

# TALKING STORY

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School of  
Public Health



*union city apostolic church*





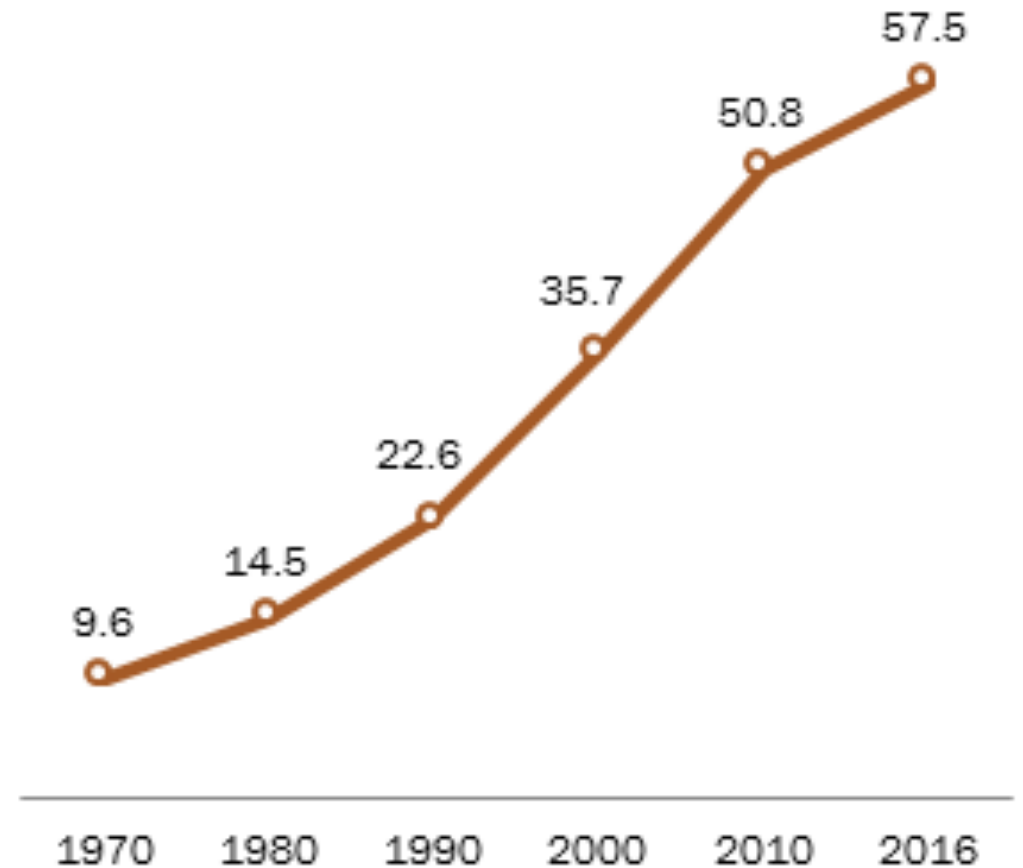


Latinos are the largest ethnic minority group.

