friend or family member you talk with, so that they know where they can go to get a free mammogram.
- Tell participants that they will go over these materials more later in the training, and that it will help them to review them on their own at home.
- Answer any questions from participants.

# Remembering My First Mammogram (20 minutes)

## Purpose

By identifying feelings and barriers *Campeonas* experienced when they had their first mammograms, the exercise will help them to understand other women in similar situations. This exercise will also facilitate the learning process needed for the rest of the training session.

## Materials, Equipment and Supplies

- Easel, newsprint pad and markers
- CD player and relaxing music
- Tissues
- Newsprint prepared with discussion questions

## Activity Directions



10 mins.

### Guided Relaxation

- If possible, dim the lights in the room and play relaxing music.
- Explain the activity:
  - The purpose of the next activity is to think and talk about your experiences with having mammograms so that you can talk converse easily with friends and family members about this important topic.

#### Note to Trainer(s):

Because this is a type of relaxation activity that trainers may not be familiar with, a script is provided for your use. If you feel comfortable leading this type of activity, feel free to explain the directions in your own words.

- “Now we are going to do a 3-step exercise. The first step will be progressive muscle relaxation; the second, deep breathing; and the third, a guided self-reflection on your experience with the mammogram. I will do it with you.”
- “Sit comfortably. You may choose to sit on the floor or chair, take your shoes off if you want, close your eyes or keep them open—whatever feels most comfortable for you.”
- “In order for you to feel the difference between a relaxed and tense body, it is necessary to experience it by first tightening the muscles and then releasing the tension. Let’s first start with the forehead raising your eyebrows and letting go, now make a mad expression tightening your eyes, mouth and nose. Let go.”

- “Close your mouth tight, feeling your upper teeth pressing the bottom and tensing the jaw. Relax. Continue with the shoulders, raising them upwards for a few seconds, feeling the tightness in the back of the neck and then letting go. Continue with your arms by bending the elbows, tightening the arms and hands and then releasing the tension, the same with the stomach and buttocks, constraining and releasing the tension. Go to your legs, tightening the muscles and then releasing. Now your feet, bending them upward toward the body and then letting go.”
  - “Now, close your eyes and take 3 deep breaths; inhaling, holding the breath 3 seconds and exhaling slowly. Let’s do it together. Now listen to the music and envision a perfect place for relaxation and where you feel safe.”
  - “It could be a beautiful beach with white sand and a turquoise ocean and soft breeze. Or it could be the countryside, a green pasture and a church. It is your place.”
- Pause for 3 minutes, allowing participants to picture their relaxing places.
    - “Now, come back to the room. Open your eyes, and stretch your arms and legs.”
  - Pause briefly, giving participants a chance to stretch while you turn the lights back on and stop the music.



### My First Mammogram

- Explain that you’re now going to ask them some questions to get them thinking about their experience having their first mammogram. After you ask all three questions, *Campeonas* will have a chance to share their answers if they want to.
- Refer participants to the questions on the newsprint, and read the questions, pausing after each to allow participants to think quietly:
  - What or who helped you decide to get your first mammogram?
  - How was your experience?
  - How did you feel before, during and after your mammogram?
- Invite participants to share their experiences.
- Write words that participants use to describe their feelings (e.g., scared, relieved, happy, confused, etc.) on the newsprint.
- Acknowledge that women may have many different feelings—both good and bad—before, during and after a mammogram.



#### Note to Trainer(s):

If a participant gets upset during this activity, reassure her that any and all feelings are normal. Offer her a tissue if needed. Use your best judgment about whether to put your hand on her back to comfort her—or even offer her a hug.



- Thank them for sharing their experiences, and debrief the activity with these questions:
  - How did it feel thinking about your own first mammogram?
  - How could you use your own experiences having a mammogram when talking with other women?
- Emphasize that, as *Campeonas*, they will be helping to make other women's first mammograms easier and more positive.

# Breast Cancer Myths and Barriers to Screening (35 minutes)

## Purpose

This exercise is designed to help reinforce facts and dispel common myths about breast health and breast cancer. It will also identify barriers to health services. The exercise will help prepare *Campeonas* to talk with friends and family about mammograms.

## Materials, Equipment and Supplies

- Easel and newsprint pad
- Markers
- Masking tape
- One sheet of newsprint separated into three columns and labeled with the headings “Myths,” “Facts,” and “Barriers”
- Myths and Facts Talking Points (Trainer Tool #3) for your reference as needed during the activity
- Myths and Facts Statements (Trainer Tool # 4) copied onto colorful paper and cut out along the dotted lines
- A box or basket for Myths and Facts Statements
- Novela* “A Timely Encounter” (“*Un Encuentro Oportuno*”) (in *Campeonas* folders)

## Activity Directions



15 mins.

### Myths and Facts

- Tell *Campeonas* that this activity will give them a chance to talk about common myths and facts about breast cancer and about barriers to screening.
- Put prepared myth/facts statements in a box or basket and mix them up.
- Have volunteers pull statements out of the box or basket one by one and have participants tell you whether they think it is a myth or fact.

#### Note to Trainer(s):

As with all activities in this training, consider participants’ comfort with reading. You may wish to read the statements out loud.

- Place the statement in the correct column and reinforce information by sharing the Myths and Facts Talking Points
- Answer questions from participants.



10 mins.



