

2007 Summit

**The Principles and Practice of Cancer Prevention and
Control Course**

**Changing the Point of Contact of People with
the Health Care System:
The Cancer Preventorium Concept**

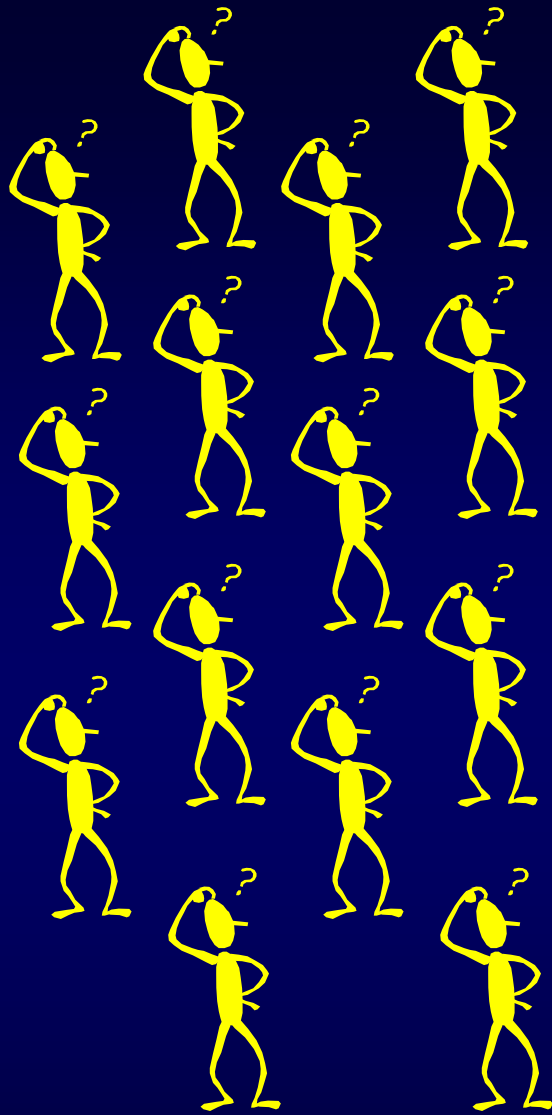
Rockville. July 18 , 2007

Elmer E. Huerta, MD, MPH

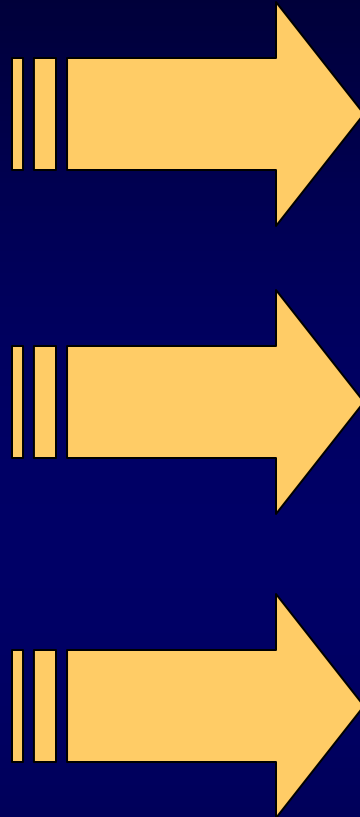


THE
PROBLEM

We have a
disease-based
medical system
model



People waiting for symptoms to appear



Extremely busy, illness-loaded, primary care system

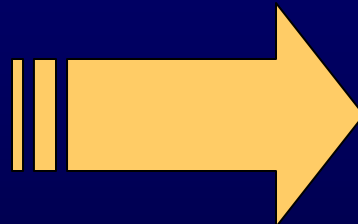
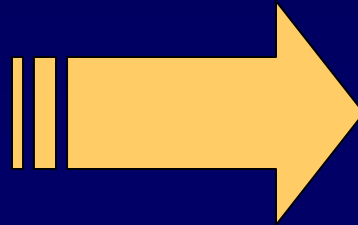
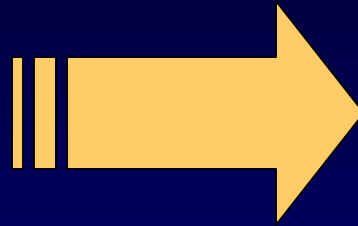
They often use the emergency room...

Changing the Paradigm

How to go from...