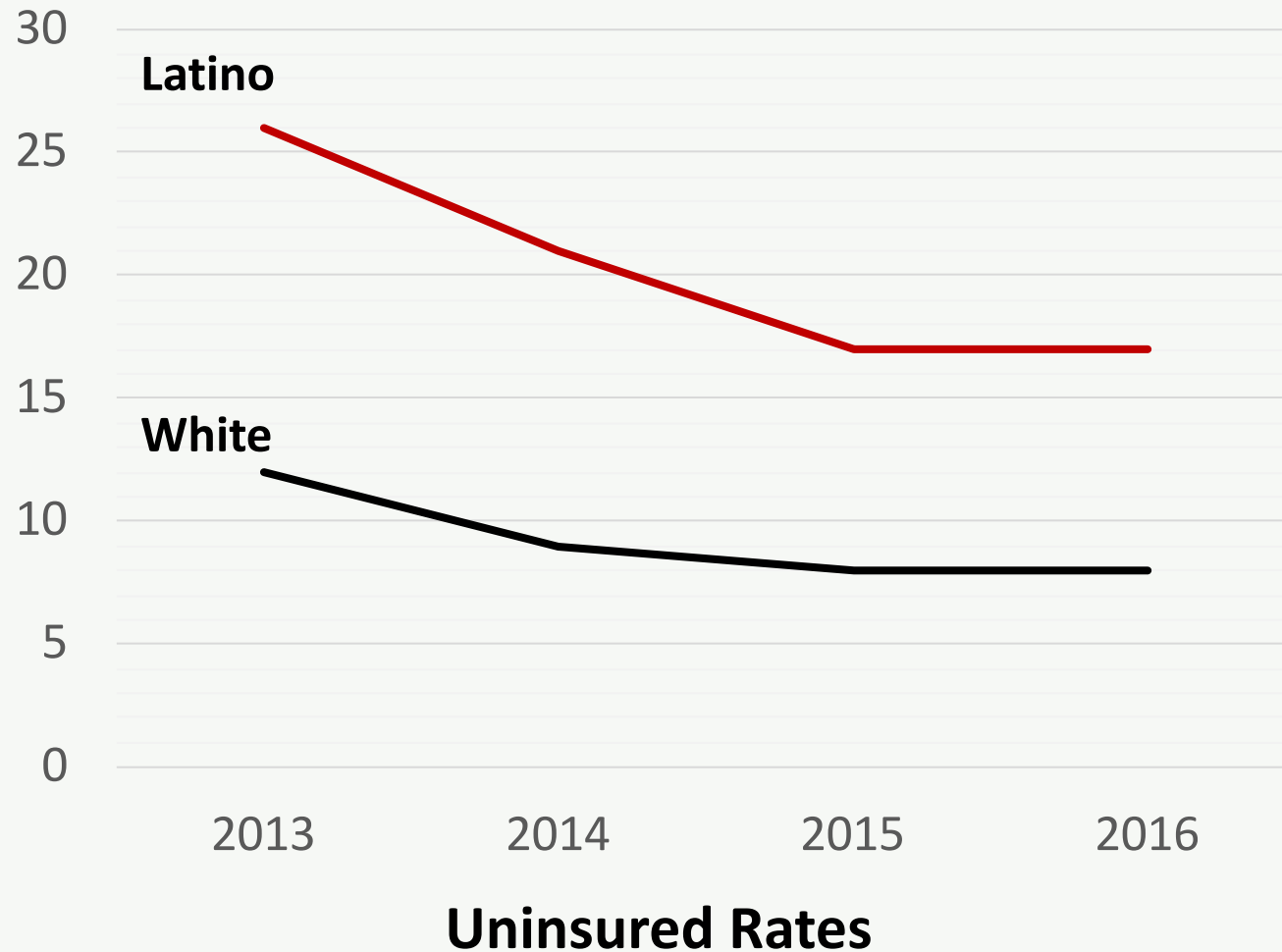
Latinos are the second-fastest growing ethnic group.

## U.S. Hispanic population hits new high

*In millions*



# Latinos are the least likely to have health insurance.



- No usual source of care
- Postponed or went without needed care due to cost
- Postponed or went without needed prescription drug due to cost

# Cancer is the leading cause of death among Latinos.

**Cancer (39,263)**

Heart Disease (37,799)

Accidents (15,711)

Cerebrovascular Disease (10,283)

Diabetes (8,546)