## Barriers to Getting a Mammogram

- Invite participants to share barriers to screening—things that make women less likely to get a mammogram.
- Write participants' responses on newsprint.
- Add the following barriers if not shared by participants:
  - Absence of a primary doctor
  - Geographic isolation
  - Not knowing where to go
  - Lack of insurance
  - Lack of financial resources
  - Inability to speak English
  - Undocumented status
  - Lack of information
  - Working two jobs while maintaining a family
  - Child care
  - Fear
  - Denial of risk
  - Depression
  - Family issues
  - Physical disabilities
  - Illnesses
- Summarize the activity by asking participants these questions:
  - How can some of the myths we talked about be a barrier to getting a mammogram?
  - How can knowing about common myths and facts help you as a *Campeona*?
  - How can knowing about common barriers help you as a *Campeona*?
- Explain the following:
  - Myths and misinformation can be a barrier. For example, if a woman thinks that she's not at risk for breast cancer because she's only 45 years old, this can be a barrier to screening.
  - *Campeonas* are not expected to dispel myths or provide factual information—that is the job of the *novela*. By reading (or summarizing) this novela with every woman they speak to, they are helping to share facts and dispel myths. (Also, *Campeonas* can refer friends and family members to their clinic coordinator to answer questions.)
  - Being aware of common barriers can help you when you talk to women. For example, if you know ahead of time that a woman may have difficulties finding child care in order to get a mammogram, you could think ahead about someone who could watch her child(ren) during the appointment. If you have the time, you could even offer watch her child(ren)—either at her house or in the waiting room while she has her mammogram.





10 mins.

### **Novela “A Timely Encounter” (“*Un Encuentro Oportuno*”)**

- Refer participants back to the *novela* and explain that you will now read it together as a group so that everyone can get familiar with the information in it.
- Read the *novela* aloud to the group.

**Note to Trainer(s):**

You may ask for volunteers to take turns reading or read the *novela* to the group yourself depending on the literacy level of the group and the time available for the training.



- Lead a brief discussion with these questions:
  - What new information did you learn from the novela?
  - How do you think having the novela with you will help you as *Campeonas*?
- Explain the following about handling medical questions:
  - Friends and family members they may have medical questions about mammograms and breast cancer that aren't answered by the *novela*.
  - As we said before, *Campeonas* are not medical professionals, and they are not expected to know medical information.
  - If a friend or family member asks them a question that is not covered in the novela, they can say “I don't know,” and suggest that the woman ask her question over the phone or in person at the mammography clinic.
- Answer any questions that participants have.

## **Break (15 minutes)**

# What Does a Campeona Do?

## (15 minutes)

### Purpose

To explain the five steps *Campeonas* will go through every time they talk to a friend or family member about getting a mammogram.

### Materials, Equipment and Supplies

- What You Need to Remember from the *Campeonas* Training (Handout #2, in *Campeonas* folders)
- Newsprint prepared with the “5 Easy Steps”

### Activity Directions



15 mins.

#### 5 Easy Steps

- Explain that it is now time to start talking about what *Campeonas* will do to help encourage friends and family members to have a mammogram.
  - As *Campeonas*, they will be focusing on talking with women ages 40 and older who have never had a mammogram.
  
- Draw participants’ attention to the box at the top of What You Need to Remember from the *Campeonas* Training or to newsprint prepared with the 5 Easy Steps.
  
- Explain that there are 5 easy steps for *Campeonas* to remember when they talk to a woman about mammograms.
  1. The first step is to catch up with your friend or family member.
    - This means that you’ll take a few minutes to talk to her about whatever you would usually talk to her about—such as mutual friends, what’s going on with her life and her family and other concerns.
    - Catching up like this will make the rest of the conversation more comfortable for both of you.
  2. The second step is to tell her, in your own words, about your experience having a mammogram.
    - You don’t need to be a medical expert—just tell her about your own experience.
  3. The third step is to read or summarize the *novela* out loud with her and give her a copy to keep.
    - As we said before, this handout tells the basic facts for women about mammograms.



4. The fourth step is to give her the handout with the list of local programs with free mammograms and encourage her to get a mammogram.
  5. The fifth and final step is to record your conversation in the *Campeonas* Log in the folder; we will go over how to fill out the log later in the training.
- Of course, there are some times when a *Campeona* may start a conversation and realize it is not the right time to talk about mammograms, like when a friend or family member is upset or in a hurry.
    - In that case, she wouldn't go through all the steps.
    - We will talk more about how to handle that type of situation in the next activity.
- Explain that these steps may seem a little hard right now, but the next activity will give them a chance to see how these steps can be done—and to practice them, too.

# How Can We Communicate Better? The 3 Es (55 minutes)

## Purpose

To practice, through role playing, different ways to communicate with, encourage and empower women to take action to get a mammogram.

## Materials, Equipment and Supplies

- Newsprint prepared with the 3 Es
- Role-Play Slips, cut out and glued to index cards (Trainer Tool #5)
- Basket or box for role-play slips.

### Role-Play Tips

For the trainer demonstration, you will be acting out first an ineffective conversation and then an effective conversation. Scenarios for these two role plays are included in the Trainer Tool #5, Role-Play Slips. Decide ahead of time how you and your co-trainer will demonstrate these role-plays.

When *Campeonas* participate in role-plays, emphasize that this is a chance for them to practice in a safe, supportive environment.

- Give clear, detailed instructions before putting participants into roles.
- Set aside a special place in the room for people to do their role-plays. This helps emphasize when participants are—and are not—in role.
- Give participants a chance to ask questions before starting their role-plays.
- Have participants switch roles so that each person gets to play both parts.
- If participants slip out of role, help them get back into role. Gently remind them that this is a chance to act like someone else, and they will have a chance to talk about their experiences after the role-play is over.
- Release participants from their roles.
- Use open-ended questions to encourage participants to share their experiences in the role-play.

Adapted from on American National Red Cross. *Basic HIV/AIDS Program: Prevention Skills Guide for Training Instructors*. Falls Church, VA: American National Red Cross, 1997.

## Activity Directions



5 mins.



### Introduction: The 3 Es

- Explain that we're now going to move into talking about ways to communicate with friends and family about getting a mammogram.
- Refer participants to the prepared newsprint with the 3 Es on it, and explain that we will start by talking about the 3 Es: *escuchar*, *entender* and *empoderar*.
  - It is important for *Campeonas* to *escuchen* (listen) to what their friends and family members are talking about so that they are able to *entender* (understand) not only what they are saying verbally but also how they are saying it and become aware of the situation they are in.
    - Active listening means to genuinely show interest in the other person by listening carefully to what she says.
    - It also means paying attention to *how* the person responds, including if she is silent. How the person responds will help *Campeonas entender*, to get an idea about whether it is a good time to talk about mammograms.
  - With these elements, *Campeonas* can complete the next step to *empoderar* (empower) other women by motivating them to take action—to have a mammogram.
    - *Empoderar* may be a new word for some participants. It means to help other women become powerful, and is similar to *capacitar* or *facultar*.



