

**National Conference on Health
Communication, Marketing, and Media**

**Expanding Networks · Increasing Knowledge ·
Advancing Public Health**

**Using the Media to Change the Point of Contact
of People with the Health Care System:
The Cancer Preventorium Concept**

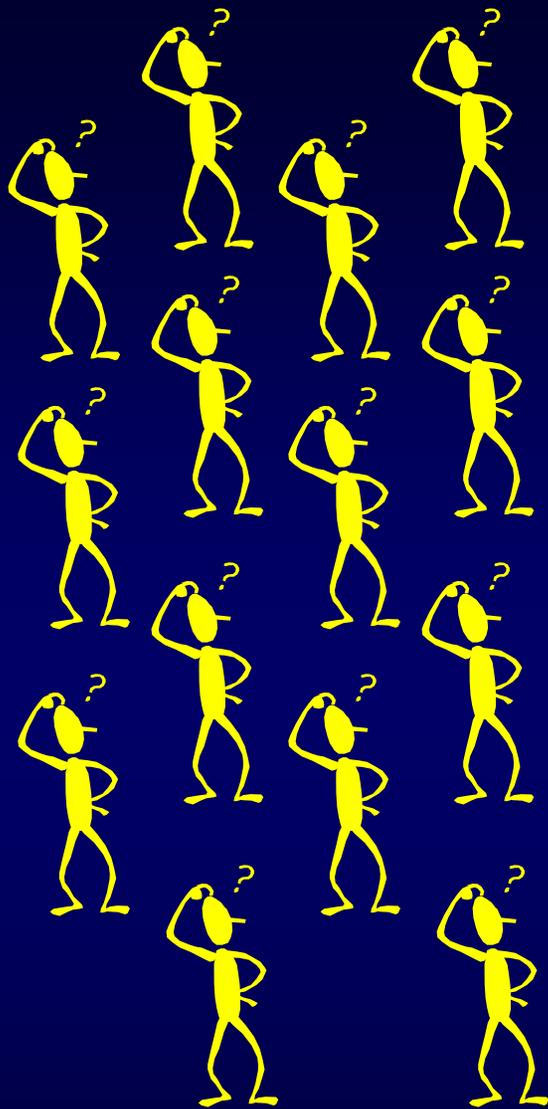
Atlanta. August 29 , 2007

Elmer E. Huerta, MD, MPH

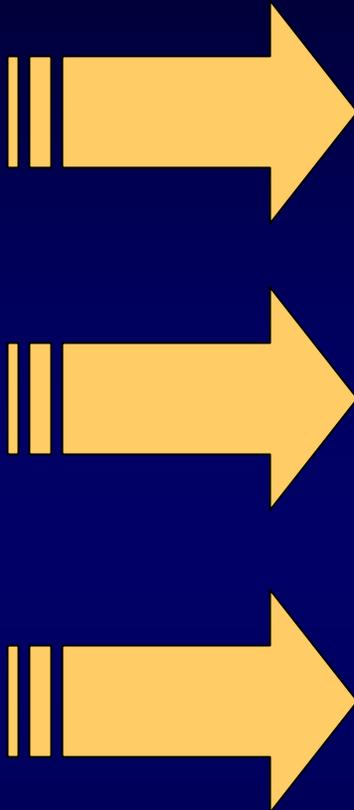