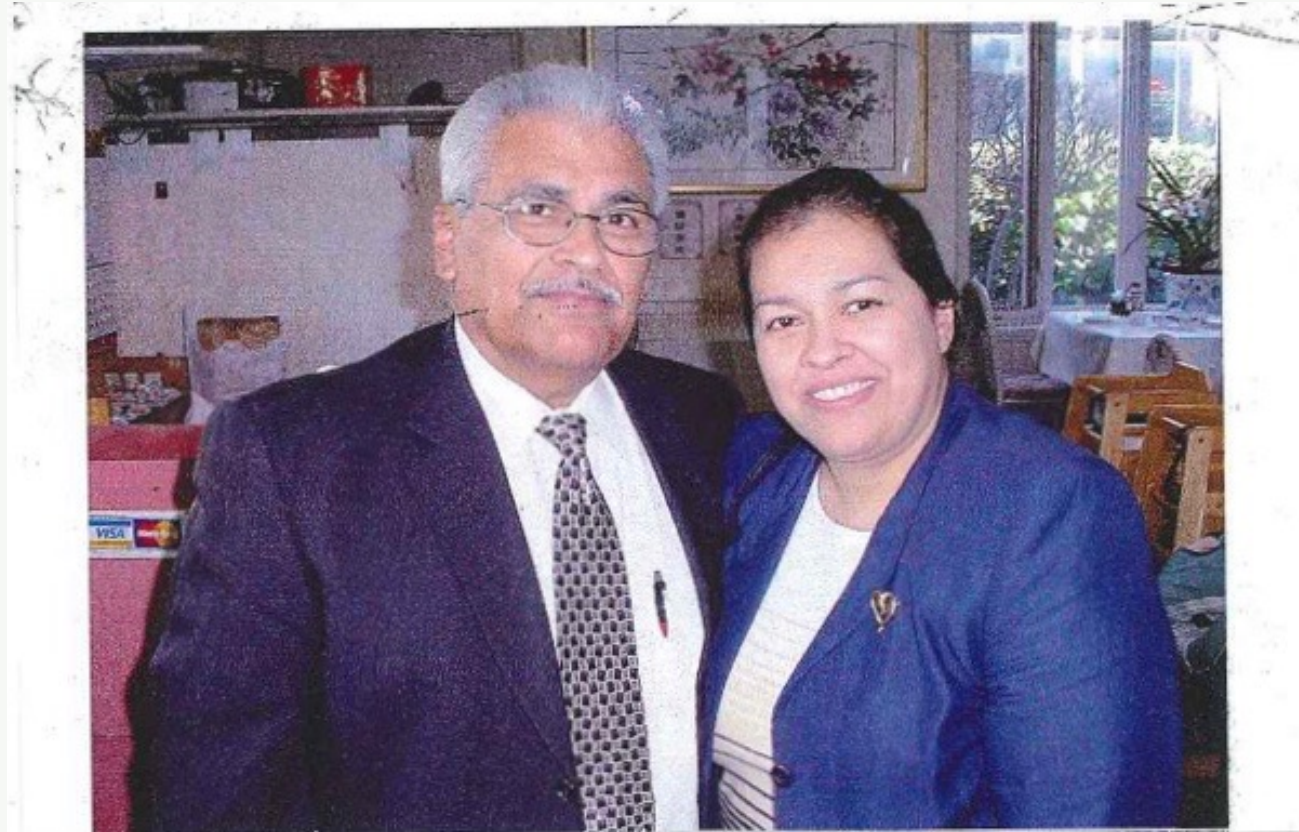
Alzheimer's Disease (6,833)

Chronic Liver Disease (6,141)

Chronic Lower Respiratory Disease (5,287)

Nephritis, Nephrotic Syndrome, & Nephrosis (3,775)

Dedicated to Tina and all those who have fought this fight.



“I shall not die, but live, and declare the works of the Lord.”  
(Psalm 118:17)

Colorectal cancer is the 2<sup>nd</sup> leading cause of cancer-deaths among Latinos.

### Estimated New Cases

Breast (24,000)

Prostate (13,900)

**Colon & Rectum (14,400)**

Lung & Bronchus (10,600)

Kidney & Renal Pelvis (8,000)

Non-Hodgkin Lymphoma (7,400)

Thyroid (6,800)

Uterine Corpus (6,700)

Leukemia (5,700)

Urinary Bladder (2,900)

### Estimated Deaths

Lung & Bronchus (6,100)

**Colon & Rectum (4,200)**

Liver & Intrahepatic Bile Duct (4,000)

Pancreas (3,300)

Breast (3,200)

Prostate (2,000)

Leukemia (1,900)

Stomach (1,900)

Non-Hodgkin Lymphoma (1,700)

Ovary (1,100)



# Part I: What are the facilitators and barriers to CRCs in this community?

## **Fatalism**

*God is a miracle worker, why do we need medicine?*

*Is it a lack of faith for me to get an exam every year? Or to do a colonoscopy? Don't I trust that God's gonna take care of me?*

## **“Modern Thinking”**

*If God wants to heal me, He doesn't necessarily have to do it through prayer, he can do it through medical treatment or through a doctor, he gave them the knowledge to do that.*

# Part II: Create digital stories

## **Group Workshop**

- Story circle
- Write script
- Record script
- Collect media (pictures, videos, audio)
- Create movie
  - Subtitles
  - Animations

## **Individual Workshop**

- Testimony
- Truncate testimony
- Record testimony
- Collect media (pictures, videos, audio)
- Create movie
  - Subtitles
  - Animations

