

January 26, 2024

Dear AHNS Cancer Prevention Service Community Service Awards Committee,

Thank you for your consideration of our proposal to 1) expand outreach of head and neck cancer education and screening events in San Francisco's Chinatown community, and 2) improve understanding of our event outcomes to tailoring outreach events.

San Francisco is a diverse city composed of several distinct geographic areas including San Francisco's Chinatown district. This district is one of the oldest Chinese communities in North America with immigrants arriving from the Taishan and Zhongshan regions in the 1800s to work on railroads and in mines. While these culturally distinct regions provide social connections and economic resources, racial/ethnic inequalities are often amplified. According to the American Community Survey, 62% of households in Chinatown live below 200% of the federal poverty level compared to 26% in the city of San Francisco. Additionally, the median household income in Chinatown is \$21,000 compared to the city's average of \$88,000. This makes Chinatown one of the most economically disadvantaged neighborhoods in San Francisco. In addition to demographic concerns, there is a known increase in prevalence of nasopharyngeal carcinoma among immigrants from southern China.

Race/ethnicity and socioeconomic status (SES) remain significant contributors to health inequities, making it particularly important to understand how these social determinants affect ear, nose, and throat conditions. SES has a well-studied association with hearing loss, with lower SES leading to a higher risk of hearing loss in adults. Head and neck cancer incidence, stage at presentation, and mortality has a similar relationship with SES and is additionally related to race/ethnicity. Therefore, early detection and care are vitally important to decrease morbidity and mortality.

This past year, we piloted an outreach program with a team of otolaryngology attendings and residents, an otolaryngology nurse practitioner, medical students, and translators from the University of California San Francisco (UCSF) and Zuckerberg San Francisco General Hospital (ZSFG). This program began with two bilingual



presentations at two local San Francisco Chinatown organizations (see photo of one event). After much interest was expressed by attendees and community leaders in formal head and neck screening, we began to plan our first event as a partner of the 2023 Chinatown Community Health Fair which included securing grant funding from the Asian Pacific American Medical Student Association (APAMSA), resources from the Head and Neck Cancer Alliance, creating English and Chinese translated surveys, and submitting to the UCSF IRB and cancer center. Additionally, our team coordinated with trained Mandarin and Cantonese translators, community

health partners, and ENT practitioners. We were able to successfully screen or provide resources to around 100 community members.

Over the past year, our goal was to assess feasibility and characterize the incidence of malignant and premalignant head and neck conditions in San Francisco's Chinatown community in order to create an interdisciplinary approach to these conditions, focusing on prevention and creating culturally appropriate outreach materials. We found that community-based head and neck cancer screenings are feasible and can screen individuals who do not routinely seek care. Interestingly, we also noted that attendees with a prior or current history of tobacco anecdotally deferred the physical exam accompanying head and neck cancer screening.

With the support of the 2024 Cancer Prevention Community Service Award, we plan to expand the number of community education and screening events through our relationships with community leaders. In addition to head and neck cancer awareness, we also plan to set up events centered around smoking cessation, a need that has been echoed by participants at prior outreach events. Finally, we will continue to elucidate how to best identify and screen high-risk individuals in SF Chinatown; this will be in the form of meetings with community leaders and focused questionnaires at outreach events. In close partnership with the Chinatown Community Development Center and NICOS Chinese Health Coalition, we will continue to build this program and form sustainable partnerships. The funding from this grant will go towards establishing a pipeline for future otolaryngology community outreach including high quality language concordant resources and future studies to evaluate the efficacy of delivery of these resources.

Targeted population: Community members in San Francisco's Chinatown; high risk populations include immigrant populations from Southern China and individuals with high use of tobacco and alcohol

Methods to be used: Cross-sectional surveys to understand the prevalence of various symptoms and risk factors associated with concerning findings; questionnaires on the acceptability of outreach and screening

Expected outcome: Increased awareness of head and neck cancers and understanding of resources to reduce risk factors and to get seek out care if there is a concern; data from questionnaires and community meetings to continue to tailor future events

Expected impact: Understanding of prevalence in this specific population, increasing awareness of head and neck cancer symptoms, lowering threshold for participants to seek care

Estimated cost: \$1000 total which will go towards printing resources during community outreach workshops (\$350), translation services (\$300), and supplies for screening events (\$350)

Any other available funding the project has or will receive: Currently none, but we will reapply for APAMSA's community outreach grant for up to \$250 and other institution grants

Thank you for your time and consideration!

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