THE
REALITY

Most of the
world has a
disease-based
medical system
model



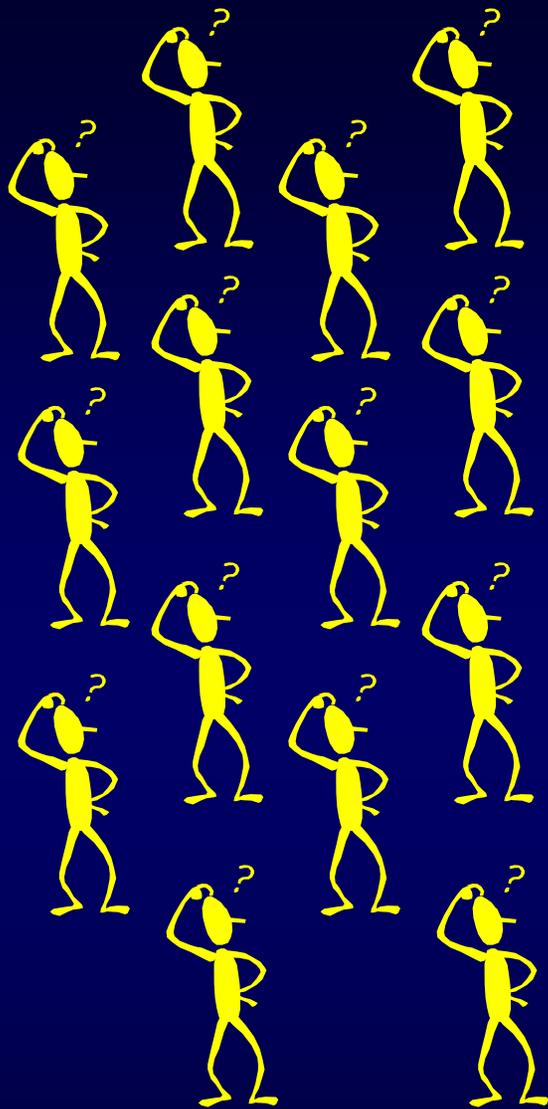
People waiting for symptoms to appear



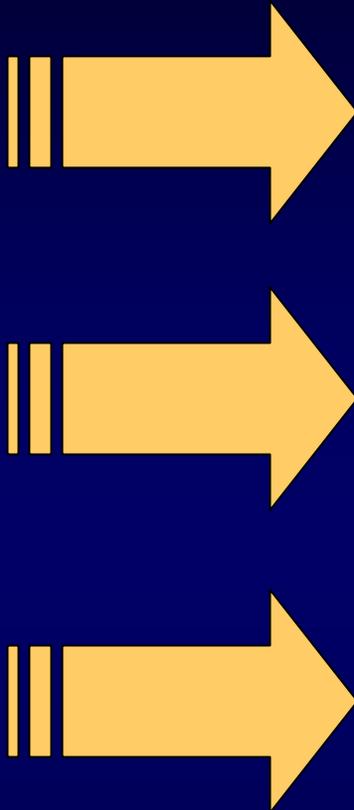
Extremely busy, illness-loaded, primary care system

They often use the emergency room...

Changing the Paradigm

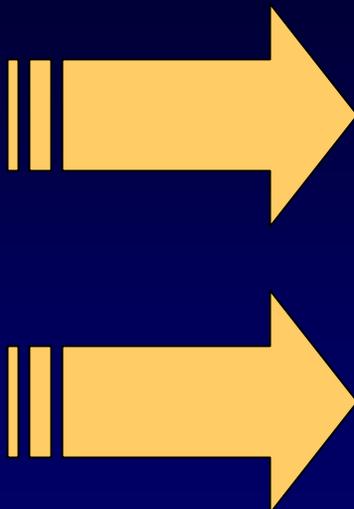
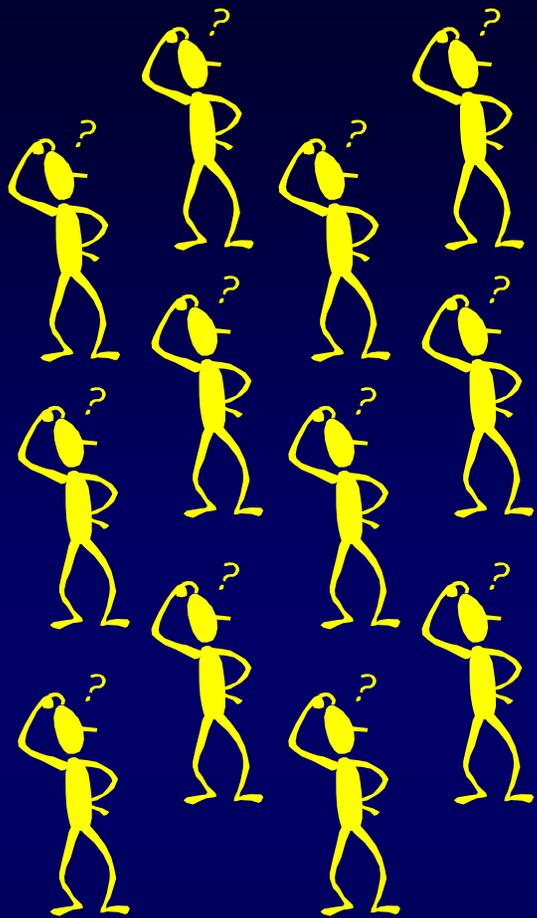


People waiting for symptoms to appear

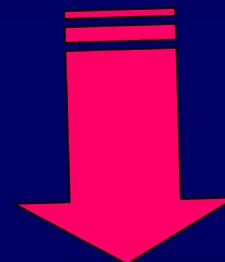


Extremely busy, illness loaded, primary care system

Often the emergency room...



To develop a
health
promotion/disease
prevention-based
system



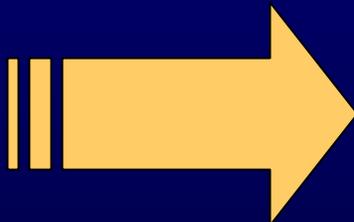
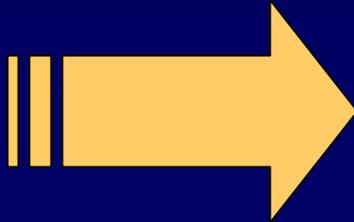
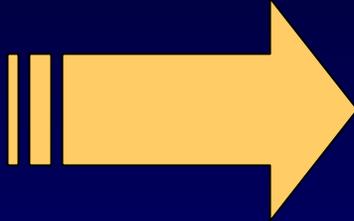
How do we convince
people to seek
medical care when
asymptomatic?

To develop a less
illness-loaded
primary care
system

How to go from...

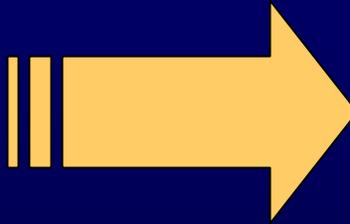
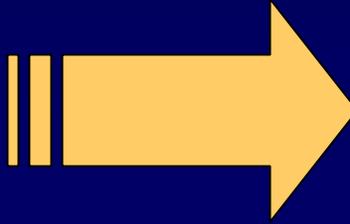
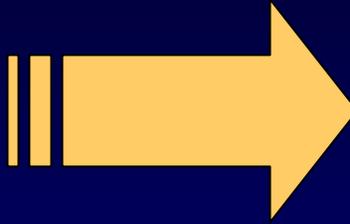
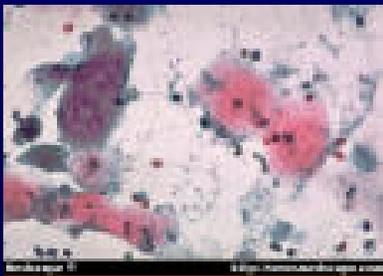


**Advanced
disease**



**That saturates
a cancer health
system with
incurable,
advanced cases**

to...



A cancer health system more focused on the care of early disease cases

Early disease

In order for that change to occur, one should understand that the frequency of cancer in a locality, not only depends on the biology of the tumor, but also on:

- ❖ Cancer control programs
- ❖ Laws
- ❖ Health policies
- ❖ Community health programs, and
- ❖ Individual behavior

In other
words...

We should not
concentrate only on the
study of the tumor ...