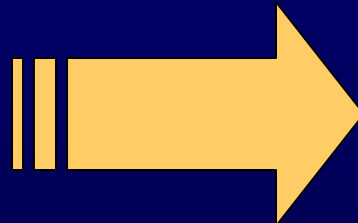
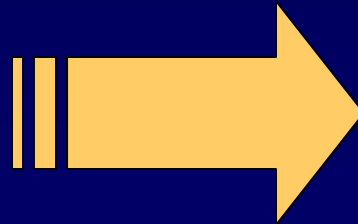
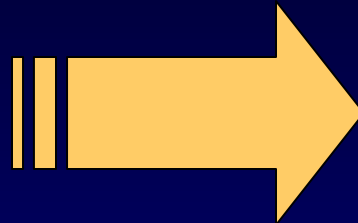
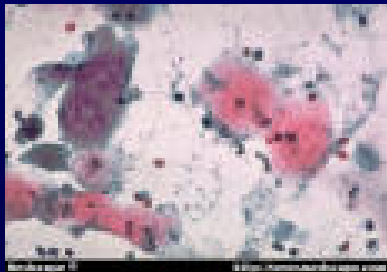
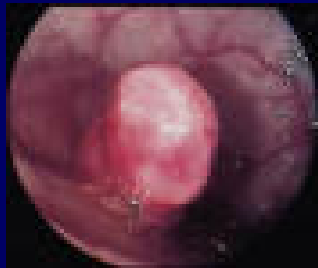
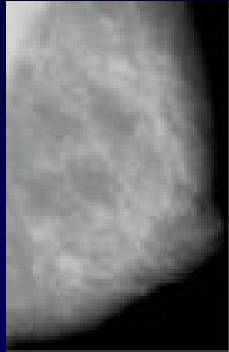


**Advanced
disease**



**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

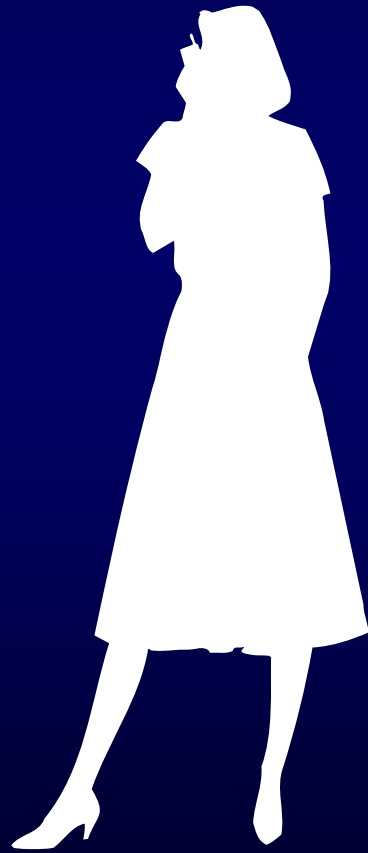


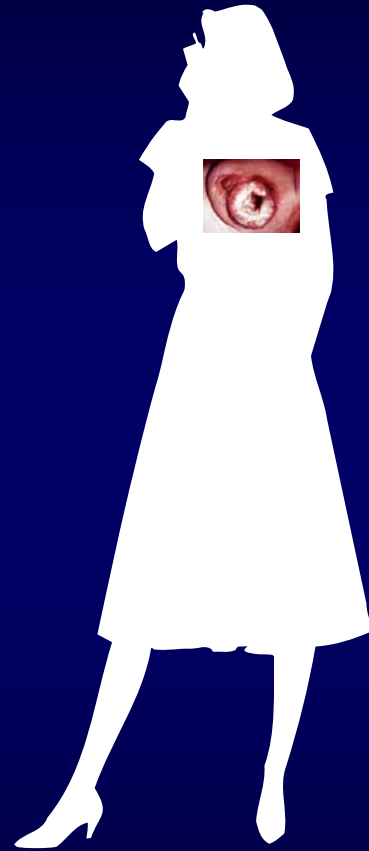
Apoptosis

Angiogenesis

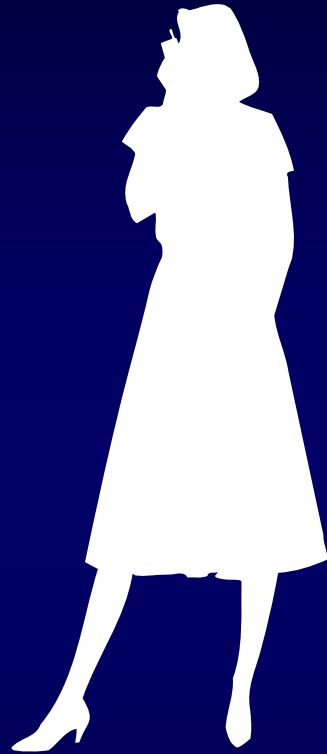
Oncogenes

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*. Weekly, one-hour talk show (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...

