Email this completed form to cprissummer@uth.tmc.edu by Friday, January 3, 2020.

MENTOR RESEARCH OPPORTUNITY – SUMMER 2020 (JUNE 1ST–AUGUST 7TH)
UTHealth–CPRIT UNDERGRADUATE INNOVATION IN CANCER PREVENTION RESEARCH FELLOWSHIP
(This is a Word table; use Tab to go from one blank to the next)

<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Lara S. Savas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>(713)500-9638</td>
</tr>
<tr>
<td>Cell</td>
<td>(713)201-6622</td>
</tr>
<tr>
<td>Faculty E-mail</td>
<td><a href="mailto:Lara.staub@uth.tmc.edu">Lara.staub@uth.tmc.edu</a></td>
</tr>
<tr>
<td>School/Campus</td>
<td>University of Texas Health Science Center – Department of Health Promotion and Behavior Sciences</td>
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</tbody>
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Research Projects

Each fellow is expected to spend an average of 40 hours/week on his/her research project, organized seminars and innovation generation course.

Applicants will click on the titles of projects they are interested in to see the description. Give your project an inviting name! Acceptable projects do not need to be externally funded.

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<thead>
<tr>
<th></th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>Salud en Mis Manos: Developing and evaluating a social media campaign to engage rural and medically underserved Latinas in cancer prevention and control services</td>
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Lay summary of the project: (100 words max)

Think of this as an ad. Students will select projects based on these descriptions.

The overall goal of the CPRIT-funded intervention project is to reach medically underserved Latinas with unmet breast and cervical cancer prevention needs, and enroll them in a community health worker (CHW) delivered behavioral education and health coaching intervention. The Summer CPRIT Intern will conduct a literature search to describe the use of social media in public health interventions, and will: 1) describe social media strategies used to increase outreach to rural or medically underserved Latina populations, and guided by the literature and best practices; 2) design a social media campaign (e.g., for the SEMM Facebook and Instagram sites) to reach medically underserved Latina women (18-74 years) and examine the effect of different social media strategies on participation in the SEMM cancer prevention and control program.

<table>
<thead>
<tr>
<th>Contact with:</th>
<th>Public</th>
<th>Patients</th>
<th>Lab Samples</th>
<th>Animals</th>
<th>None</th>
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<thead>
<tr>
<th>Project Status</th>
<th>IRB</th>
<th>Yes</th>
<th>X</th>
<th>No</th>
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<tr>
<th>If yes, IRB Number</th>
<th>HSC-SPH-19-0775</th>
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<tr>
<th>Laboratory Safety Protocol</th>
<th>Yes</th>
<th>No</th>
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<tr>
<th>Protocol Number</th>
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Will the fellow be added to the protocol? Yes | No | X |

1. End Product(s):
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### A. All Fellows:

1. Complete a project explicitly using the tools of innovative thinking
2. Prepare and present a research poster on their project, including how you applied tools for innovative thinking
3. Participate in the 90-second elevator speech competition

### B. Project Specific End Products:

*Mentors’ please specify, e.g.*, GIS map to track whether and other environmental conditions for day laborer “corners” throughout Houston, design for a social network platform for follow-up with research participants, manuscript on xxx to be submitted for publication, abstract on yyy to be submitted to a scientific meeting

1. Conduct a literature review focused on social media campaigns that target health outcomes, and summarize findings using evidence tables.
2. Develop content for an innovative website showcasing the project’s materials for a low-literacy group
3. Identify existing resources to guide development of cancer prevention messages.

### 2. Fellows’ Activities:

#### A. All Fellows:

1. Complete the Massive Open online Course (MOOC) on Innovation Generation
2. Participate in weekly MOOC reviews and occasional cancer seminars in Houston and/or via ITV
3. Apply the tools of innovative thinking in project discussions
4. Participate in two elevator speech workshops
5. Provide mid-course and final evaluation feedback
6. Meet with the preceptor or representative to discuss the training experience, progress, and challenges
7. Prepare and present a poster on the summer research
8. Present a 90-second elevator speech

#### B. Project Specific Trainee Activities

*Mentors, please specify additional fellow activities, e.g.*, Fellow will commit to the design, analysis of a mini project XXX as part of a larger project?

1. Receive orientation and design a social media-based recruitment strategy to increase enrollment in the SEMM breast and cervical cancer prevention project. Understand the importance of using innovative strategies to reach and enroll hard-to-reach and low-literate populations in a cancer prevention intervention project.
2. Participate in community outreach events and observe community health worker (CHW)-recruiting, and/or delivering the education and health coaching intervention to guide development of a social media-based health campaign and education posts that will re-enforce SEMM education delivered.
3. Participate in weekly staff meetings to learn about intervention research project, review social media-based recruitment opportunities and propose potential innovative ways to conduct outreach and recruitment to increase participation through the use of social media and project website

3. Learning Objectives:

*By the end of the summer experience, the following objectives should be achieved.*

A. All Fellows:

1. Describe and apply the tools of innovative thinking to increase creativity
2. Develop communication and presentation skills

B. Project Specific Learning Objectives:

*Mentors, please specify additional learning objectives, e.g.* Fellow will be able to write instructions for low literacy audiences, design a mini project with supervision

1. The trainee will understand potential use of using social media to reach and engage Latinas in a cancer prevention program
2. The trainee will learn to apply critical thinking and research skills to develop a social media-based health program recruitment strategy to promote participation in the SEMM program.
3. The trainee will develop and/or identify available cancer prevention education content for use on different social media platforms and will assess reach of the content among Latinas 18+ years old, residing in a 30 county area in the Texas Gulf Coast area.

4. Are there special fellow characteristics e.g., major, interests, language, culture or other preferences that would be desirable? Please specify:

Interest in social media messaging development targeting medically underserved and low-literate groups, conducting literature searches, health education, and E-health interventions. Preference given to Spanish speakers.

5. Mentor Responsibilities

1. Attend the closing ceremony (elevator speech competition and poster presentation) on August 7th, 2020.
2. Provide feedback on the program experience to the program coordinator
3. Meet with the fellow weekly to discuss training experience, progress, and challenges
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4. Encourage the use of the tools for innovative thinking

5. Notify Dr. Mullen if the intern is not meeting the agreed upon responsibilities as early as possible to allow problem solving

6. Complete an evaluation of the fellow at the mid-course and end of the program

If you plan to delegate some of the supervision to another lab member, please list their name and contact information so that we can copy them on all correspondence (name and credentials, please specify)?

Name (degrees): Emily Adlparvar, MPH

Job Title: Program Coordinator

E-mail: Emily.M.Adlparvar@uth.tmc.edu

Phone Number: Office: (713)500-9608

Will you be out for more than 2 weeks during the training period (June 1, 2020 – August 7, 2020)?

Yes [X] No [ ]