20 mins.

### Role-Play Demonstrations: The Good, the Bad and the Ugly

- Explain that the trainers will now do two demonstrations of *Campeonas* talking with friends or family members.
  - The first demonstration will be a conversation that doesn't go well.
  - After the demonstration, participants will have a chance to point out what went wrong.
- Bring two chairs into the center of the circle and put on hats or other items to show that you are now role-playing. (You will take these off when you're not actually doing the role-play.)
- Act out the "Trainer Demonstration: Ineffective Conversation" role-play with your co-trainer.
- Ask participants to explain what went wrong in that conversation.
- Share the following points if not offered by participants:
  - This was not the right time to have a conversation about mammograms.
    - You could tell the aunt was having a bad day because of what she said, how she said it and her body language.

- In a situation like this, it is best to wait for another time to talk about mammograms.
- The *Campeona* did not demonstrate the 3 Es.
- The *Campeona* made up an answer to the medical question her aunt asked.
- Whenever a woman asks a medical question, you can look together to see if it is answered in the *novela*.
- If the answer is not answered in the *novela*, it is best to say “I don’t know” and suggest that she ask the clinic coordinator.
- Explain that the group will now move on to a well-done conversation
- Act out the “Trainer Demonstration: Effective Conversation” role-play scenario with your co-trainer.
- Ask participants to identify what went well in that conversation.
- Share the following points if not offered by participants:
  - The *Campeona* went through the first four steps of a conversation.
  - She demonstrated the 3 Es.
  - When the friend asked her a medical question, she said “I don’t know” and suggested that the friend ask someone at the mammogram clinic.
- Remind participants that this effective *Campeona* would also make sure to do the following in real life:
  - Give the woman copies of the *novela* and list of free mammogram programs.
  - Record the conversation in her log.



### Role-Play Practice

#### Note to Trainer(s):

Make sure to use the “Role-Play Tips” listed on the previous page when conducting these role-plays.

- Explain that participants will now have a chance to practice having conversations like the ones they will have as *Campeonas*.
  - This is a great way to get practice in a safe, supportive environment.
  - Due to time constraints, we will have a few pairs of volunteers practice for the rest of the group.
- Ask for two volunteers to come to the designated role-play chairs and put on hats (or wear gold medals).
- Ask one person to play the role of the *Campeona* and the other to play the role of the friend of family member.
- Have one member of the pair draw a role-play scenario from the containers.



- Give the pair 2–3 minutes to act out the scenario.
- Debrief the role-play as follows:
  - Person playing the friend or family member shares what it was like for her.
  - Person playing the *Campeona* shares what it was like for her.
  - Participants share:
    - What went well
    - Suggestions for improvement
  - Trainer shares:
    - What went well
    - Suggestions for improvement
- Have participants switch roles and repeat the role-play.
- Thank participants for taking the risk of role-playing.
- Have as many pairs practice (each with a different scenario) as time allows.
- Debrief the role-play experience using the following questions:
  - How will having seen the trainer demonstrations help you as *Campeonas*?
  - For those of you who did role-plays, what was the most challenging thing about having these role-plays?
  - How will practicing—or seeing other *Campeonas* practice—help you with the conversations you’ll have as *Campeonas*?
- Thank participants for their hard work.

# Summary, Graduation Ceremony and Evaluation (45 minutes)

## Purpose

To summarize and close the training.

## Materials, Equipment and Supplies

- Easel and newsprint pad
- Markers
- Masking tape
- My Commitment (*Mi Compromiso*) (in folders)
- Prepared certificate for each *Campeona*
- Button for each *Campeona*
- Evaluation Form for each *Campeona* (Trainer Tool #8)

## Activity Directions



### Brainstorm: Friends and Family Members I Can Talk To

- Explain that they will now take a few minutes as a group to think of people they can talk to as *Campeonas* about mammograms.
  - Remember, they will be focusing their efforts on friends and family members who are 40 years of age and older and who have never had a mammogram.
  - Hearing other *Campeonas* ideas may help them think of people they can talk to, also.
- Invite participants to share
- Make a list of their ideas on newsprint.
- Encourage *Campeonas* to write down a list of friends and family members they can talk to. Suggest that they keep the list in their folders.



### Completing the Log

- Remind participants that each time they talk to a woman about having a mammogram, they will enter information on the log they looked at briefly before.
- Draw their attention to these handouts in their folders:
  - Guide for Completing the *Campeonas* Log
  - *Campeonas* Log
- Read through all of the information they will record on the log, using the Guide for Completing the *Campeonas* Log as needed.
- Ask participants to share ideas they have to help *Campeonas* who may not feel comfortable reading and writing.



**Note to Trainer(s):**

If not offered by participants, suggest that *Campeonas* can ask partners, friends, or family members for assistance with the log—and their other materials—as needed.

- Provide the following information about ongoing contact after the training:
  - To whom they will turn in their logs—and when.
  - How often and through what method (e.g., phone, mail, email) their contact person will be in touch with them.
  - Anything else they should know about contact and support after the training.
- Remind participants that they can always contact their program coordinator or clinic contact, whose contact information is on the card in their folder, any time with questions or problems.
- Answer any questions from participants.

**Messages I Will Take From the Group**

- Explain that the next activity will hopefully help *Campeonas* leave today's training with optimism and positive energy.
- Ask *Campeonas* to stand and form a circle.
- Explain the activity:
  - Each of us are going to think of a positive message to give to the group from the experience lived today so that everyone here starts the new journey as *Campeonas* enriched by each one of you. We will take turns expressing thoughts in 2 or 3 words.
  - I'll give you a minute to think.
- Ask participants to hold hands.
- Ask for a volunteer to share her message.
- Continue until all participant (and the trainers) have had a turn.
- Invite them to read aloud with you as you read My Commitment (*Mi Compromiso*) again, now that they are almost done with their training.