# Part III: Facilitate viewing interventions

## Program

- 6PM • Check-in + Dinner
- 6:15PM • Introductions and Consent Forms
- 6:45PM • Pre-survey
- 7PM • Digital Story Viewing
  - An Ounce of Prevention is Better than a Pound of Cure by Art Lopez
  - A Daily Reminder by Trish Garcia-Herron
  - Unspeakable but Necessary by Arnold Cedillo
- 7:20PM • Water break
- 7:25PM • Digital Story Viewing Continued
  - When I Am Weak Then I Am Strong by Virginia Garcia
  - Changing the Odds by Bob Chavarria
  - The Golden Rule is Doing the Right Thing by Angie Reyes
- 7:45PM • Post-survey
- 8PM • Group Discussion

## Facilitators



Vicky Gomez  
Doctoral Candidate



Nazineen Kandahari  
Project Coordinator

*Thank you*  
for supporting your church  
community & promoting  
wellness!

*When I am weak,  
then I am strong*



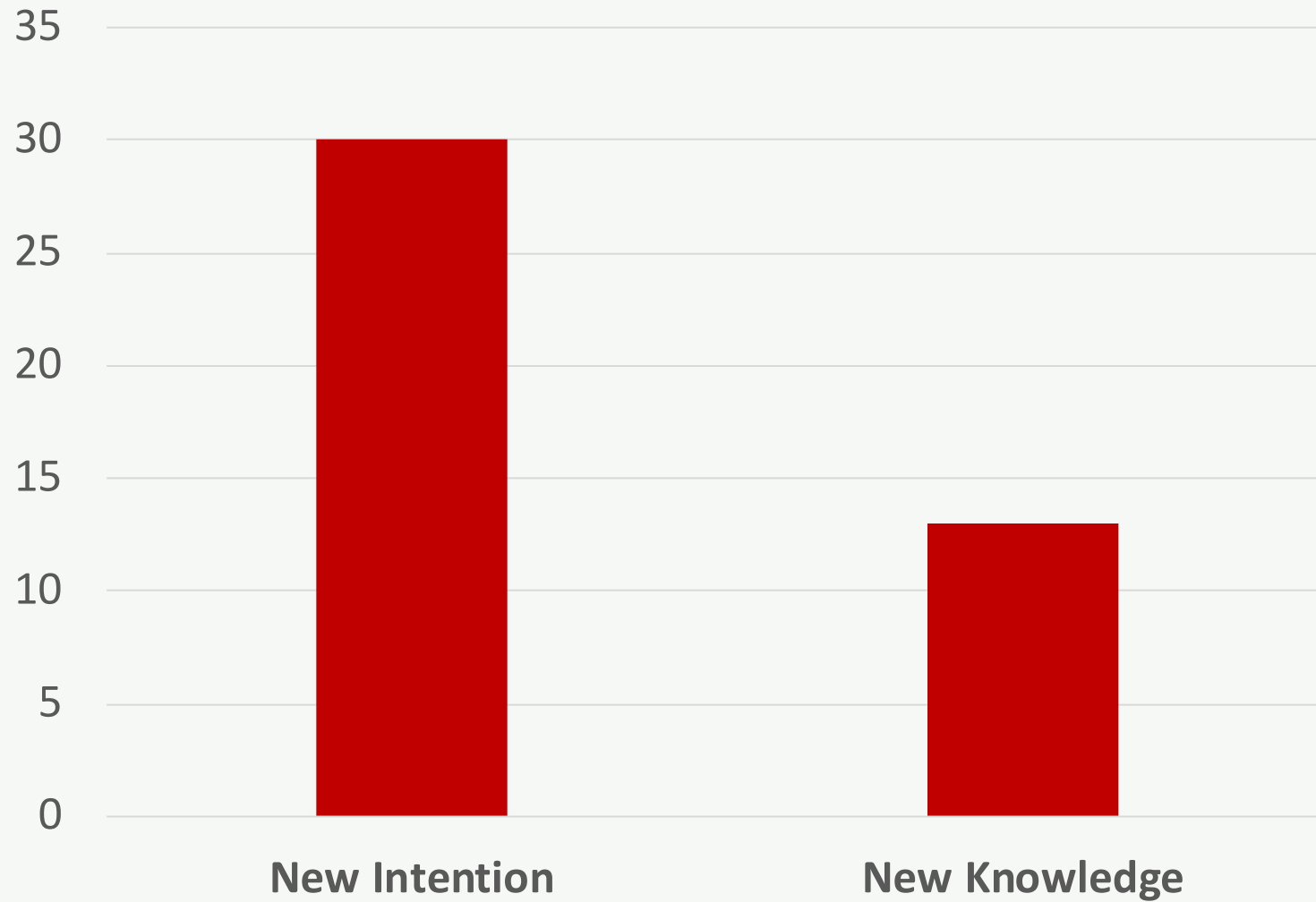
# Demographics: Storyviewers (1/2)

