

# ‘Imi Hale

Kaulua 2010

## ‘Imi Hale Annual Report to the Community

This year's Report to the Community, celebrating 10 years of cancer awareness, research and training was held on April 12, 2010 at The Willow's Restaurant.

Dr. R. Kekuni Blaisdell offered the pule wehe to start off the event.

JoAnn Tsark provided a community overview, with Elise Davis' report on the Health Education Survey, 'Imi Hale's Cancer Patient Navigation duo of Mahealani McClellan and Jeanine

Yonashiro, and Dr. Paul Morris speaking about Queen's Medical Center NCCCP grant.

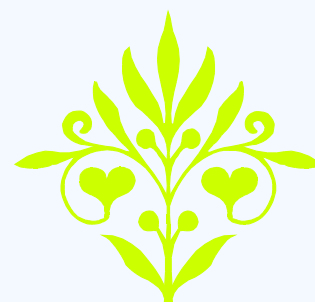
Dr. Kathryn Braun followed with an overview of 'Imi Hale's 10 years of research, that has involved over 100 Hawaiian researchers, more than \$1.5 million dollars in research funding for 33 pilot projects, and over 90 publications. Guest speakers included Dr. Tom Becker, of Oregon Health & Sciences University, doctoral candidate Jodi Leslie on Worksite Wellness,

Dr. Jamie Boyd and Shannon Sumida on the "Seed to Plate" project at Windward Community College, Dr. Dave Shaeffer on Proteomics, and Dr. Maile Tauali'i, director of Papa Ola Lōkahi's Native Hawaiian Epi-Center.

The event ended after recognizing Leimomi Shearer (community outreach) and Drs. Kekuni Blaisdell, Claire Hughes, and Reggie Ho (advisory council) for their 10 years of service.

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## New Satellite Office on Queen's Medical Center Campus

A Blessing and Open House was held on March 30, 2010 for 'Imi Hale's new satellite office on the Queen's campus. It is located in Kekela on the 1st floor, off Lauhala street, into a welcoming botanical courtyard.

'Imi Hale and Queen's have a proud 10-year partnership of cancer education, outreach and research. Both

organizations have collaborated over the past 10 years, partnering community and clinical cancer patient navigation in Hawai'i.

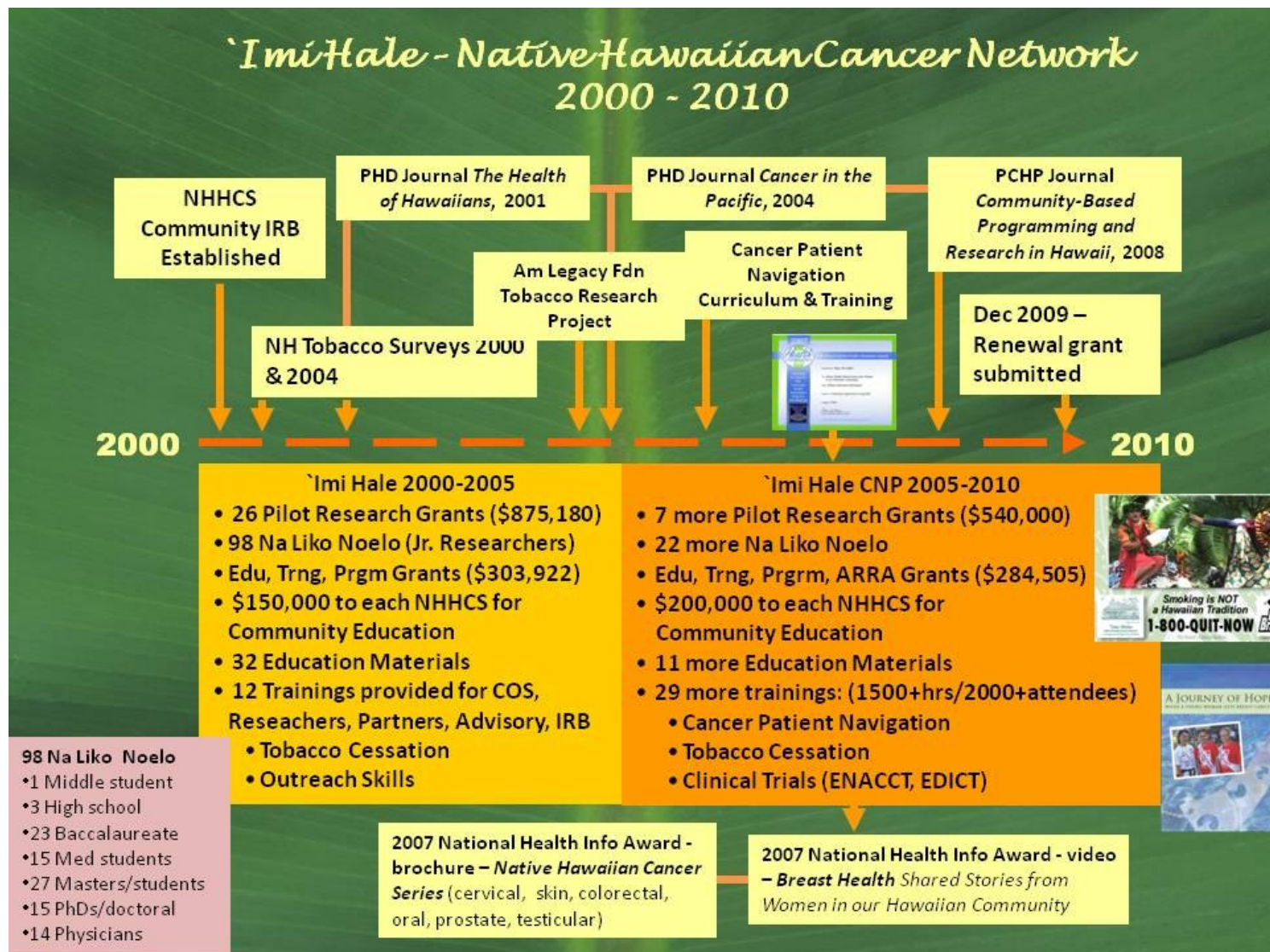
According to 'Imi Hale Co-project director and Papa Ola Lokahi research director, JoAnn Umilani Tsark, "the cancer patient navigator protocol and Ho'okele I Ke Ola training program is