15 mins.

## Graduation Ceremony

- Explain that you will now have a graduation ceremony.
  - We wish you much success in your journey as *Campeonas* in action. Please receive these certificates and buttons as a testimony of your work. Wear this button with pride as you start important conversations with your friends and family members. Thank you very much for coming.
- Call *Campeonas* up one by one. Give them their certificates, buttons and incentives. Lead the group in clapping for each *Campeona* as she receives her materials.

### Note to Trainer(s):

You may wish to pin the buttons on *Campeonas*' shirts if you think they will be comfortable with this.



5 mins.

## Evaluation

- Distribute evaluation forms and ask participants to complete them. (You may wish to walk them through the form as a group by reading questions aloud.)
- Thank participants for their time and great work today, wish them luck and close the training.

# Training Resources

This section contains the following resources:

- Items to help start and manage a *Campeonas* project;
- Tools for facilitators to use during the *Campeonas* training;
- Handouts for *Campeonas* folders.

# Starting Your Own *Campeonas* Program

## Project Planning and Management

In planning your *Campeonas* project, consider the following:

- Who will fund your *Campeonas* project—Does your organization have funding that can be used, or will you need to apply for additional grant funding?
- Who will coordinate the project, managing all program-related activities and serving as point of contact for the *Campeonas* themselves?
- How many *Campeonas* total you will train?
- How many friends and family members each *Campeona* will be expected to talk with following the training?
- How will you recruit *Campeonas*?
- How will you communicate with your *Campeonas* before, during and after the training?
- How often will they be expected to turn in their logs, how, and to whom?

## Recruitment

In recruiting *Campeonas*, remember that *Campeonas* are Latina women ages 40 and older who have had a mammogram within the last two years. In addition, they should be committed to educating and advocating for women's health and should be willing to talk with friends and family members about their own mammogram experiences and to encourage other women to have mammograms.

A sample recruitment flyer is included on the next page.

## Incentives and Recognition for *Campeonas*

It is recommended that you offer an incentive for participation in the training and for talking with friends and family. A monetary gift is a positive way to enhance recruitment. Without an incentive, you may have difficulty recruiting *Campeonas*. The suggested range for incentives is \$30 to \$60. Monetary gifts should be divided in to two parts—with part given after training is completed and the rest given after *Campeonas* complete a minimum number of conversations and turn in their logs. It is essential to be clear with *Campeonas* from the first contact about how much they will be given and how payments will be broken up. Ideally, funding for incentives will be written into the project budget.

*Campeonas* also receive the additional incentives of a certificate and button. If your budget allows, you may want to provide *Campeonas* with t-shirts and/or tote bags, as well. Beginning with recruitment, it is important to reinforce the idea that being a *Campeona* is a "labor of love," and that they will be making a positive contribution to the community. Recognition and celebration are an essential part of post-training follow-up activities. For example, you may wish to plan a party with food, a raffle, balloons, cheers and cake at which *Campeonas* can turn in their completed logs.

## Questions?

Prevent Cancer Foundation staff and consultants are available to answer questions and provide support. For more information, write to [campeonas@preventcancer.org](mailto:campeonas@preventcancer.org).

## Campeonas Recruitment Flyer

This flyer can be downloaded and revised in Microsoft® Publisher at:  
[www.campeonas.org](http://www.campeonas.org)

  
¡Celebremos la Vida!



Have you had a mammogram in the past 2 years?  
Then you know that find breast cancer early saves lives!  
Would you like to encourage your friends and family who are over 40 to get  
mammograms?  
Then don't wait! Sign up to become a Campeona!

If you answered yes to these questions, sign up to take this free class lasting 4 hours and you will become a Campeona.

The Spanish Catholic Center (through the Celebremos La Vida program) will host a free Campeonas class for those women who wish collaborate with this important mission in the community!

**Refreshments:** Light snacks and drinks will be included.

**When:** Wednesday, August 15, from 1-5pm

**Where:** Spanish Catholic Center  
12247 Georgia Avenue  
Silver Spring, MD 20902

**Requirements:**

- Must have had a mammogram in the last two years.
- Must be 40 years or older.
- Must be committed to do something important about women's health: motivate women to have an annual mammogram after the age of 40.

You will receive compensation by becoming a Campeona and talking with friends and family about getting screened.

For more information about becoming a Campeona, or to sign up for the class, contact Dorys Peraza at (301) 434-8985 ext. 953 or by email at [Dorys.Peraza@CatholicCharitiesDC.org](mailto:Dorys.Peraza@CatholicCharitiesDC.org).

# Trainer Tool #1

## Materials, Equipment and Supplies Checklist

The following items are needed for a *Campeonas* training:

- Water, juice and healthy snacks
- Name tags (one per participant)
- Easel and newsprint pads
- Markers
- Masking tape
- A soft, small ball
- A pen and pad for note-taking for each participant
- Tissues
- A basket or box to hold myth/fact statements and role-play index cards
- CD player and relaxing music
- A hat for participants to wear when they do their role-plays
- Incentives, prepared to be distributed to participants toward the end of the training
- Optional: A toy trophy and Olympics-style gold medals, to emphasize the idea of *Campeonas* as “champions” for health in their communities
  
- A labeled 2-pocket folder with slits for a business card containing the following for each participant:

*In the right pocket (items for Campeonas to keep):*

- One copy of My Commitment (*Mi Compromiso*) (Handout #1)
- One copy of What You Need to Remember from the *Campeonas* Training (Handout #2)
- One copy of Guide for Completing the *Campeonas* Log (Handout #3)
- Three copies of the *Campeonas* Log (Handout #4)
- A business card for the program coordinator or clinic contact that will be the *Campeonas*' main point of contact after the training.

*In the left pocket (items to give to friends and family):*

- 15 copies of the *novela* “A Timely Encounter” (“*Un Encuentro Oportuno*”) (Handout #5)
- 15 copies of a list of local bilingual programs with free mammograms (A sample for the Washington, DC area that you may wish to use as a model for your own program is included as Handout #6 in the Resources section of this guide.)

- Items to be handed out to participants over the course of the training (one per participant):
  - Trainer Tool #2: *Campeonas* Training Agenda
  - Trainer Tool #6: *Campeona* Button (Note that buttons will need to be ordered ahead of time.)
  - Trainer Tool #7: *Campeona* Certificate (Note that certificates will need to be revised for your program and printed with participants' names.)
  - Trainer Tool #8: Evaluation Form
  
- Items to be used by the trainer(s) during the training:
  - Trainer Tool #3: Myths and Facts Talking Points
  - Trainer Tool #4: Myths and Facts Statements
  - Trainer Tool #5: Role-Play Slips

- 6 sheets of newsprint prepared as follows:

<b>Agenda</b>			<b>Ground Rules</b>	<b>Discussion Questions</b>
Greeting and Training Introduction <i>Campeona</i> Folder Show and Tell Remembering My First Mammogram Breast Cancer Myths and Barriers to Screening Break What Does a <i>Campeona</i> Do? How We Can Best Communicate: The 3 Es Summary, Graduation Ceremony and Evaluation			<ul style="list-style-type: none"> <li>• What is said in the group stays in the group.</li> <li>• Respect each other.</li> <li>• There are no stupid questions.</li> <li>• Fully participate in the activities.</li> <li>• One person talks at a time.</li> <li>• Turn off cell phones.</li> </ul>	<ul style="list-style-type: none"> <li>• What or who helped you decide to get your first mammogram?</li> <li>• How was your experience?</li> <li>• How did you feel before, during and after your mammogram?</li> </ul>
<b>Myths</b>	<b>Facts</b>	<b>Barriers</b>	<b>5 Easy Steps</b>	<b>The 3 Es</b>
			<ol style="list-style-type: none"> <li>1. Catch up with your friend or family member.</li> <li>2. Tell her about your experience having a mammogram.</li> <li>3. Read "A Timely Encounter" ("<i>Un Encuentro Oportuno</i>") with her, and give her a copy to keep.</li> <li>4. Give her a copy of the local list of free mammogram programs, and encourage her to make an appointment.</li> <li>5. Record your conversation in the <i>Campeonas</i> Log.</li> </ol>	Escuchar Entender Empoderar

## Trainer Tool #2 *Campeonas* Training Agenda

<b>Activity Title</b>	<b>Time</b>
Greeting and Introduction	35 minutes
<i>Campeona</i> Folder Show and Tell	20 minutes
Remembering My First Mammogram	20 minutes
Breast Cancer Myths and Barriers to Screening	35 minutes
Break	15 minutes
What Does a <i>Campeona</i> Do?	15 minutes
How Can We Communicate Better? The 3 Es	55 minutes
Summary, Graduation Ceremony and Evaluation	45 minutes

## Trainer Tool #3

### Myths and Facts Talking Points

This sheet of talking points is for trainers to use when explaining why statements are either myths or facts.

#### Myths

*If a girl or woman bumps or bruises her breast, it can turn into breast cancer.*

- This is a myth. Bumps and bruises on someone's breast do not cause breast cancer.
- Breast cancer (and other types of cancer) is caused by abnormal cells that grow out of control.<sup>1</sup>

*Sleeping in a bra—especially an underwire one—can give someone breast cancer.*

- This is a myth. There is no scientific proof to show that sleeping in a bra can give someone breast cancer.
- Breast cancer (and other types of cancer) is caused by abnormal cells that grow out of control.<sup>1</sup>

*Most cancerous lumps are painful.*

- This is a myth. The truth is that most breast cancer lumps *do not* hurt.<sup>2</sup>

*You can catch breast cancer from someone who has it.*

- This is a myth. Breast cancer is not spread from person to person.

*There are herbs that can cure cancer.*

- This is a myth. There are no herbs that have been shown to cure cancer.<sup>3</sup>

#### Facts

*When it comes to breast cancer, breast size doesn't matter.*

- Breast size and shape have nothing at all to do with a woman's risk of breast cancer.

*It is safe to use antiperspirants/deodorants.*

- There have been a lot of rumors about using antiperspirants or deodorants increasing a woman's risk of getting breast cancer.
- There is no scientific evidence that this is true.<sup>4</sup>

*Most women with breast cancer do not have a relative who has had it.*

- The fact is that most women with breast cancer *do not* have a relative who has had it.
- Only 5–10 percent of women with breast cancer inherited it.<sup>5</sup>

*It is important for women to know what is normal for their breasts.*

- Women should see their health care provider as soon as possible if they notice any of these changes.<sup>6</sup>
  - Lump, hard knot or thickening inside the breast or underarm area
  - Swelling, warmth, redness or darkening of the breast
  - Change in the size or shape of the breast
  - Dimpling or puckering of the skin
  - Itchy, scaly sore or rash on the nipple
  - Pulling in of your nipple or other parts of the breast
  - Nipple discharge that starts suddenly
  - New pain in one spot that doesn't go away

*It is recommended that women start having yearly mammograms at age 40.*

- This is the recommendation,<sup>7,8</sup> and this is why *Campeonas* focus their efforts on women who are 40 years of age or older.

<sup>1</sup> Susan G. Komen for the Cure. Factors That Do Not Increase Risk. Retrieved July 12, 2012 from <http://ww5.komen.org/BreastCancer/FactorsThatDoNotIncreaseRisk.html>

<sup>2</sup> American Cancer Society. "Signs and Symptoms of Breast Cancer." Retrieved September 28, 2012 from <http://www.cancer.org/Cancer/BreastCancer/MoreInformation/BreastCancerEarlyDetection/breast-cancer-early-detection-signs-symptoms-br-ca>.

