

Community Listening Sessions

Hispanic Community Esperanza and Mi Salud

This listening session was conducted in partnership with Esperanza and Mi Salud Wellness Center. (n=20)

Participants were...

- Average Age: 42 years
- 15 females, 5 males
- All identified as being of Hispanic/Latino/Spanish origin
- 38% were born outside of the United States
- Average time living in Philadelphia: 8 years, 45% have lived in Philadelphia <1 year
- 68% have attended some college or have a Bachelors degree



When hearing the word 'cancer'

- Participants equate cancer with negative feelings, such as suffering, depression, anxiety, and sadness
- Participants equate cancer to death
- Participants said that cancer was a taboo topic to discuss with family members

"They never said the word cancer to me, just 'He's sick.'"

When asked about cancer research

- Participants considered cancer research to be scientific advances, studies, and working to counteract disease
- Participants suggested that researchers focus on cancers that are related to sexual reproductive health, because often time communities have shame in talking about it
- Cancer prevention and early detection ranked at the top.

"Because if we prevent cancer, we don't have to treat it later"

- Participants also emphasized the importance of conducting research on ALL types of cancer

"But in life there are other cancers that people have not yet known, and they are not overcome. So, for me all types are important, all types of cancers."

When asked about how to talk about cancer and cancer research

"Not to make it pretty"

- Participants believed that researchers and providers should be honest and upfront in regard to these topics so that patients are fully informed.
- Participants wanted to be informed about the processes and outcomes of their care

Philadelphia Communities Conquering Cancer (PC3) is a newly formed coalition. Mission: To listen to and engage and empower communities, organizations, and individuals to reduce cancer disparities by aligning resources, sharing information, inspiring research, and reducing barriers to the prevention, early detection, and treatment of cancer for all Philadelphians.

