



Mi Opción: Enhancing Access to Cancer Clinical Trials and Education in the Hispanic/Latino Community Through Community Engagement

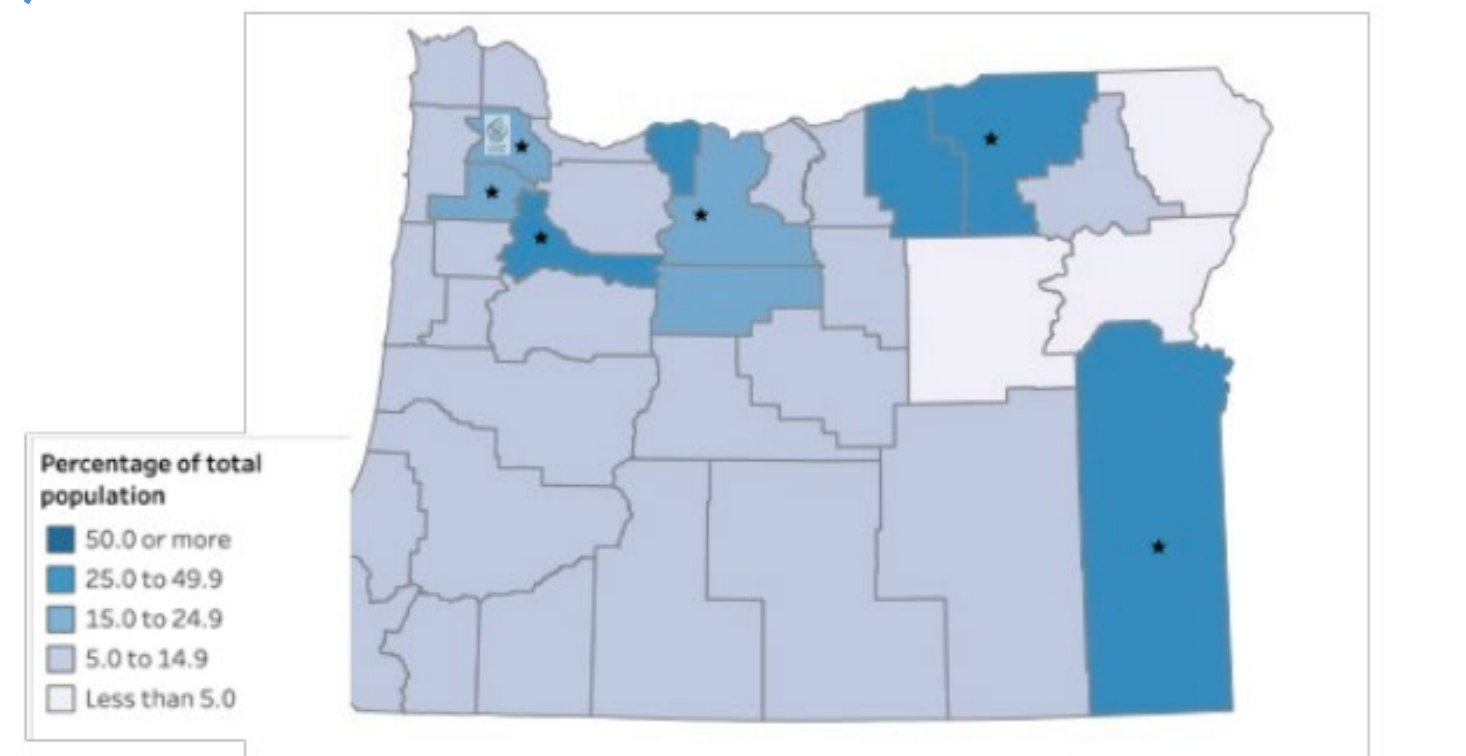
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Knight Cancer Institute - Oregon Health & Science University (OHSU)

Background:

Percentage of Hispanic/Latino population per county in Oregon (2020)



* Planned sites for community forums Location of OHSU Knight Cancer Institute

Source: U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171) Summary File; 2020 county and Core Based Statistical Area (CBSA) gazetteer files; Office of Management and Budget, March 2020, Metropolitan and Micropolitan Statistical Area delineations.

