

Peer to peer health promotion to reduce cancer disparities in socioeconomically marginalised communities in Sweden

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DISCLOSURE

Presenters names: Arja Leppänen & Max Kleijberg

We have no past or current financial relationships to disclose.

Equal health care

Equal health care means that everyone should get the same quality healthcare and treatment – regardless of place of residence, age, gender, disabilities, education, social status, religion, cultural orientation and sex orientation.



Facts:

- There are unjustified disparities related to age, gender, level of education, income, geography, country of birth, disabilities
- Better survival rate among cancer patients with higher education, regardless of cancer type
- Response to cancer screening invitation
- Cultural differences



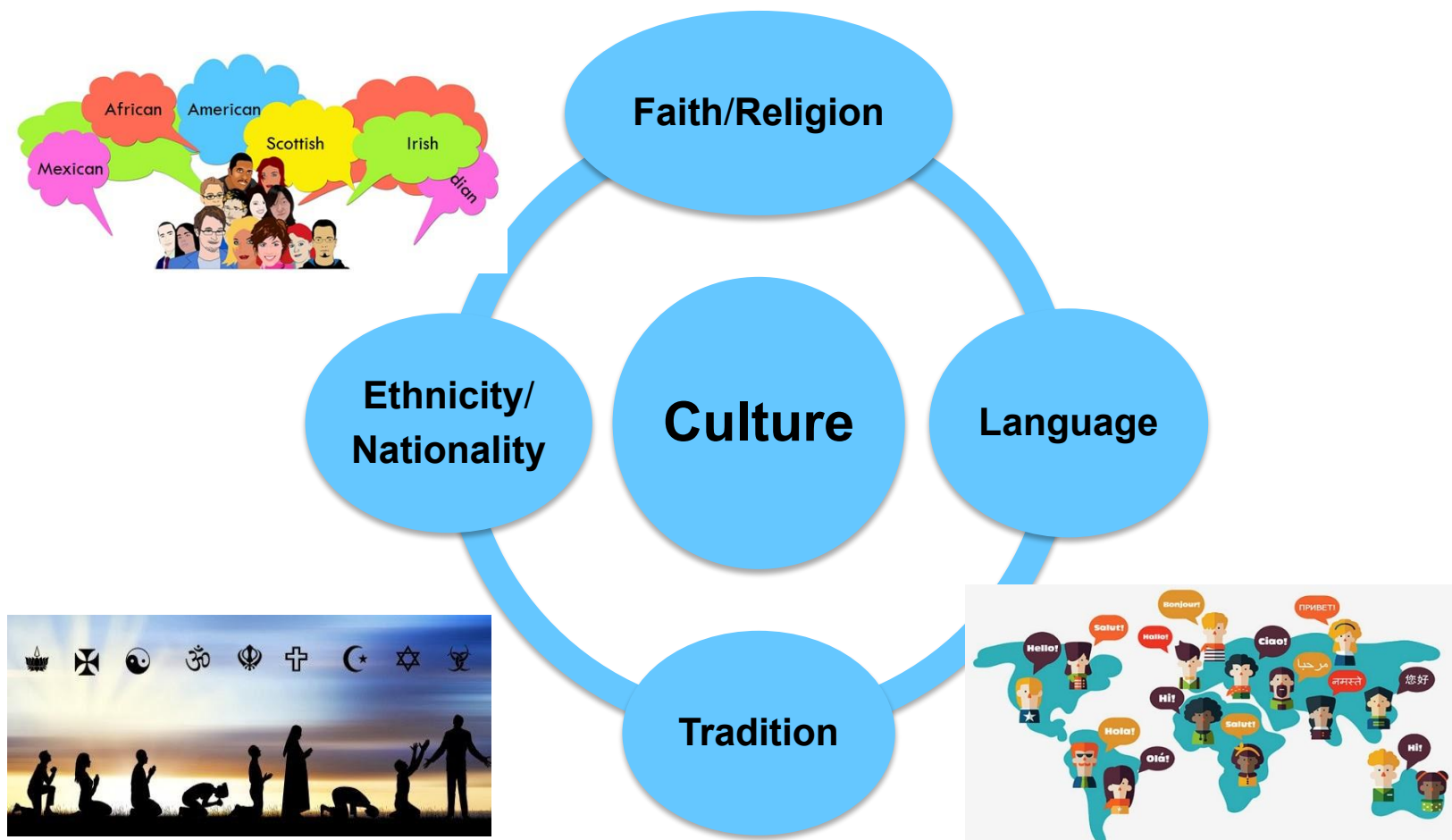
Multicultural information

- Pilot project, august 2015 – June 2016
- Cooperation with Botkyrka municipality (100 nationalities and 160 languages)
- Project approved by Unesco-LUCS
- Many collaborating partners

□ Goals:

- ◆ **Increase cancer awareness among multicultural groups**
- ◆ **Increase participation in the official cancer screening programs**
- ◆ **Reduce cancer disparities in socioeconomically marginalised communities**

Diversity and health information



Peer advisors

- ***Who are they?***

- Volunteers, women and men
- Represent 30 countries and speak different languages
- Ages: 16-80
- Active in cultural associations, churches, mosques, etc.

- ***Why peer advisors?***

- Local affiliation
- They share information in their mother tongue
- They can reach with information and dialogue in areas harder to reach by traditional means of communication
- They raise awareness by sharing information and opening a dialogue with their peers about cancer and cancer prevention.



MISSION: Spread the word about prevention and early detection of cancer



"We have knowledge, so people listen to us. We speak their language and are familiar with their culture!"



Lectures and seminars
Schools, Marketplaces, metro station, Cultural organizations,

Mixing information with dance and language training



Information events

- Different cultural, religious and ethnic associations
- Churches and mosques
- Schools
- Public offices
- Local healthcare providers
- Youth center
- Multicultural center
- Swedish language school for immigrants

European code against cancer (printed material in 12 languages)



Do not smoke. Do not use any form of tobacco.
Make your home smoke free. Support smoke-free policies in your workplace.



Take action to be a healthy body weight.



Be physically active in everyday life. Limit the time you spend sitting.



Have a healthy diet



If you drink alcohol of any type, limit your intake. Not drinking alcohol is better for cancer prevention.



Avoid too much sun, especially for children.



Ensure your children take part in vaccination programs for:
• Human papillomavirus (HPV)



Take part in organized cancer screening programs for:
• Bowel cancer (men and women)
• Breast cancer (women),
• Cervical cancer (women).

Peer advisor's task and sustained support from Regional Cancer Center

- Raise awareness about cancer and cancer prevention, 3-4 hours/week
- Communication with the coordinator: training, meetings, SMS, mail, Facebook-group
- Reporting of all activities and feed-back
- Trainingtopics (lectures and seminars)
 - European Code Against Cancer
 - cancer screening
 - cancer symptoms and treatment
 - patient's rights
 - motivational interviewing, etc.

Results

- Ability to reach out with information to groups and areas where we haven't been able to reach before
- The crucial importance of working with peer advisors who live and know the area, who can spread information in their native language
- Feed-back from people about change in their health habits and lifestyle as a result of the information received
- Peer advisors are offered permanent employment as this is a reference they use in their CV
- Today: Over 400 trained Peer advisors in different regions of Sweden



Future opportunities and implementation

Success factors

Cooperation between
RCC and municipalities
Peer advisor's local
affiliation
Information in mother
tongue
Training/Knowledge

Challenges and obstacles

Financial/Economical
Retention of peer advisors
Training/education level
Cultural obstacles
Reach out to different
municipalities

Development/Implementation

Recruitment of peer advisors
Follow-up/Success
measurement
Coordination of resources
usage
Support and training

