

# STOP HCC: A Community Outreach Approach

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## Introduction

The Research to Advance Community Health (ReACH) Center received a CPRIT Grant to establish a Quality Improvement Initiative in South Texas, focused on improving HCV screening rates among low income populations.



## Significance

Dissemination of evidence-based information, especially information that is an emerging threat to the livelihood of a growing community population, is essential to assure that it is being shared with the most hard to reach populations in our region. Hepatitis C is a huge threat, especially to “Baby Boomers” (born between the 1945-1965) and the ReACH Center has received CPRIT funding for the Stop HCC (Screen, Treat, or Prevent Hepatocellular Carcinoma) project to bring awareness to providers and community about the silent virus, the link to liver cancer, the cure Hepatitis C, and the new treatments used to cure patients.



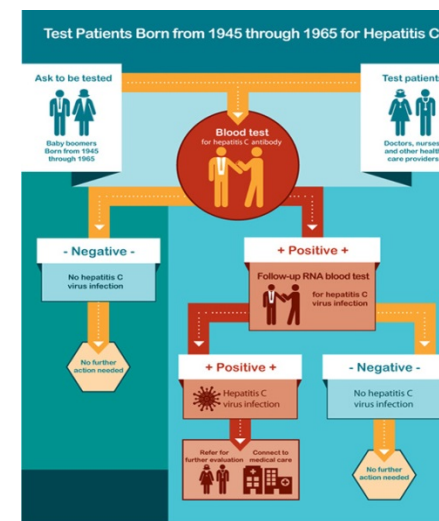
## Methods

We have a two stage approach to the CPRIT project.

### 1st Stage: Screening

Target population: “Baby Boomers” (born between 1945-196) who are primarily low-income, underserved, insured or uninsured, seeking health care in safety clinics in South Central and South Coastal regions of Texas.

USPSTF Recommendation: All “baby boomers” be screened once. Negative screen, no further action. Positive screen, advance treatment options. Education in all project phases provided by clinic staff and Practice Facilitator.



## Methods, Cont.

### 2nd Stage: Community Education

Presenting at health fairs and other community forums to educate not only the community but also health care providers on Hepatitis C awareness, the importance of screening and the availability of treatment.



## Progress to Date

To date, CPRIT project staff have educated over 300 providers about Hepatitis C prevalence, treatment, and management. We have also presented to over 150 community members at various health fairs and community presentations. Continually, we are told that the information shared is very much needed in their communities.

## Next Steps

Additional recruitment and training of peer educators across South Texas to disseminate information about Hepatitis C to various community groups.

The launch of STOP-HCV-HCC.com, a website that will include community resources of Hepatitis C prevention and treatment, in addition to resources for medical professionals and clinicians that have treated and cured Hepatitis C. Developed a bilingual “app” to aid patient education. Development of additional online videos for the community and video testimonials. We want to document and disseminate success stories of patients that have been successfully cured of Hepatitis C.



Atascosa Community Health Center



South Texas Family Planning & Health Corporation

