



Building Healthy
Communities

mhpsalud.org

IMPROVING COLORECTAL CANCER SCREENING AND SUPPORT



OUR PURPOSE

MHP Salud embraces the strengths of our communities to empower more individuals and families to live full, healthy lives.

Deeply embedded in the communities we serve, MHP Salud works to develop trust among our neighbors, understanding that it's up to all of us to create a strong, healthy foundation for today ... and tomorrow. Leading the Community Health Worker model, we believe in serving communities in which we live, work and play and we believe stronger tomorrows come through stronger collaboration.

When we come together to share education, resources, and support, we can remove the barriers threatening to interfere with health, well-being, and joy

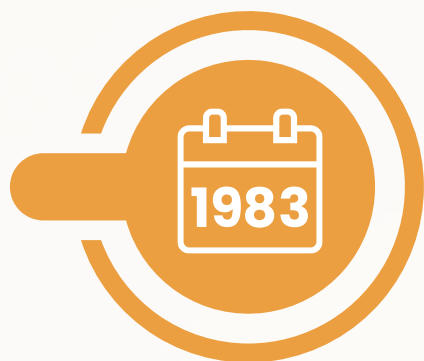
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OUR LEGACY

OUR IMPACT

Founded by Catholic sisters in Michigan to increase health care access for migrant farmworkers.



Began expanding to serve the Rio Grande Valley, reaching underserved individuals and families in isolated border communities and colonias.



Began evolving and growing to meet community needs, offering additional services to help older adults and families.



Launched national training and technical assistance to support health centers, community-based organizations and others, strengthening and growing the CHW profession while improving care to the underserved.



Expanded into Florida and developed the state's first certified CHW certification and apprenticeship program, training and equipping the next generation of CHWs to serve our communities.



123,000
individuals reached annually



7,000+
participants find hope and access to mental health and healthcare, nutrition, parenting education and support, older adult well-being and connections, *and more.*



50+
training and technical assistance sessions impacted hundreds of health centers and organizations



Nearly **100**
Community Health Workers trained through the certification and apprenticeship program

A Four-Session Small Group Training

Tues, 3/12/2026

Session 1:
Understanding
Screening Gaps:
Identifying Barriers and
Best Practices



**YOU ARE
HERE**

Tues, 3/26/2026

Session 2:
Guiding the Journey After
Diagnosis:
Post-Diagnosis Navigation
and Support

Tues, 4/9/2026

Session 3:
Family and Caregiver Support:
Building Support Networks

Tues, 4/23/2026

Session 4:
Accessing and Sharing
Resources: Expanding
Support through
Partnerships

Small Group Training Expectations

Attendance:

- We kindly ask that you attend all four sessions.
- If you can't make it, please invite a colleague from your health center to join in your place, as it's important that everyone has a voice.

Engagement:

- Be present and engage actively; *your insight matters!*
- Please keep your cameras on to foster a sense of connection.
- Feel free to ask questions and participate through chat, by raising your hand, or unmuting to share your thoughts.
- Let's respect and support one another throughout our discussions.

Thank you for being a part of this small group learning experience!

Facilitators



Kyraneshia Coleman,

MPA, CCPI

Program Director



Monica Calderon,

LMSW, CCHW/I

Health Strategy Specialist

Objectives

By the end of this session,
participants will be able to:



Recognize the main challenges that prevent agricultural workers from getting screened for colorectal cancer.



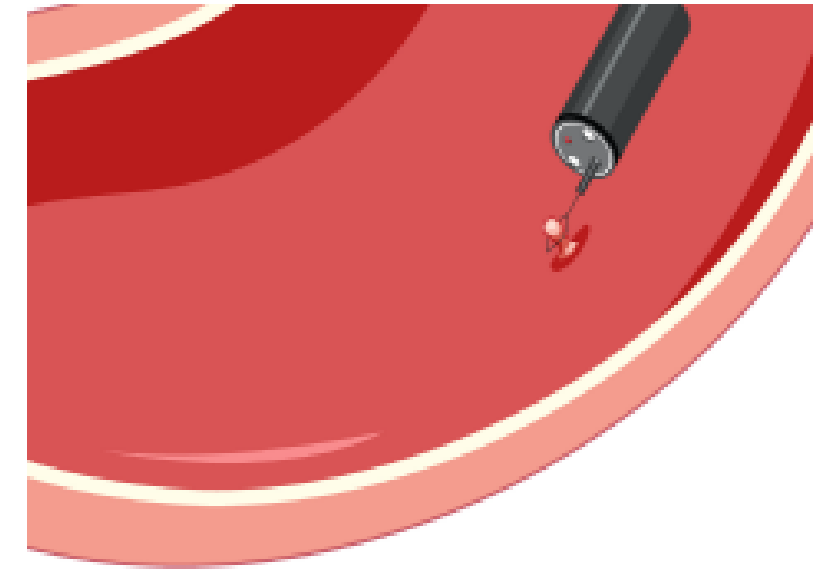
Learn best practices for outreach and education.