<sup>3</sup> Centers for Disease Control and Prevention. Breast Cancer Treatment. Retrieved July 12, 2012 from [http://www.cdc.gov/cancer/breast/basic\\_info/treatment.htm](http://www.cdc.gov/cancer/breast/basic_info/treatment.htm).

<sup>4</sup> National Cancer Institute, National Institutes of Health. "Antiperspirants/Deodorants and Breast Cancer: Questions and Answers." Retrieved July 12, 2012 from <http://www.cancer.gov/cancertopics/factsheet/Risk/AP-Deo>.

<sup>5</sup> American Cancer Society. "What Are the Risk Factors for Breast Cancer?" <http://www.cancer.org/Cancer/BreastCancer/OverviewGuide/breast-cancer-overview-what-causes>.

<sup>6</sup> Susan G. Komen for the Cure. "Breast Self-Awareness." Retrieved July 12, 2012 from <http://www.komen.org/BreastCancer/BreastSelfAwareness.html>.

<sup>7</sup> Susan G. Komen for the Cure. "Screening Recommendations for Women at Average Risk." Retrieved October 5, 2012 from <http://ww5.komen.org/BreastCancer/GeneralRecommendations.html>.

<sup>8</sup> American Cancer Society. "How is Breast Cancer Found?" Retrieved July 12, 2012 from <http://www.cancer.org/Cancer/BreastCancer/OverviewGuide/breast-cancer-overview-diagnosed>.

**Trainer Tool #4**  
**Myths and Facts Statements**

Copy this resource onto bright, colorful paper, and cut out “Myth” and “Fact” statements along the dotted lines. Put the statements in a box or basket, and mix them up.

**If a girl or woman bumps or bruises her breast, it can turn into breast cancer.**

**Sleeping in a bra – especially an underwire one – can give someone breast cancer.**

**Most cancerous  
lumps are painful.**

**You can catch breast  
cancer from  
someone who has it.**

**There are herbs that  
can cure breast  
cancer.**

**When it comes to  
risk of breast cancer,  
breast size doesn't  
matter.**

It is safe to use  
antiperspirants or  
deodorants.

Most women with  
breast cancer *do not*  
have a relative who  
has had it.

**It is important for women to know what is normal for their breasts.**

**It is recommended that women start having yearly mammograms at age 40.**

## Trainer Tool #5 Role-Play Slips

### Trainer Demonstration: Ineffective Conversation

*Campeona* approaches her aunt, who had clearly had a bad day. Even though her aunt is obviously upset, *Campeona* forges ahead and tries to get her aunt to listen.

When aunt asks a medical question that the *Campeona* doesn't know how to answer, *Campeona* makes up an answer that is clearly wrong.

### Trainer Demonstration: Effective Conversation

*Campeona* speaks with a dear friend. She goes through the first four steps of a *Campeona* conversation (but just pretends to read the novela).

When the friend asks her a medical question, the *Campeona* answers, "I don't know. That would be a good question to ask the person at the clinic when you schedule your appointment."

### Campeonas Practice Roles

Copy the slips below, cut them out along the dotted lines, and glue them to index cards for use in the *Campeonas* practice.

#### **Campeona Role-Play Practice A**

*Campeona* is at a family gathering. One of the attendees is her 50-year-old aunt. She knows that her aunt has never had a mammogram.

#### **Campeona Role-Play Practice B**

*Campeona* wants to talk to her sister, who is 45 years old. She knows that her sister has not had a mammogram. There is cancer in the family.

#### **Campeona Role-Play Practice C**

A *Campeona's* close friend, who is 42 years old and recently arrived from El Salvador, has 2 kids. While she was breast-feeding her youngest, she noticed a lump on her right breast and she felt a burning sensation. She confides this to the *Campeona* when she runs into the *Campeona* at the grocery store.

## Trainer Tool #6 **Campeonas Button Template**

The image for the *Campeonas* Button can be downloaded in .jpg format at:  
[www.campeonas.org](http://www.campeonas.org)



# Trainer Tool #7

## Campeonas Certificate Template

This certificate can be downloaded and revised in Microsoft® Publisher at:  
[www.campeonas.org](http://www.campeonas.org)



The certificate template features a decorative green border with a white scalloped inner edge. At the top center is the logo for the Prevent Cancer Foundation, which includes the text "prevent cancer" in a sans-serif font, a stylized green ribbon icon, and the word "FOUNDATION" in smaller letters below. Below the logo, the word "CERTIFICATE" is printed in a large, all-caps serif font. A horizontal line follows, with the text "Awarded to" centered below it. The main body of the certificate contains the text: "In recognition of her becoming a", followed by the word "Campeona" in a large, bold, serif font. Below this, it reads "Against cancer for family and friends" and "Educating and advocating for women's health" in a smaller, italicized serif font. At the bottom, there are three signature lines: two on the left for "Facilitator, Campeonas Trainer" and "Date", and one on the right for "Organization Representative" and "Date".

# Trainer Tool #8 Evaluation Form

This evaluation form can be downloaded and revised in Microsoft® Word at:  
[www.campeonas.org](http://www.campeonas.org)



## Evaluation Form

Date: \_\_\_\_\_

Location: \_\_\_\_\_

Instructors: \_\_\_\_\_

Please complete this evaluation form. For each of the following questions, mark (X) the column that best represents your opinion. A rating of 1 means that you strongly disagree with the statement. A rating of 5 means that you strongly agree. THIS FORM IS CONFIDENTIAL; YOU DO NOT NEED TO WRITE DOWN YOUR NAME.

