

# PROFILE

## Location

Houston, Texas

## Populations of Focus

African American and  
Hispanic populations

## Topic Areas

cancer prevention, sexual  
health, substance abuse



**Community-based partners will help refer Latinas who may have unmet breast and cervical cancer screening needs to determine if they are eligible to participate in Salud en Mis Manos.**

“ We collaborate with local, state, and national partners to build capacity, provide resources, and deliver strategies to implement evidence-based cancer chronic disease control interventions, with the ultimate goal of enhancing health equity and quality of life among African American and Hispanic communities across Texas and the nation.”

## Christine Markham, PhD

Associate Director  
CHPPR

The [University of Texas Health Science Center at Houston \(UTHealth\) Center for Health Promotion and Prevention Research](#) (CHPPR) is one of 26 Prevention Research Centers (PRCs) supported by the Centers for Disease Control and Prevention (CDC) for the 2019–2024 funding cycle. Each PRC is funded to establish and maintain their center and to conduct a core research project. PRCs may receive supplemental funding to conduct additional research projects and activities.

CHPPR’s mission is to conduct research to develop, evaluate, and share health promotion and disease prevention programs. These efforts include a focus on decreasing cancer-related and chronic disease health disparities in African American and Hispanic populations.

CHPPR leverages the experience and expertise of UTHealth faculty and staff to accelerate the adoption and implementation of sustainable evidence-based interventions (EBIs) for cancer control. Its vision is to close the gap between cancer control research and implementation of effective programs. CHPPR works to achieve this vision by addressing social determinants of health in African American and Hispanic communities in partnership with community health centers.





**CHPPR created a network of community partners across Texas called PACE to address cancer control in urban and rural minority communities.**

## **CORE RESEARCH**

Each PRC uses a community-engaged approach to conduct one primary applied public health prevention research project called a core research project. Project activities include design, development, implementation, evaluation, and dissemination. PRCs use at least 50% of their CDC funding to conduct the project in partnership with communities.

### **Salud en Mis Manos Dissemination and Implementation Assistance (SEMM DIA)**

CHPPR's core research project for the 2019–2024 funding cycle is [Salud en Mis Manos Dissemination and Implementation Assistance](#) (SEMM DIA), a community-based program designed to increase breast and

cervical cancer screening and human papillomavirus (HPV) vaccination uptake to reduce the effect of these cancers among Latinas. It will evaluate the increase in mammography and cervical screenings and HPV vaccination outcomes among program participants. It will also conduct a comprehensive process evaluation of the program, monitoring implementation fidelity, reach, doses, and coverage.

To increase community engagement and collect data, CHPPR created a network of community partners across Texas called PACE (Partners Accelerating Cancer Control Evidence) to focus on cancer control in urban and rural minority communities. Its overall strategy includes providing health-promoting resources, education, and training in communities and health care settings through academic, public health, and community partnerships.

## CONTACT INFORMATION

### Principal Investigator



Maria Fernandez, PhD

### Department

The University of Texas Health Science Center at Houston

Health Promotion and Behavioral Sciences

Center for Health Promotion and Prevention Research

### Center Email

[Maria.E.Fernandez@uth.tmc.edu](mailto:Maria.E.Fernandez@uth.tmc.edu)

For more information on CHPPR and ways to get involved, visit [The University of Texas Health Science Center at Houston \(UTHealth\) School of Public Health](#).

“With our focus on implementation science, CHPPR is working to bridge the substantial gap between cancer and chronic disease control, research, and practice,” said Maria E. Fernandez, PhD, center director. “Together with communities and stakeholders, we work to accelerate and improve the adoption, implementation, and sustainment of evidence-based cancer and chronic disease interventions in the real world. Our projects include increasing the use of lay health workers to deliver breast and cervical cancer screenings and HPV vaccination interventions in community health centers, increasing the adoption and use of physical activity programs in school settings, and creating strategies to increase diabetes prevention and hypertension management among patients in primary care clinics.”

## ADDITIONAL RESEARCH

PRCs may receive supplemental funding to work on additional research projects each funding cycle. These Special Interest Projects (SIPs) focus on a variety of health topics or gaps in scientific evidence. PRCs can also conduct additional research as part of SIP [Thematic Research Networks](#), which are groups of PRCs working together on related health topics.

## 2021

### PRC Vaccine Confidence Network (PRC VCN)

In April 2021, CDC funded a 12-month award to all 26 PRCs to form the PRC VCN in support of the agency’s [Vaccinate with Confidence](#) strategy for COVID-19. As part of this network, JHU PRC is examining vaccine hesitancy to find ways to promote vaccine confidence, increase vaccine uptake, and reduce disparities among Black families in Baltimore, Maryland. The goal is to reduce the incidence of COVID-19 in the United States.

CHPPR will use community-engaged strategies to select, develop, adapt, implement, and evaluate a targeted, multilevel intervention to increase reach and uptake of COVID-19 vaccination. It will use rapid intervention mapping to develop, select, and tailor multilevel intervention strategies. It will also use proven behavioral science strategies, such as social marketing, community health worker outreach, and community influencer engagement.

CDC Prevention Research Centers (PRCs) conduct innovative public health research at the community level. The PRC Program is a network of academic research centers in the United States that work with their communities to identify public health problems and develop, test, and evaluate solutions that can be widely shared and applied within the public health system. PRCs research a wide range of health topics and focus on populations experiencing health disparities.

## FOR MORE INFORMATION ABOUT THE PRC PROGRAM

Visit [www.cdc.gov/prc](http://www.cdc.gov/prc) or contact [prcprogram@cdc.gov](mailto:prcprogram@cdc.gov).



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention