

Project Title: Head and Neck Cancer Screening and Education Within Oklahoma City's Multicultural Community

The targeted population

- Oklahoma City is home to a vibrant Asian immigrant community dating back to 1975. Asian diasporas in the United States are known to have a higher likelihood of developing specific head and neck squamous cell carcinomas (HNSCC) when compared to the Non-Hispanic White (NHW) population. Particularly, 59% of HNSCCs diagnosed in the South Asian population from 2004 to 2013 were oral cavity cancer (OCC) compared to 25% in NHW. Also, Chinese and Filipino populations had higher proportions of non-oropharyngeal HNSCCs, 64% and 47%, respectively, when compared to 9% in NHWs.¹
- A significant factor found in barriers to healthcare access in 13 Asian American communities was the lack of health fairs in underserved immigrant communities.² These fairs are usually their only opportunity for screening and health information, and the delay in routine medical care often results in late diagnoses that complicate treatment and leads to poorer outcomes. The late-stage diagnosis of oral cancer can effectively be minimized by routine screening and education on signs and symptoms that can be identified independently.

The methods to be used

- The University of Oklahoma Health Sciences Center Department of Otolaryngology is planning to host its Annual Oral Cancer Screening event at the Stephenson Cancer Center on Friday, April 21st, 2023. This event will be open to the general public, but we are making efforts to target our marketing specifically toward the South/Eastern Asian population within Oklahoma City. Attendees will undergo head and neck cancer screening checks provided by our team of otolaryngology faculty and residents, medical students, and other staff. We plan to also provide multilingual instructional materials educating attendees on early signs of oral cancer and how to properly perform their own screening checks. Attendees will also receive a pocket mirror and flashlight to use while performing their own screenings at home.
- We plan to translate our screening instruction materials into Vietnamese, Chinese, Korean, and Hindi, the predominant languages spoken by our target community.

- To advertise the event, we will partner with local community stakeholders like the Oklahoma City Asian District. We will also partner with local businesses and churches in the Asian District to help promote our screening event.

The expected outcome

- 100 attendees.

The expected impact on community health and/or on our knowledge and understanding of head and neck cancer prevention and early detection

- Ultimately, we hope to use this event to educate our community on the importance of oral cancer screening, specifically targeting underserved populations with an increased risk of oral cancer.

The estimate/actual cost of the project

- 100 Mirrors - \$242
- 100 flashlights - \$380
- Promotional materials (Flyers, TV/Radio Ads) - \$200
- Translation services and in-person interpreters - \$300

References:

1. Khosla S, Hershov RC, Freels S, Jefferson GD, Davis FG, Peterson CE. Head and neck squamous cell carcinomas among males of the three largest Asian diasporas in the US, 2004-2013. *Cancer Epidemiol.* 2021 Oct;74:102011. doi: 10.1016/j.canep.2021.102011. Epub 2021 Aug 17. PMID: 34416546.
2. Lee S, Martinez G, Ma GX, et al. Barriers to health care access in 13 Asian American communities. *Am J Health Behav.* 2010;34(1):21-30. doi:10.5993/ajhb.34.1.3