	As a result of this training, I am able to:	Strongly Disagree		Agree	Strongly Agree	
		1	2	3	4	5
1.	Describe the role of a <i>Campeona</i>					
2.	Name three common myths about breast cancer and breast cancer screening—and why they are myths					
3.	Understand “The 3 Es” (escuchar, entender and empoderar) and why they’re important for <i>Campeonas</i>					
4.	Understand the “five easy steps” of a <i>Campeonas</i> conversation					
5.	Start a conversation with female friends and family members about having a mammogram					
	Please continue answering overall course questions:	Strongly Disagree		Agree	Strongly Agree	
		1	2	3	4	5
6.	I intend to use information gained from this training with my female friends and family members.					
7.	The presentation was clear and to the point.					
8.	The length of training was adequate for learning.					
9.	The activities and role plays increased my familiarity with the topic.					
10.	The workshop materials and handouts were helpful.					

## Open-Ended Questions

1. What did you **like the most** about the *Campeonas* Workshop?
2. What did you **like the least** about the *Campeonas* Workshop?
3. What was the most useful part of the workshop?
4. What was the least useful part of the workshop or what would you change about the workshop?
5. Do you feel ready to be a *Campeona*?
6. What topic from today's training would you have liked to spend more time on?
7. If you had a chance to improve the *Campeonas* training for future participants, what **would you change to make it better?**

# Handout #1

## My Commitment (*Mi Compromiso*)

This commitment can be downloaded and revised in Microsoft® Publisher at:  
[www.campeonas.org](http://www.campeonas.org)



### My Commitment As a Campeona

---

I, \_\_\_\_\_  
commit:

- To participate in the Campeonas training.
- To share my story and encourage 10 of my family and friends who are 40 years or older to have a mammogram to detect breast cancer.

As a Campeona, I am an educator, and I advocate for the health of my family and friends. I make a change in the lives of those I love.

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

#### Contact Information for Campeonas Program

Maria Gloria Elliott  
Campeonas Trainer  
202-966-8688

Maria José Vazquez  
Campeonas Trainer  
240-888-4523

Dorys Peraza  
Spanish Catholic Center Catholic Charities  
301-434-8985 ext 953



## Handout #2

# What You Need to Remember from the *Campeonas* Training

This handout can be downloaded in Microsoft® Word at:  
[www.campeonas.org](http://www.campeonas.org)



### What You Need to Remember from The *Campeonas* Training

#### 5 Easy Steps

1. Catch up with your friend or family member.
2. Tell her about your experience having a mammogram.
3. Read the novela "A Timely Encounter" ("*Un Encuentro Oportuno*") with her, and give her a copy to keep.
4. Give her a copy of the list of programs with free mammograms, and encourage her to make an appointment.
5. Record your conversation in the *Campeonas* Log.

#### The 3 Es

1. *Escuchar*: TO LISTEN to what your friend or relative says and how she says it
2. *Entender*: TO UNDERSTAND the meaning of her response and her situation
3. *Empoderar*: TO EMPOWER by motivating her to action because she believes she can do it

#### Other Tips

1. Be yourself: Warm, natural, respectful, and sensitive.
2. Let the conversation flow naturally, without pressure.
3. The purpose is to encourage the woman to get screened for breast cancer. Don't feel pressure to give medical information. Refer your friend or family member to your contact at your clinic.
4. In case of any problems or questions, call your contact at your clinic.

# Handout #3

## Guide for Completing the *Campeonas* Log

This handout can be downloaded and revised in Microsoft® Word at:

[www.campeonas.org](http://www.campeonas.org)



### Guide for Completing the *Campeonas* Log

**Purpose of the Contact Log:** To assist *Campeonas* with collecting and tracking information about their conversations with the women they contacted

The Log has two (2) sections:

**Section I:** Provides information about you and the place where you were trained:

1. **Campeona's name:** First and last name
2. **City:** Name of the city where you live
3. **State:** Name of the state where you live
4. **Training Location and name of the organization:** City and State where you were trained and name of the organization providing the training

**Section II:** Provides information from the women you talked to:

1. **Date of the conversation:** Month, day and the year (e.g., 01/01/12)
2. **Name of the woman you talked to:** Only first name is required
3. **Age:** For example, 40 years old
4. **Country of Origin:** Country where the woman you talked to was born (e.g., El Salvador)
5. **Relationship:** Your relationship with the other person (e.g., mother, sister, *comadre*, daughter, grandmother, friend, church member, or other)
6. **Materials from the folder:** *Novela* and the list programs with free mammography. (Indicate with a check mark (✓) if they were provided to the woman when you spoke to her.)
7. **Willing to have a mammogram?:** Mark Yes or No
8. **Comments:** Brief comments regarding your conversation if you think are needed

# Handout #4 Contact Log

This handout can be downloaded and revised in Microsoft® Word at:  
[www.campeonas.org](http://www.campeonas.org)