<b>Characteristic</b>	<b>Responses</b>	<b>N = 20</b>
<b>Age, years (SD)</b>		59.2 (8.49)
<b>Gender (%)</b>	Men Women	11 (55) 9 (45)
<b>Marital status (%)</b>	Married or partnered Divorced Widowed Single	14 (70) 2 (10) 2 (10) 2 (10)
<b>Education level (%)</b>	No school Grade school Some high school High school graduate or GED Some college, vocational technical school College graduate Graduate school	1 (5) 2 (10) 1 (5) 6 (30) 2 (10) 5 (25) 3 (15)

# Demographics: Storyviewers (2/2)

<b>Characteristic</b>	<b>Responses</b>	<b>N = 20</b>
<b>Employment (%)</b>	Full-time	8 (40)
	Part-time	2 (10)
	Retired	4 (20)
	Self-employed	3 (15)
	Other	3 (15)
<b>Income (%)</b>	< \$30,000	10 (50)
	\$30,001 - \$70,000	2 (10)
	\$70,001 - \$100,000	4 (20)
	> \$100,001	4 (20)
<b>Health insurance (%)</b>	Private	6 (30)
	Private and Medicare	1 (5)
	Medicare	2 (10)
	Medicare and Medicaid	3 (15)
	Pay out of pocket	3 (15)
	Uninsured	3 (15)
	Other	2 (10)

# Results: Storyviewers



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## Motivation to Screen

*I think it's a lot easier to go in and spend a day getting checked than to have to spend so much time preparing for the end of your life...And that's what this has done for me that's, you know, **that's the importance I got out of the whole thing.***



# Results: Storyviewers

## Adoption of “Modern Thinking”

*My faith now is placing the responsibility for my health decisions back on me. It's not all God's responsibility because He allows me choice and I didn't quite connect those two in the past...And then I could've shown God how appreciative I was for the body He allowed me to have. I took care of it.” So I think that fundamentally they're connected but I didn't really connect them before and now I am and I'm taking more responsibility now for it because God loaned it to me. So they're connected for me faith and health are connected.*

# Results: Storyviewers

## **Sense of Community & Comfort to Discuss Screening**

***You guys have started the discussion. It's in the public sphere now. It can't be put back and it will never go back now because it's going to become very common....Everybody's going to [be saying] “have you had it done? Have you had it done? Ok what are you waiting for?” You know, and it's just everybody's going to get it done, you know, so it's going to. You're normalizing it and that's good.***

***These stories reveal how connected we are to this disease. All of us.***

*What I liked is to see people that I know, that I work with, that I've known for a while, you know, it's real.*

# Results: Storyviewers

## Peer Learning & Support

*I think what opened my eyes is knowing that other people have done it in our church, they've kept it to themselves, but they were able to feel free to express it to help us and then the aftermath is talking about it [in the focus group]. That was very important because **a video can tell you a lot, but, for me, I really needed to learn more about it, and I thought hand-in-hand both of them [viewing and focus group] worked out really well.***

# Results: Storytellers

*My story, to me, it was my mom's story....But **this made me realize, “no, that this is my story, too.”** So it made me look at it differently which was a good thing. **Participating in this is a big deal and it made me even more motivated to do more to take care of myself.***



# Lessons Learned

- Digital storytelling
  - Multiple training techniques/settings
  - Scheduling
  - Technology literacy
  - High initial cost
- Digital storyviewing
  - Recruiting couples was feasible

# Future Directions

- Dissemination
  - Entire church (dedicated health service)
  - Different churches
  - Different denominations
- Spanish
- Different health topic
- Unaddressed barriers: uninsurance



Digital storytelling has demonstrated potential to positively influence the Latino church community to seek preventative healthcare.

# Thank you

Vicky Gomez, MPH, DrPH

Carol Somkin, PhD

Amani Allen, PhD, MPH

Joan Bloom, PhD

Union City Apostolic Church



# Digital Testimony: A colorectal-cancer screening promotion tool made by and for church-attending Latinos



Questions?

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