Catchment Area Demographics: (KCI) Knight Cancer Institute is Oregon's only **NCI-designated comprehensive cancer center**. It serves the state where 33% of residents live in rural areas, and 15% of those rural residents identify as Hispanic/Latino.

Low Participation: Hispanic/Latino involvement in interventional cancer clinical trials was under 5% in 2021, despite a high cancer burden.

Key Barriers: Language challenges; cultural mistrust and discrimination; low trial awareness; and structural barriers such as transportation, insurance, and financial constraints.

Recommended Strategies: Use culturally responsive, community-centered approaches to build trust, improve access, and boost engagement in trials.

Goals

Increase Hispanic/Latino engagement in Oregon's interventional cancer clinical trials.

Identify community-specific issues in cancer care and trials across rural and urban areas.

Deliver bilingual, culturally mediated education, navigation, and care coordination to enhance patient experience.

Methods:

Initiative 1. Community Conversations Forums

- **Five Forums:** Held Spanish-language forums across KCI catchment (2 metro, 1 suburban, 2 rural), stratified by age, gender, residence.
- **Explored Topics:** Cancer/clinical trial understanding, barriers, facilitators.
- **Preferences:** Communication and engagement methods.

Initiative 2. Culturally Tailored Education & Media Campaign

- **Material Development:** Used forum insights for Spanish-language, culturally tailored education on cancer care, screening, and trial participation.
- **Content Refinement:** Improved via Community Engagement Studio with community experts.
- **Dissemination:** Multimedia campaign (social media, TV, radio) with Latino-owned media partner.

Initiative 3. Bilingual Patient Navigation

- Embedded bilingual, culturally trained patient navigator in KCI care teams to support Hispanic/Latino patients from referral through treatment, deliver clinical trial education, address cultural/practical barriers, and facilitate shared decision-making on trial participation.



Outcomes:

Community Forums

Forum Participation: Five Spanish-language forums with 55 participants (20 men, 35 women; median age 43, range 18–74).

Key Barriers: Cancer stigma and misinformation, language and literacy challenges, limited access to screening and specialists, financial stress, and mistrust of healthcare systems.



Educational Reach and Partnerships

Video Production: Created 18 short Spanish-language cancer education videos, shared via social media, TV, and radio, with >50,000 cumulative views since launch.

Partnership Expansion: Added collaborations with Ventanilla de Salud at the Mexican Consulate and two federally supported community health centers for farmworker and immigrant populations.



Proyecto Mi Opción: Apoyo Psicosocial y Cáncer
MI OPCIÓN



Proyecto Mi Opción: Cáncer de Mama
MI OPCIÓN



Proyecto Mi Opción: Cáncer de Próstata
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Clinical Trial Participation & Institutional Change

Hispanic/Latino participation in interventional cancer clinical trials at KCI increased from 4.9% in 2022 to a sustained 10% during 2023–2025. Institutional–community relationships were strengthened, with increased Hispanic/Latino representation on advisory boards, steering committees, and research advocacy teams.

Lessons Learned and Future Directions

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| Lessons Learned | <p>Sustained clinical-community partnerships address mistrust and structural barriers in underserved populations.</p> <p>Spanish-language, community-informed content via trusted channels boosts cancer education engagement and trial decision-making.</p> <p>Bilingual, culturally concordant navigators in oncology teams enhance patient experience and equitable research access.</p> |
| Future Directions | <p>Assess Mi Opción Patient Navigator Program using patient-reported outcomes, satisfaction, and Hispanic/Latino trial accrual metrics.</p> <p>Expand educational dissemination beyond catchment; adapt model for Indigenous, Black, immigrant, rural groups.</p> <p>Embed community partners in protocol development, feasibility review, advisory structures for sustained trial access equity.</p> |

Acknowledgements

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