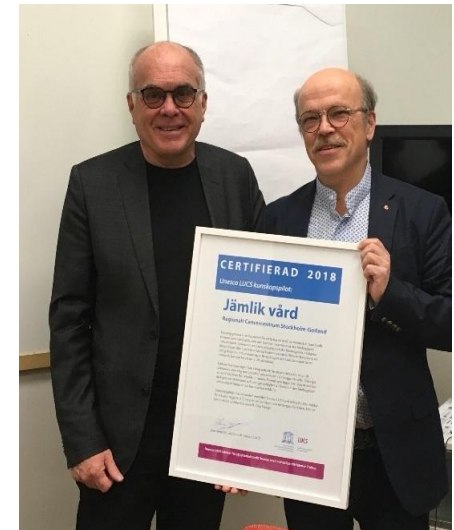
2017 Equality Award from Stockholm County council



EU Youth Ambassador Simon Efremius



Unesco LUCS certified 2018



Peer advisors working during the Covid19 pandemic



- Information about infection control as proper hands hygiene and keeping a safe distance.
- Important feed back collected by peer advisors with regards to different questions about Covid and vaccination.
- Working with different Covid information campaigns
- Crucial role in reaching out with information about the Covid vaccine to different language and cultural groups.

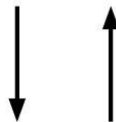
Peer advisors reminding people to keep a safe distance during summer of 2021 events



Peer advisors

What strategies do they use to reach out to marginalized groups with information about cancer prevention and healthy lifestyles?

Interviews (15) and observations (6)