one of our proudest accomplishments. We would love to see patient navigators in every hospital; they make a difference in healthcare delivery and patient outcome."

Papa Ola Lokahi is still our parent agency and primary headquarters, however it's great to spread our wings and have a community presence at Queen's.

### Special points of interest:

- 'Imi Hale celebrates 10 years of cancer awareness, research and training.
- 'Imi Hale opens a satellite office on the Queen's Medical Center campus.
- 'Imi Hale's Ho'okele i ke Ola Cancer Patient Navigation Program has its 7th training, to graduate 94 Cancer Patient Navigators statewide.



## Leadership in Cancer Education Materials

Prior to ‘Imi Hale, there were few culturally tailored and culturally relevant health education materials for Hawaiians.

An essential first step in consumer participation in health care is providing health education. Health educational materials have an important role in changing peoples health knowledge, attitudes, intentions,

and behaviors. However, the development of effective education materials is complex, requiring knowledge about the audience and expertise in health literacy, cultural relevancy and marketing. In the process of creating cancer education materials for Hawaiians, ‘Imi Hale developed a protocol that now guides all materials-development work.

### Ways We Engage the Community to Develop Educational Materials

1. Ask community what materials are needed and what is the appropriate format.
2. Conduct focus groups to identify preferred messages and ways to operationalize strategies for targeting.
3. Offer opportunities to co-facilitate, interview, and develop/ field-test products.
4. Field-test materials with consumers in the community, and revise.
5. Offer opportunities to generate revenue by assisting with materials assembly (tool-kits, curriculum packets, etc).
6. Identify venues for dissemination of materials.
7. Assist with evaluation of materials.



## Ho'okele i ke Ola Cancer Patient Navigation

### Training Cancer Patient Navigators

'Imi Hale's 48-hour training in 3 formats:

- 6 days in Honolulu
- 4 days on a Neighbor Island plus 2 days in Honolulu
- 3 credit Community College course



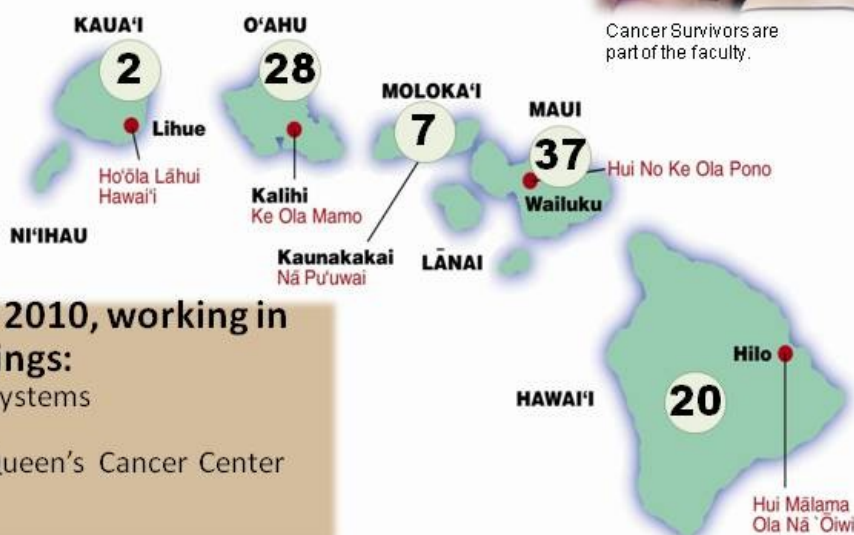
Role play is a large part of the training.



Cancer Survivors are part of the faculty.



