

February 20, 2025

Dear AHNS Cancer Prevention Service Community Service Awards Committee,

Thank you for your consideration of our proposal to continue expanding outreach of head and neck cancer education and screening events in San Francisco's low-income community.

Last year, the committee funded our second annual head and neck cancer (HNC) screening in partnership with the Chinatown Community Health Fair where we have now been able to screen and provide resources to over 200 participants. With the funding, we were able to develop additional language-concordant resources in both simplified and traditional Chinese, hire medically certified interpreters for our in-person events, purchase supplies necessary for screening, and provide informational handouts to community members. In these events, we were able to identify concerning lesions and counseling regarding follow-up for referral from their PCPs. Additionally, we met with community leaders regarding barriers to accessing oncologic care from the community and conducted a comparison study to understand similarities and differences between demographics and symptom burden in the community versus those who present to our county hospital's (Zuckerberg San Francisco General) otolaryngology - head and neck surgery department. Finally, we received IRB approval to collect identifying information

for the purpose of following up with future health fair participants with concerning lesions.



*Chinatown Community Health Fair, October 2024: Counseling a participant and her husband with the help of our wonderful resident and Mandarin-speaking medical assistant.*

Based on the above data and experiences, we determined a need to identify higher-risk individuals and develop further resources in the

2025-2026 academic year. It is known that head and neck cancer incidence, stage at presentation, and mortality are associated with socioeconomic status and are additionally related to race/ethnicity and language barriers. Therefore, early detection and culturally sensitive care are vitally important to decrease morbidity and mortality. Within and beyond Chinatown, San Francisco is home to many Single Room Occupancy (SRO) buildings for low-income individuals and families. These buildings are home to more than 30,000 individuals—often low-income, immigrant populations whose primary language may include English, Mandarin, Cantonese, Toishanese, Spanish, Russian, and more. A typical SRO is a single eight (8) x ten (10) foot room with shared toilets and showers, sometimes with more than one family in a single room. The

residents of these buildings are a particularly vulnerable population who we hope to reach and evaluate what otolaryngologic concerns may be most prevalent.

With renewed support of the 2025 Award, we would be able to expand our outreach efforts to better serve the San Francisco community and identify higher-risk individuals by:

1. Expanding our head and neck cancer screening outreach to San Francisco SRO buildings' residents
  - a. During these events, we will identify higher-risk individuals for future screening and additional harm reduction resources (i.e. smoking cessation)
2. Developing a short video series addressing head and neck cancer and other otolaryngologic concerns
3. Expanding our materials to include languages represented in the San Francisco community, both for printed and audiovisual materials—ideally including in English, Cantonese, Mandarin, Toishanese, Spanish, and Russian, as is possible.

**Targeted population:** Low-income or non-English first-language community members in San Francisco; high-risk populations include poor access to care 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 seek out care if there is a concern, development of a library of multilingual resources suitable for dissemination, and continued tailoring future efforts based on data from questionnaires and community meetings

**Expected impact:** Understanding of prevalence of otolaryngologic concerns in specific populations, increasing awareness of head and neck cancer symptoms, and lowering the threshold for participants to seek care

**Estimated cost:** \$1000 total which will go towards translation and interpreting services of materials developed (\$550), and supplies for screening events (\$450)

**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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