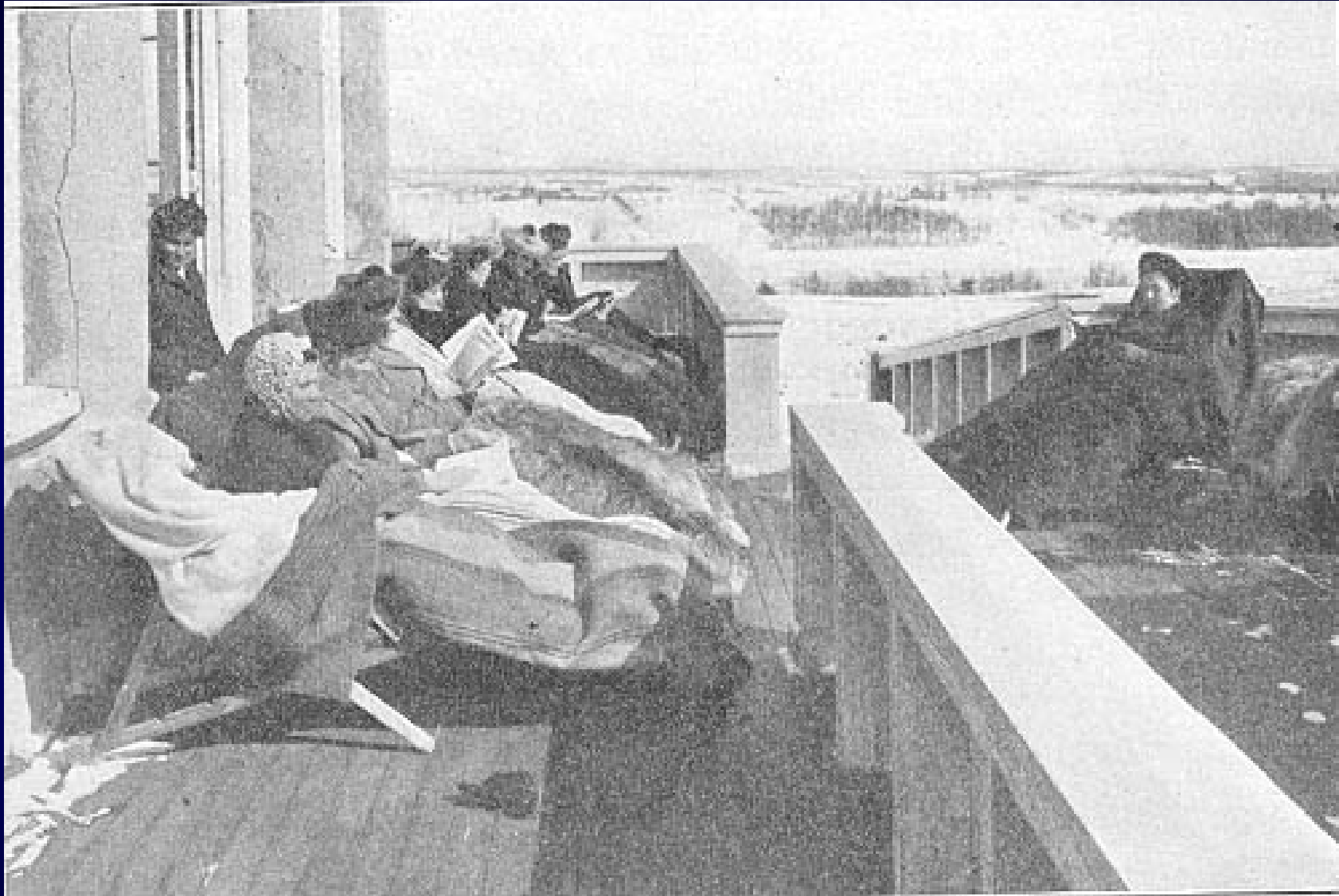
They need a
place to go...