Trainees come from both community and clinical settings.



### 94 graduates as of February 2010, working in community and clinical settings:

- Native Hawaiian Health Care Systems
- Community Health Centers
- The Queen's Medical Center/Queen's Cancer Center
- Moloka'i General Hospital
- Cancer care provider offices

## 'Imi Hale Welcomes 13 New Cancer Patient Navigators

In January 2010, 'Imi Hale graduated 13 new cancer patient navigators, who completed the 48-hour Ho'okele i ke Ola Training.

The new navigators hail from the Queen's Cancer Center, Hamakua Health Center, Hawai'i Medical Center (former St. Francis Medical Center), and two of the Native Hawaiian Health Care Systems - Ke

Ola Mamo (O'ahu) and Hui Malama Ola Na 'Oiwī (Hawai'i), joining stellar prior graduates from the Native Hawaiian Health Care Systems - Hui No Ke Ola Pono (Maui), Ho'ola Lahui Hawai'i (Kaua'i), Na Pu'uwai (Moloka'i and Lana'i), Pacific Cancer Foundation on Maui and other cancer care provider offices.

Another 48-hour training will be held in June 2010 at the Queen's Conference Center, with site visits to partner facilities such as Kuakini, Straub Hospital and Clinic, Kapi'olani Breast Cancer Center, and Hawai'i Medical Center.

For more information, call Jeanine or Mahealani at our satellite office (526-1700).

If you are a student at the University of Hawai'i - Maui Campus pursuing studies in Allied Health, the Cancer Patient Navigator Training is offered as a 3-credit elective course that runs for 16 weeks. For more information, call counselor Maggie Bruck at 984-3560 or to register for the course call 984-3500.

# 'Imi Hale

## Native Hawaiian Cancer Network

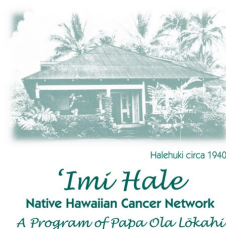


### Mailing Address:

894 Queen Street  
Honolulu, HI 96813  
Phone: 808-526-1700

### Satellite Office:

The Queen's Medical Center  
Kekela Bldg. 1st Floor  
(formerly Outpt Therapy)



### Upcoming Events

**He Huliau Conference** May 7-8, 2010 at Waikiki Beach Marriott, Honolulu, HI

**Ho'okele i ke Ola Cancer Patient Navigation Training** June 3-4, 17-18, 24-25, 2010 at Queen's Conference Center, Honolulu, HI

**Healing Our Spirits Worldwide Conference** September 3-10, 2010 at Hawai'i Convention Center, Honolulu, HI

**Hawai'i Statewide Tobacco Control Conference** September 16, 2010 at Hilton Hawaiian Village, Honolulu, HI

**Komen Race for the Cure** October 17, 2010 at Kapi'olani Park, Honolulu, HI

**Kamehameha Schools Research Conference** October 21-22, 2010 at Ko'olau Ballrooms/Conference Center, Kane'ohe, HI

**Ho'okele i ke Ola Cancer Patient Navigation Conference** November 3-4, 2010 at Best Western Plaza Hotel, Honolulu, HI

## Is Diverting Tobacco Funds to the State's General and Rainy Day Fund Prudent?

### Healthcare costs for non-smokers are 40% lower than for smokers.

Tobacco monies need to fund tobacco prevention and quit smoking programs to protect the health of our children and families.

Tobacco prevention and quit smoking programs work to save lives, keep youth from starting to smoke, and help adults quit smoking. These programs save our state money in healthcare costs, and create jobs in tobacco cessation.

Smoking kills more people than alcohol, murders, car crashes, AIDS, illegal drugs and suicides combined.

Each year, 50,000 Americans die from exposure to secondhand smoke.

Youth smoking has significantly gone down 24%, from 1 in 4 to 1 in 10.

Adult smoking has also gone down from 21.2% to 15.4%. Each year, smoking costs the state more than half a billion dollars in healthcare costs and lost productivity.

Tobacco companies spend more than \$40 million a year in Hawai'i marketing their deadly products. All that stands between their marketing and the 1,000 youth who become daily smokers is the prevention education efforts of comm-

unity programs and media messages. Also, smokeless tobacco use is rising, and more than 153,000 Hawai'i smokers need help to quit.

If funding is taken away smoking rates will go up, lives will be lost and the state will pay more in healthcare costs tomorrow, than for tobacco prevention and control today.

Tobacco prevention and control has to be a priority for the health of Hawai'i's keiki and families.

Go to the Coalition's site at [www.tobaccofreehawaii.org/](http://www.tobaccofreehawaii.org/) to send a message or sign a petition if you would like to support sustainable funding for tobacco prevention and quit smoking programs.

*Say no to tobacco,  
and yes to health.*



A one-of-a-kind event to raise awareness and empower women who may not be aware of the tobacco industry's marketing tactics.

May 22, 2010  
Japanese Cultural Center