

The Impact of the Chanpyons Credible Messenger Intervention on Breast Cancer Screening Rates among Haitian Creole Women

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Abstract : Background: Haitian Creole women in Sussex County, Delaware, experience significant disparities in breast cancer outcomes, exacerbated by cultural, linguistic, and socioeconomic barriers. The Chanpyons Credible Messenger Intervention was developed to address these disparities through culturally tailored education, logistical support, and the engagement of trusted community members as credible messengers. Method: This mixed-methods study combined quantitative analysis of screening rates pre- and post-intervention, using demographic data from 85 participants, with qualitative interviews to explore participants' perceptions, barriers, and experiences. Results: Of the participants, 22.35% had received a mammogram before the program, compared to 50.59% after its implementation, marking a significant increase in screening rates. Women with private insurance had higher up-to-date screening rates (78.95%) compared to uninsured women (36.36%). Qualitative findings revealed that credible messengers effectively built trust, addressed cultural misconceptions, and alleviated fear, empowering women to prioritize preventive care. Conclusion: The study demonstrates the success of culturally specific interventions in increasing breast cancer screening rates and reducing health disparities. The Chanpyons model highlights the importance of integrating community-driven approaches in public health programs, offering a replicable framework for addressing similar challenges in underserved populations.

Keywords : breast cancer, community engagement, Haitian Creole women, credible messengers, health disparities, preventive care

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