Thyrosine-
kinase

EGF

p53



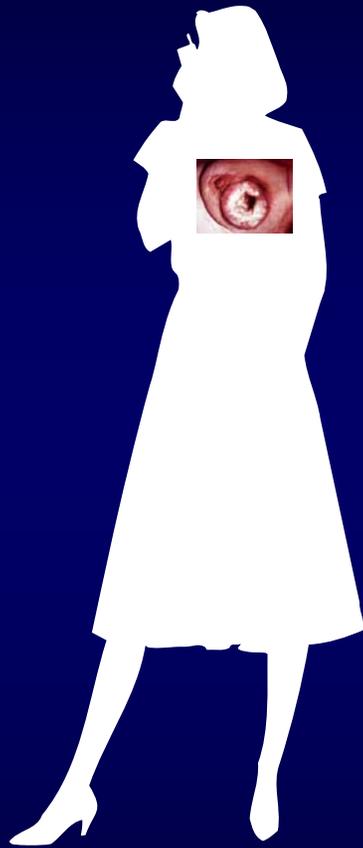
Apoptosis

Angiogenesis

Oncogenes

But also on the person
with the tumor...





Language



Poverty

Fears

Fatalism

Lack of
medical
insurance

False beliefs

Lack of information

Knowledge

Attitude

Behavior

How can we convince
people that an ounce
of prevention is
worth a pound of
cure...?

I am convinced that
coherent, consistent,
media-based, public
education programs
need to be created

Our Media Principles...

1. Use the media **CONSISTENTLY**
2. Develop **COMPREHENSIVE** health education programs
3. Use all media channels available for the community
4. Develop a **TRUSTED MESSENGER**

Media Tools

A. RADIO

1. *Taking Care of Your Health*, One minute (National/International)
2. *The Community Clinic of The Air*. Daily, one-hour talk show (Local)
3. *To Prevent is Health*. Weekly, one-hour talk show (nationally syndicated)
4. *The Community Clinic of The Air International Edition*. Daily, 15-minute reports (with RPP-Peru)
5. *The Community Clinic of The Air International Edition*. Monthly, one-hour talk show (Bolivia)

Media Tools

B. TELEVISION

1. *Lets Talk About Health*. One hour, weekly call-in show. Carried by the EchoStar Satellite system (Channel 9407)
2. *Taking Care of Your Health*. Two-minute, weekly segment in the newscast. Telemundo WZGS Washington DC
3. *Encounter With the Medicine*.. Five-minute, weekly segment. CNN en Espanol.

Media Tools

C. INTERNET

www.prevencion.org

D. PRINT

1. Bimonthly health column. NEXOS in-flight magazine American Airlines
2. Bimonthly health column. Segunda Juventud. AARP

After the public
has been
convinced to take
preventive
steps...

They need a
place to go...

Creation of a
"Cancer
Preventorium"

SANATORIUM

NOUN: 1. An institution for the treatment of chronic diseases or for medically supervised recuperation. 2. A resort for improvement or maintenance of health, especially for convalescents. Also called sanitarium.

ETYMOLOGY: From neuter of Late Latin *sanatorius*, curative, from Latin *sanatus* past participle of *sanare*, to heal, from *sanus*, healthy.



In 1884 in New York, "Little Red", the first TB Sanatorium in the country was opened.



Interior view of "Little Red" New York 1884

PREVENTORIUM

A non-existent word in the dictionary

PREVENTORIUM

NOUN: 1. An institution for the prevention and early detection of chronic diseases or for medically supervised patient education. 2. A resort for maintenance of health, especially for people without evident illness.

Our proposed definition

Michael Shimkin, MD from UCSD wrote
in Preventive Medicine, June 1975

...people of the future will
visit "preventories" to
receive health education,
undergone cancer screening
tests, and even engage in
community activism...

The Preventorium has two main goals:

- ✓ To find and treat early asymptomatic conditions (cancer, diabetes, high blood pressure)
- ✓ To find and manage risk factors for those chronic conditions

The Cancer Preventorium Model has its Theoretical Frame on the Diffusion of Innovations Theory