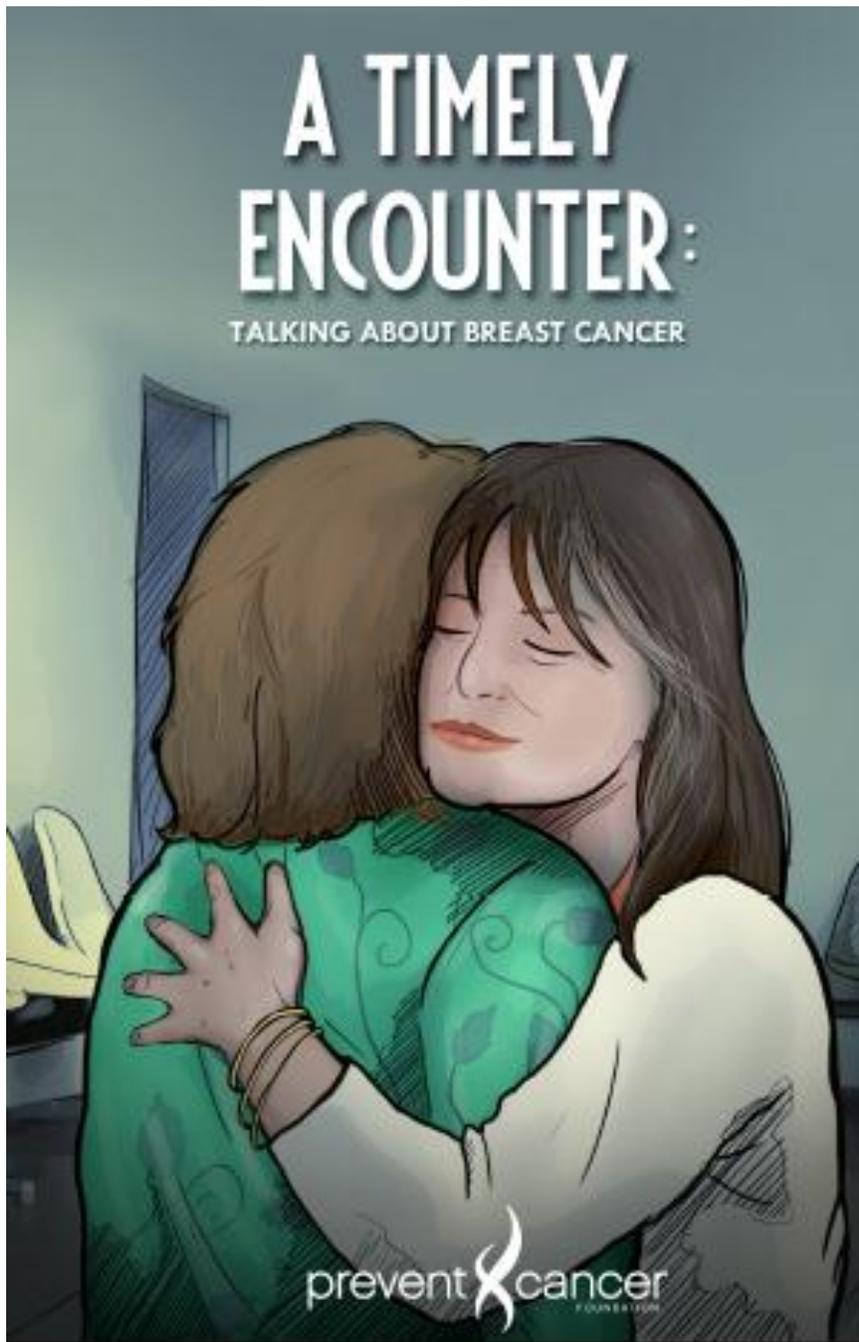


## Contact Log for Campeonas

Name of Campeona:							City:
Location of the Training & Name of Organization:							State:
Date of Contact	Name of the Person Contacted	Age	Country of Origin	Relationship (mother, sister, cousin, friend or other)	Shared <i>Novela</i> and list of programs with free mammography? (✓)	Willing to have a mammogram? (Yes or No)	Comments

**Handout #5**  
**Novela “A Timely Encounter”**  
**(“*Un Encuentro Oportuno*”)**

The complete *novela* can be downloaded from:  
[www.campeonas.org](http://www.campeonas.org)



# Handout #6

## Bilingual Programs with Free Mammograms (Sample: DC Metro Area)



### Bilingual Programs with Free Mammography In the Washington Metropolitan Area

(This information is subject to change, as organizations may change their schedules, availability or requirements.)

#### **Arlington Clinic**

Arlington Free Clinic provides low income, uninsured adult residents of Arlington County access to comprehensive medical care.

2921 11th Street South, Arlington, VA 22204

Phone: (703) 979-1400

[www.arlingtonfreeclinic.org](http://www.arlingtonfreeclinic.org)

#### **Capital Breast Care Center**

Low income with or without insurance

Ages 40-64 DC residents

Ages 50-64 Virginia residents

Requirements: Picture ID needed for individuals with insurance; Picture ID and proof of address is needed for those without insurance.

Phone: (202) 784-2700

#### **Community Healthcare Network**

CHCN was formed to provide primary health services for low income, uninsured residents of Fairfax County and the cities of Fairfax and Falls Church, who cannot afford primary medical care services for themselves and their families.

South County Location: 8350 Richmond Highway, Suite 301, Alexandria, VA 22309

Telephone: (703) 704-5333

#### **DC Project Wish Program**

Low income, uninsured residents of DC, Maryland and Virginia are eligible for mammograms if within the age of 40 and 64 years of age and pap smears if you are between the ages of 21 and 64

Requirements: has to be below 200% federal poverty level, have a valid ID and proof of address.

Phone: (202) 442-5900

#### **Every Woman's Life**

Through the VA Department of Health

Requirements: Must be 18-64 year old, resident of Virginia, have no health insurance or unable to afford

insurance deductible or insurance does not cover screening exams, and meet income requirements.

Limited Spanish available.

Telephone: (866) 395-4968

Email: [free\\_screens@vdh.virginia.gov](mailto:free_screens@vdh.virginia.gov)

Main Office: 109 Governor Street, 8th Floor, Richmond, VA 23219

Call to find an office/clinic near you.

#### **Family Resource Center**

Programs and services are open to everyone of all age groups, nationalities and cultural backgrounds. There is also no residency requirement or income requirements.

Culmore Family Resource Center: 3304B Culmore Court, Falls Church, VA 22041

Telephone: 703-379-5217

Springfield/Franconia Family Resource Center: 7224

Commerce Street, Springfield, VA 22150

Telephone: 703-644-0000

#### **George Washington Mammovan**

With or without medical insurance

Ages 40 and older

Residents of Virginia, DC, or Maryland

Requirements: photo ID and medical referral

Phone: (202) 741-3252

#### **La Clínica del Pueblo**

Does not offer mammogram on site however can provide a referral.

2831 15th Street, NW

Washington DC 20009

Phone: (202) 462-4788

#### **Mary's Center**

Do not offer mammograms on site however can provide a referral.

2333 Ontario Rd, NW

Washington DC 20009

Phone: (202) 483-8196

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*Stop Cancer Before It Starts!*

**The Prevent Cancer Foundation's mission is to save lives  
through cancer prevention and early detection.**

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