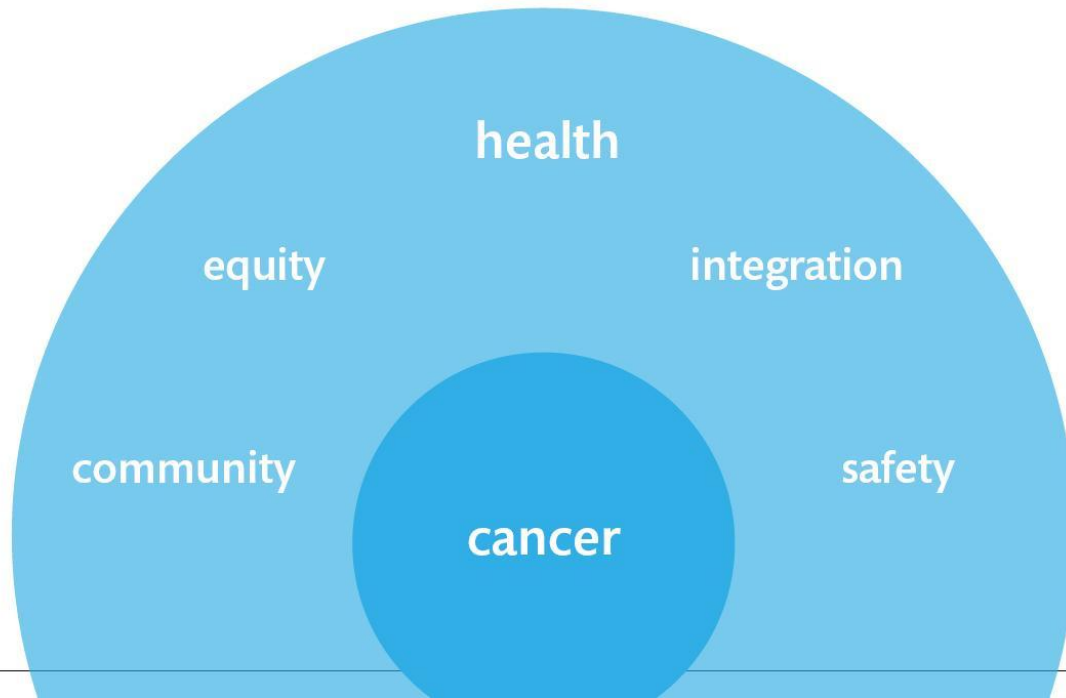


Qualitative analysis

Preliminary results

Context





Strategies

Own initiatives

“Reading” context and people

Continuously adapting

Creating space for interaction

Developing trust

Focusing on empowerment

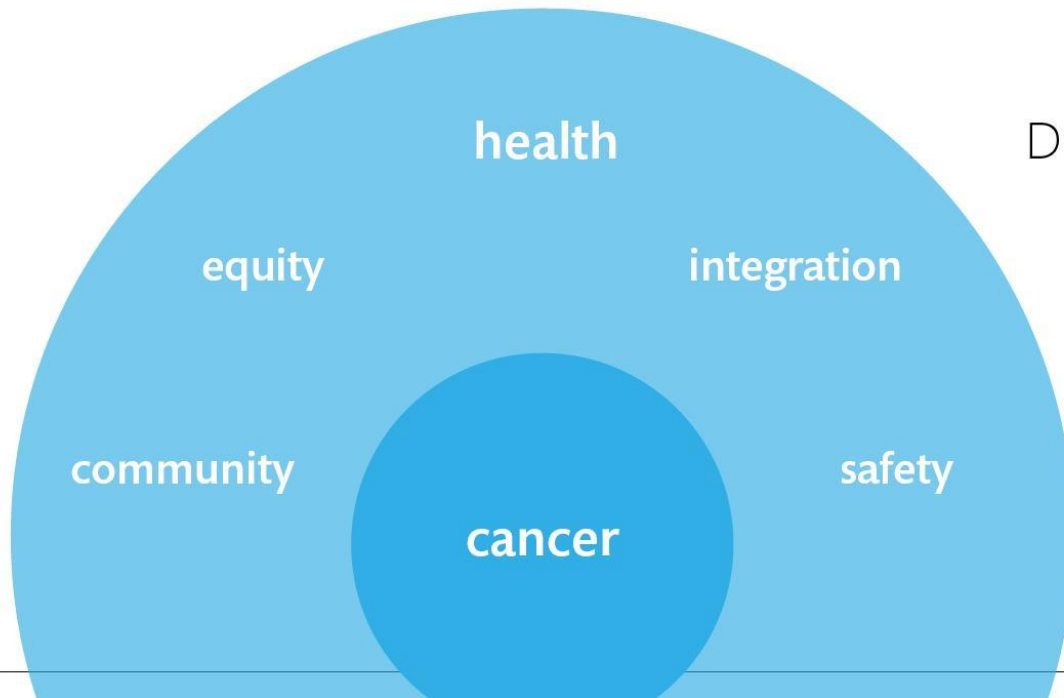
Challenges

Related to context (systemic)

Related to target group

PA internal challenges

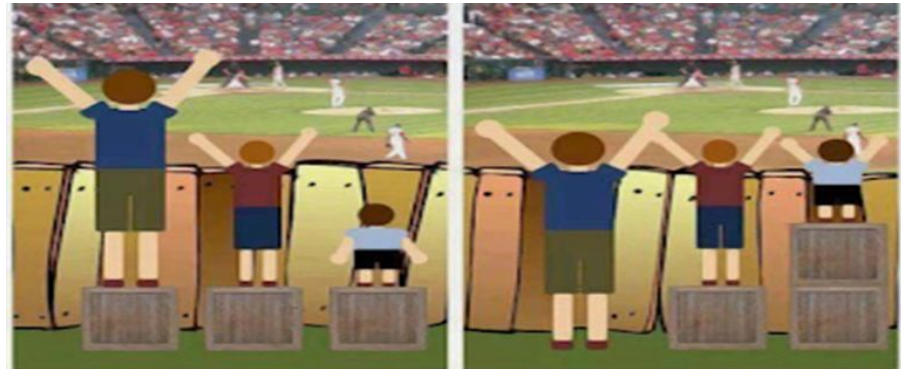
Difficult to know what the impact is



Thank you for listening!

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