Use person-directed approaches that are respectful of individual beliefs, traditions, and communication styles.

What is Colorectal Cancer (CRC)?

- Colorectal cancer happens when cells in the colon or rectum grow out of control
- It often begins as small growths (polyps) that can turn into cancer over time
- CRC is often preventable and highly treatable when caught early




Sometimes, abnormal growths called colon polyps can form in the colon or rectum, and over time, some colon polyps may turn into cancer for some people.

CRC Screening Basics

CRC screening can:

Find cancer early, when treatment is most effective
Even prevent cancer by removing precancerous polyps

 <p>It is recommended that everyone begin screening for colorectal cancer at age 45.</p>	Stool Tests	Sigmoidoscopy	Colonoscopy
	Stool samples are collected to test for blood (gFBOT or FIT) or altered DNA (FIT-DNA), or both (Cologuard).	This test is done by a doctor using a lighted tube in the rectum to check for polyps or cancer.	This test is done by a doctor using a lighted tube in the entire colon to check for polyps or cancer. The doctor can find and remove tissue.
	EVERY 1-3 YEARS	EVERY 5 YEARS	EVERY 10 YEARS

Migratory and Seasonal Agricultural Workers

EXPOSURE TO PESTICIDES & CHEMICALS

INCREASED RISK FOR CANCERS like lymphoma, leukemia, & skin cancer

PROLONGED SUN EXPOSURE - higher risk of skin cancers, such as melanoma, due to long hours outdoors

LIMITED ACCESS TO HEALTHCARE - delayed cancer screenings & diagnosis due to lack of resources

DIFFICULTY ACCESSING cancer prevention and education services

ECONOMIC INSTABILITY- Financial challenges may lead to prioritization of immediate needs over healthcare

OCCUPATIONAL HAZARDS - Exposure to dust, fumes, & other environmental carcinogens

MSAWs are individuals whose principal employment is in agriculture on a seasonal basis



What Gets in the Way of Screening?

Common Challenges for Agricultural Worker Communities:

- Language and literacy
- Lack of transportation
- No insurance or high cost
- Lack of varied background relevant information
- Misunderstanding of stool sample collection

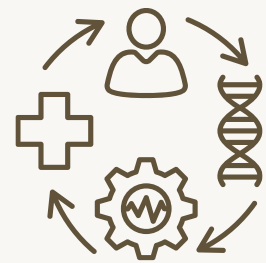


What Increases CRC Risk?

- Family history of polyps or cancer
- Inflammatory bowel disease
- Exposure to pesticides (for many farmworkers)
- Diet low in fiber, high in red/processed meats
- Smoking, alcohol use, physical inactivity



Why Community Health Workers Matter



Explaining
complex health
topics in a simple
way



Guiding people
through the
health system



Supporting
individuals and
families with
compassion

CHWs are a trusted bridge to care and critical to overcoming trust and access issues..

Best Practices for Outreach

- Provide clear, person-directed education
- Build trust through one-on-one outreach
- Use visuals, simple language, and stories
- Help people understand and complete stool tests
- Follow up with calls, letters, and reminders
- Support with appointments and transportation



Community Health Worker's Role

Cancer Care Focus	Community Health Worker Role	Key Skills & Qualities	Examples of CHWs in Action
Screening & Prevention	Health Educator / Promoter	Communication, person-directed, health language	Maria, a CHW, speaks at a church event about why mammograms are important and helps individuals schedule appointments.
Navigation & Coordination	Care Navigator	System navigation, organization, problem-solving	Jamie helps a client fill out insurance forms and assists with finding a local clinic that provides cervical cancer screenings.
Community Engagement	Liaison	Trust-building, leadership, resource connection, motivational interviewing	Rosa rides with a neighbor to a mobile screening event and stays to support through the process.
Treatment & Support	Peer Supporter / Health Coach	Active listening, collaboration, empathy, confidentiality	David checks in on a colorectal cancer patient after treatment, listens to their worries, and explains what the doctor said in plain language.
Voices Patient Needs	Helps address barriers	Creating awareness and community assessment	Kaiden notices many clients can't make appointments during work hours, so they talk with clinic staff about offering evening screening times.

Communication Strategies

Plain language

Use Everyday Words for Public Health Communication to reduce public health jargon

Visual aids and analogies

Visuals, such as pictures, drawings, charts, graphs and diagrams, can be effective tools for communicating health information

Teach-back method

Asking a person, in a caring way, to explain back in their own words what they need to know or do



How would you describe what “chemotherapy” is to a patient using plain language?