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

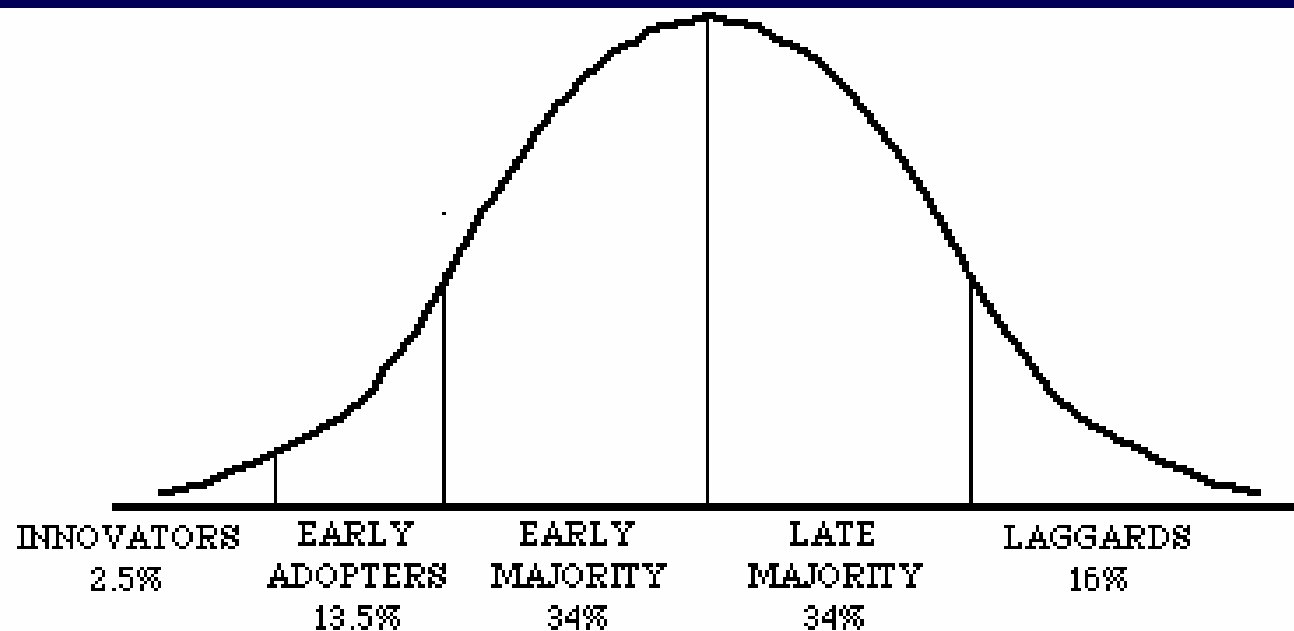


Figure 1. Bell shaped curve showing categories of individual innovativeness and percentages within each category

The Washington Cancer Institute at Washington Hospital Center

Cancer Preventorium

✓ Date Started: July 27, 1994

✓ Patients Seen
(as of 04/05/07): 20,474

The Washington Cancer Institute at Washington Hospital Center

Cancer Preventorium

✓ GENDER:

