

What is DESI SEHAT?

❁ DESI SEHAT is a research program being conducted by the Rutgers Cancer Institute of New Jersey to help people learn more about colorectal cancer and decide if getting screened is right for them.



❁ This study aims to promote screening-related behaviors in the growing South Asian community and has the potential to improve the health of South Asians, i.e. DESI SEHAT

RUTGERS
Cancer Institute
of New Jersey

**NCI
CCC**
A Comprehensive Cancer
Center Designated by the
National Cancer Institute

**195 Little Albany Street
New Brunswick, NJ 08903
1-866-721-2813**

APPROVED

DEC 05 2017

Approved by the
Rutgers IRB

EXPIRES

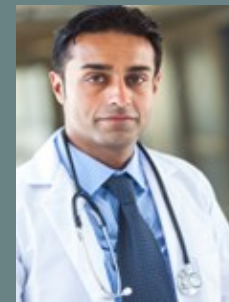
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Approved by the
Rutgers IRB

Version 10/25/2017



D.E.S.I. SEHAT



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Why is this Research Program Important?

- Recognized as one of the fastest growing immigrant groups in the US, the South Asian population is disproportionately affected by several health conditions, including cancer.
- Rates of colorectal cancer are higher among South Asian immigrants compared to the general population while screening rates remain low.
- South Asians are more likely to be diagnosed with colorectal cancer at advanced stages.
- The goal of this study is to help reduce cancer health disparities in local South Asian communities in New Jersey.

What Does Taking Part Involve?

Step 1: Complete a Baseline Survey

Survey questions will focus on social and cultural factors that may prevent one from taking part in these screenings, as well as barriers to accessing healthcare services and assessment of overall health.

Step 2: One-on-One Session with a Community Health Educator

Participants will take part in an education session that includes reviewing information on colorectal cancer screening to help you decide if getting screened is right for you. The session will also provide assistance in locating a qualified healthcare provider in your area if you choose to have screening.

Step 3: Complete a Follow-Up Survey

Eligible participants will receive a total of \$75 in gift cards. \$25 for completing Step 1 Baseline Survey, \$25 for attending Step 2 One on One Session and \$25 for completing Step 3 Follow-up Survey.

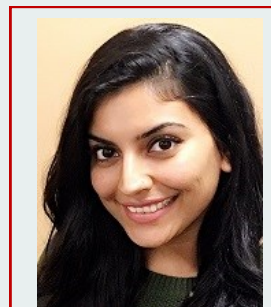
Who is Eligible?

- South Asian men and women
- 50—75 years old
- Read, speak and write English or Hindi.
- Resident of New Jersey
- Not on schedule with colorectal cancer screening guidelines

**Final eligibility will be confirmed by Health Educator.

How to Contact Us?

If you have a question regarding this study or would like further information, please call us at:



732-235-4092

Anam Khan
Health Educator