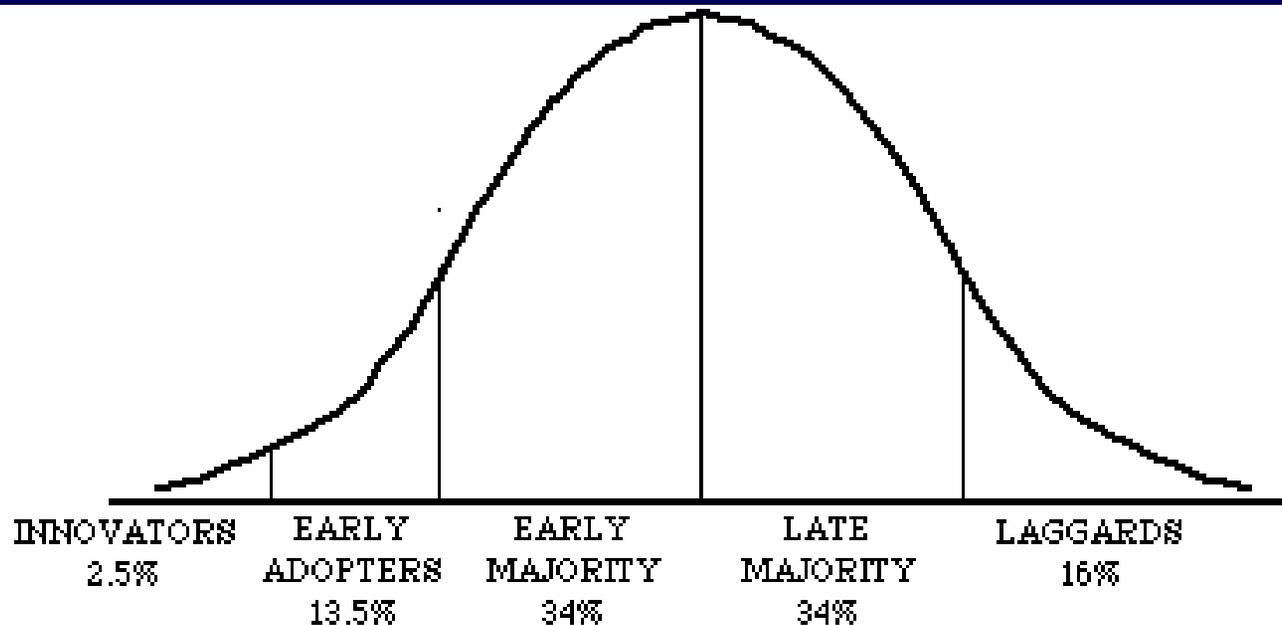


Figure 1. Bell shaped curve showing categories of individual innovativeness and percentages within each category

The Washington Cancer Institute at Washington Hospital Center

Cancer Preventorium

✓ Date Started: July 27, 1994

✓ Patients Seen
(as of 08/21/07): 21,169

The Washington Cancer Institute at Washington Hospital Center Cancer Preventorium

✓ GENDER:

Male: 5,883 (22%)

Female: 15,286 (78%)

✓ Asymptomatic
Patients:

80%

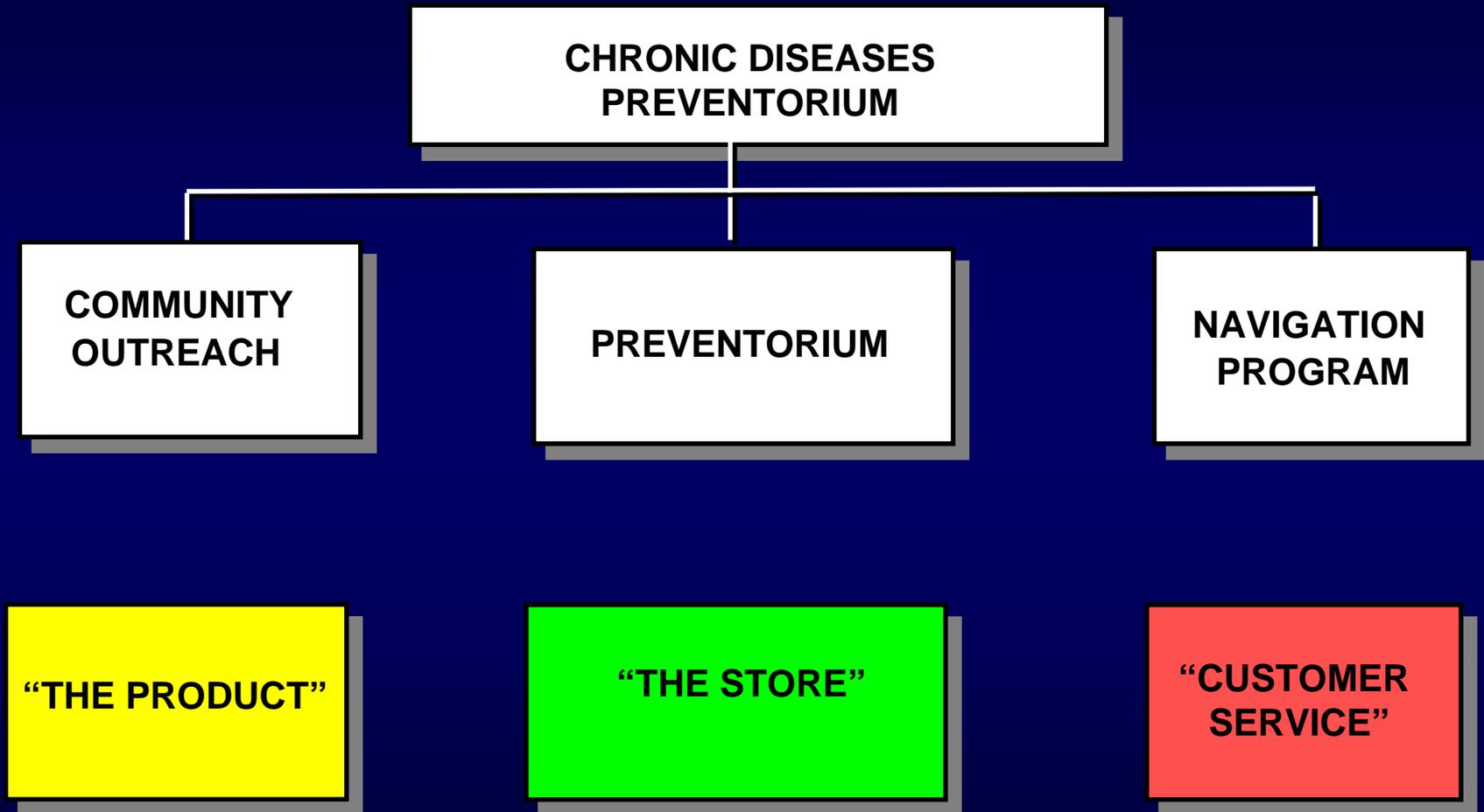
The Washington Cancer Institute at Washington Hospital Center

Cancer Preventorium

Number of cases of cancer found, 1994-2007

Organ	Number	
Breast	31	
Cervix	12	N=71
Prostate	4	
Colon	5	
Other	19	

Preventorium Model



ROBERT MENENDEZ
13TH DISTRICT, NEW JERSEY
VICE CHAIR OF THE DEMOCRATIC CAUCUS



Congress of the United States
House of Representatives
Washington, DC

BI-PARTISAN LEGISLATION INTRODUCED TO
ASSIST PATIENTS IN UNDERSERVED AND MINORITY COMMUNITIES
Patient Navigator, Outreach, and Chronic Disease Prevention Act of 2005



Signature of the Public Law 109-18

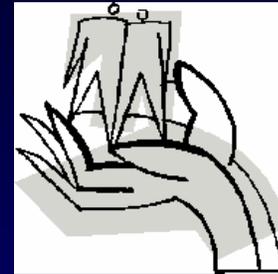
Preventorium Model



Media outreach by trusted health professional



Preventorium



Navigation process



Registration and data collection



Health Management Tools



Personalized follow-up for Diagnosis and Treatment

Examples of Interventions

Referral to primary care settings

Genetic Testing

Clinical trials recruitment

Lifestyle & Behavioral Change Interventions

Culturally-appropriated, ethnically-sensitive health education messages



Revisit for continuous care



Opportunities to
replicate the
Preventorium

To
Frederick

In the Washington, DC Metro Area

To
Baltimore



To
Fredericksburg



1

1

1

2

7

3

In Latin America

Knowledge exists in two forms - lifeless, stored in books - and alive in the consciousness of men. The second form... is the essential one.

Albert Einstein