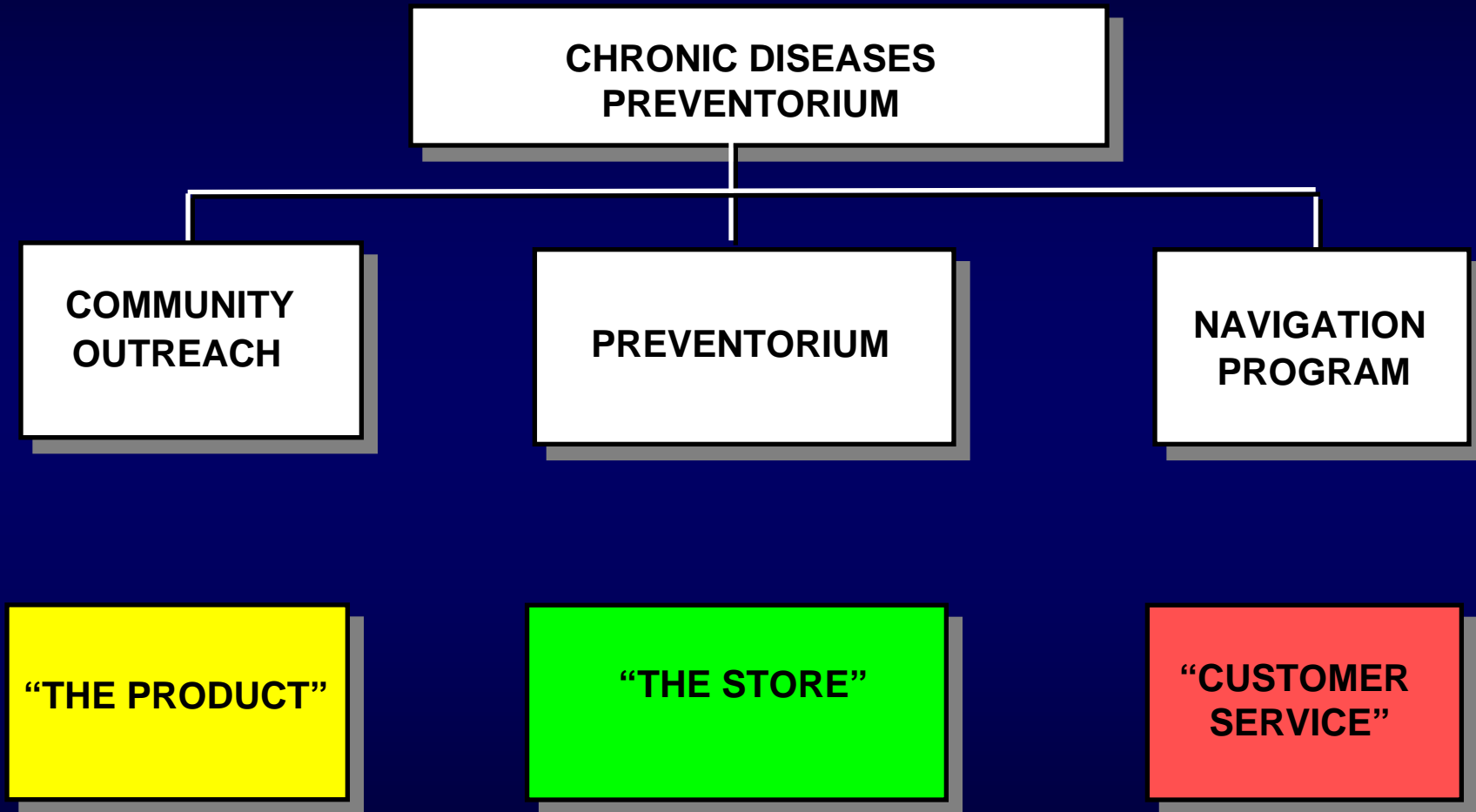
Male: 5,704 (22%)

Female: 14,770 (78%)

✓ Asymptomatic
Patients:

80%

Preventorium Model

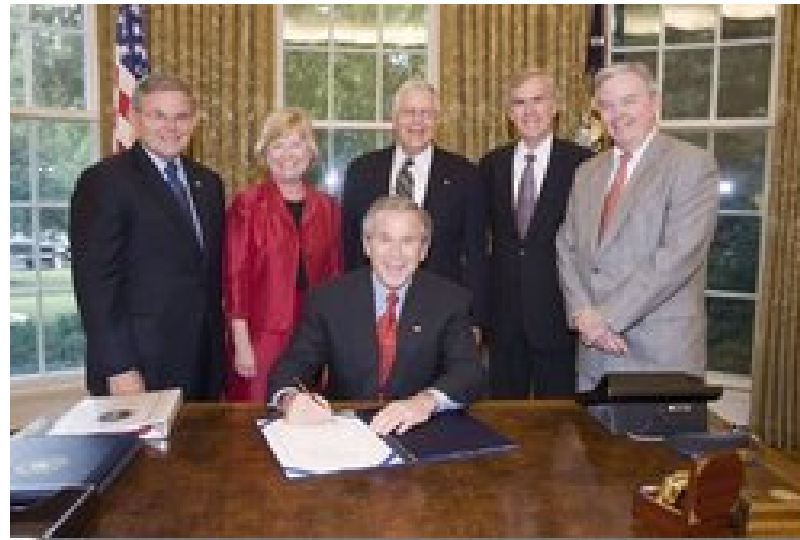


ROBERT MENENDEZ
13TH DISTRICT, NEW JERSEY
VICE CHAIR OF THE DEMOCRATIC CAUCUS



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

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

