



Concerning cancer, Asian Americans and Latinos in the county have the highest rates of mortality from screenable cancers.

The current pandemic has exacerbated disparities in cancer screening: according to the National Cancer Institute, in just the first three months of the pandemic, there were nearly half a million missed breast, cervical, and colon exams in the US that will result in 10,000 excess deaths in the future.

Preliminary data collected from one of the UCI's federally qualified health centers in Orange County suggest that providers are unsure about whether and how to recommend cancer screenings to their patients; one clinician suggested the need to educate community members to proactively ask their providers for the screenings.

Thus, there is a pressing need to understand how to resume safe cancer screenings in the community settings, and how to persuade disparity populations to adopt regular cancer screening behaviors.



WHY KURE IT CARES



DECREASE RATES OF CANCER IN UNDERSERVED COMMUNITIES

Rates of liver and stomach cancer were approximately two times higher among Hispanic people.



INCREASE AWARENESS

Engage with underserved communities not utilizing cancer screening centers in Orange County.



TARGET RACIAL & ETHNIC DISPARITIES

Grassroots education and awareness are the best ways to help break down these barriers and lower cancer rates in these communities.

WHAT IS KURE IT CARES INITIATIVE

- Educating targeted groups to promote free cancer screening centers & evaluate how well the services are used, accessed, understood, and implemented.
- Build a database to follow the success within targeted communities & create new avenues to market and engage the underserved population to raise cancer screening numbers.