- Chemotherapy is strong medicine that helps fight cancer. It can cause side effects, but it also gives the body a better chance to heal.
- Chemotherapy, or “chemo,” is a type of medicine used to treat cancer. It works by killing cancer cells or stopping them from growing and spreading in the body.



Steps to Create a Supportive Connection

Step 1:

Connection Before Content

- Find common ground
- Use active listening
- Create a comfortable environment

Step 2:

Meet Them Where They Are

- Use open-ended and probing questions
- Use active listening (again!)
- Use affirmations


Step 3:

Educate

- Do not lecture
- Relate back to the individual
- Focus on 1-2 key points
- Give options

It is important to create an atmosphere of trust so that people can share their ideas and experiences.



A woman with grey hair, wearing a blue and white plaid shirt, is shown in profile, looking out over a vast field of green crops under a clear, bright sky. The scene is bathed in the warm, golden light of a sunset or sunrise. The background is slightly blurred, emphasizing the woman in the foreground.

Fictional Case Study

A Story About Marisol

Marisol is a 55-year-old agricultural worker. She never got screened for colorectal cancer. She believed:

- It would be too expensive
- It would be painful or embarrassing
- No one ever explained why it was important

She was later diagnosed with colorectal cancer at an advanced stage.



What could have helped her get screened earlier?

Key Takeaways



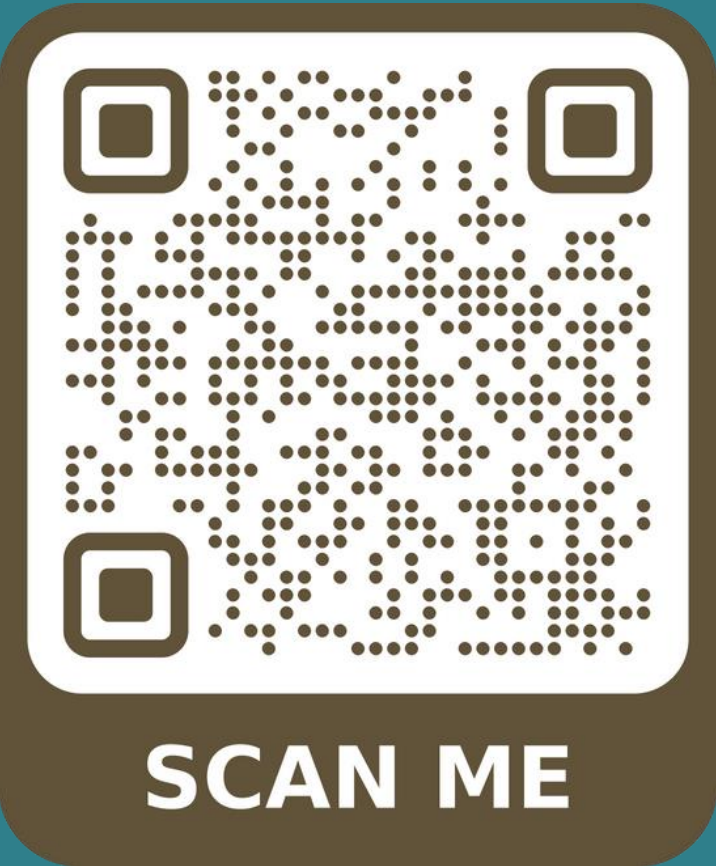
- Colorectal cancer is preventable with early screening
- Agricultural workers face unique barriers to screening
- CHWs play a key role in promoting person-directed care



Questions

Free Resources for CHWs and Health Centers

mhspalud.org/free-resources



CHWs in Action: Building Community Connections




Published On: January 3, 2025

"This shows how we are all connected by having similar life or work experiences. It does not matter how far we live from each other; we are still connected in some form. It also shows a common denominator, which is the willingness to help others ... the fact that we are willing to help others can become a positive life changer for someone in need." — Monica Alvarez, CHW, MHP Salud, on using her favorite Dinámica, "Unity Web."


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Building Healthy Communities:
Community Health Worker Impact
on Older Adults in Texas



Impact Evaluation Study by MHP Salud
August 2024



Published On: October 18, 2024

A two-part article series that explores a CHW-driven community initiatives strategic response to identified mental health challenges that impact MSAWS

Person-Centered Mental Health Awareness

HRSA NTTAP

MHP Salud is a HRSA-funded National Training & Technical Assistance Partner (NTTAP).

Through this work, MHP Salud provides training and technical assistance to FQHCs and look-alike programs to build or enhance Community Health Worker (CHW) programs to better serve agricultural workers.

A HRSA Health Center Resource Clearinghouse.

For training or technical assistance, please contact: nttap@mhpsalud.org

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Thank you!

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