

# PINOY PCOR BALITA



A quarterly publication of the "Mag-PCOR Muna Tayo" and Filipino American Research (FAR) Hub projects

## LEADERSHIP TEAM

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## Onward and Forward for *Pinoy* Health: The Fil-Am Research (FAR) Hub Project

M. Danet Lapid-Bluhm, PhD, RN, MSCI, ANEF, FAAN

"*Mabuhay!*" This common Filipino (*Pinoy*) greeting which means "Live!" sends out an intentional wish for long life. Cries of *Mabuhay* are used for toasts during gatherings, expression of adulation and best wishes, and to welcome guests. More than a year and a half of the COVID-19 pandemic, with 43.2 million cases and over 693 thousand deaths in the US, *Mabuhay* especially takes on an imperative meaning, a battle cry that we will live and that we can have a long life.

The nationwide Filipino American Patient-Centered Outcomes Research (FAPCOR) network continues its mission of improving patient outcomes through giving voice to the health and healthcare priorities of Filipinos in the US. We completed the Patient-Centered Outcome Research Institute (PCORI) funded "*Mag-PCOR Muna Tayo*" project in June 2021 (see <https://filamhealth.org/>). The project successfully built capacity and engaged Filipinos to form FAPCOR "*nayon*" (Filipino term for village) networks in five states: Hawaii, California, Texas, New Jersey, and New York. Much was learned including the prevalence of chronic preventable and lifestyle-modifiable diseases and lack of interest to participate in research among Filipino Americans (FAs), which can be influenced by their social network. At every event when the "*Mag-PCOR Muna Tayo*" project was presented, there was also much interest among Filipinos from other states to build their own FAPCOR *nayon*.

Hence, it is with much gratitude that we thank PCORI for funding the new project, *Filipino American Research (FAR) Hub: Nationwide infrastructure to promote PCOR and CER*, that would allow, among other aims, the expansion of the FAPCOR network. Leveraging on the nationwide infrastructure of the Philippine Nurses Association of American (PNAA), this project has the lofty goal of expanding the FAPCOR network from five states to 15 more states, engaging Filipinos in research participation, educating them on research participation, and creating an online research hub, the FAR Hub. The FAR Hub will be a portal for Filipinos who received fundamental training on research participation to be connected with ongoing relevant research projects and clinical trials. Research to improve patient-centered outcomes is important in this "COVIDian" time when being healthy is especially critical to survival. We look forward to the cooperation of Filipino stakeholders in different states as we move onward and forward with the FAR Hub project. Highlights of the FAR Hub project will be featured in the second edition of *PCOR Balita*. We sincerely thank PCORI for supporting endeavors to advance Filipino PCOR endeavors!

*Mabuhay ang PCOR! Mabuhay ang Pinoy Balita! Mabuhay ang FAR Hub! Mabuhay tayong lahat! Long live to all!*



Zoom capture of a FAR Hub orientation and training session in September. Photo by Dr. Erlinda Singarajah

## Introduction of New FAPCOR "Nayon" ARCs: Notes from the Field

M. Danet Lapid-Bluhm, PhD, RN, MSCI, ANEF, FAAN

The Diffusion of Innovation Theory developed by E.M. Rogers in 1962 explains how an idea or product gains momentum and diffuses (or spreads) through a specific population or social system over time. The diffusion results in people adopting a new idea, behavior, or product. The theory describes five adopter categories: innovators, early adopters, early majority, late majority, and laggards. Since we have begun the FAR Hub project, we recognize the early adopters who stepped forward to be the State Academic Research Collaborator (ARC), the leader of the FAPCOR *nayon* of their respective states. These leaders have participated in the virtual FAR Hub Orientation and Training sessions in September. The line-up of partner co-leaders, the Patient Advocate Leaders (PALs), is currently being finalized.

We thank our new ARCs and look forward to introducing the PALs at the next PCOR Balita.

States	FAPCOR ARCs
Washington	• Butch de Castro
Florida	• Liwiwa Villagomez
West VA	• Girlyn Cachaper
Arizona	• Erlinda Singarajah
Georgia	• Mary Dioise Ramos
Ohio	• Cristina Garinger
Michigan	• Reglita Laput
New England	• Mary Jane Lyder
Nevada	• Righel Tan

# FAR Hub: Project Aims and Activities

M. Danet Lapiz-Bluhm, PhD, RN, MSCI, ANEF, FAAN

Despite being one of the fastest-growing minority and the third-largest Asian group in the US, there is limited research about the health and healthcare outcomes of Filipinos. The prior "Mag-PCOR Muna Tayo" project provided an avenue to give voice and engage our "kababayans" in California, Hawaii, Texas, New Jersey, and New York. Filipino participants shared their health issues (i.e., diabetes, hypertension and other cardiovascular diseases, obesity, among others) and difficulties associated with healthcare access. They also shared the community's lack of interest in research participation and understanding of its importance. Hence, we proposed the newly funded project, *Filipino American Research (FAR) Hub: Nationwide infrastructure to promote PCOR and CER*. The aims of the project are to:

- 1) Expand the FA-PCOR network to 15 more states by leveraging on the PNAAC chapter community engagement infrastructures;
- 2) Create a Stakeholder Advisory Council (SAC) for each new FA-PCOR network;
- 3) Develop a culturally and linguistically-appropriate FA Research Engagement Supplemental (FARES) curriculum;
- 4) Deploy the PCORI Research Fundamentals and FARES curricula to each FA-PCOR "nasyon";
- 5) Develop the online research infrastructure, FAR (Filipino Americans for Research) Hub, to connect clinicians and researchers to the Filipino community.

The above aims will be completed in three phases:

- **Phase 1** is the expansion of the "Mag-PCOR Muna Tayo" FA-PCOR "nasyon" network using effective evidence-based strategies used in the original project;
- **Phase 2** is the creation and deployment of the FARES and the PCORI Research Fundamentals curricula;
- **Phase 3** is the launch of the Filipino American Research (FAR) Hub.

The project's long-term goal is to create and sustain a nationwide community of Filipinos who are willing and vested in PCOR and CER participation to improve healthcare outcomes.

Stay tuned! Be engaged! Stay engaged!



## COMMUNITY LEADER HIGHLIGHTS

Key to activities of the FAR Hub is the engagement of Filipinos and stakeholders as full partners of research. A Project Advisory Board (PAB) has been created consisting of representatives of diverse Filipino stakeholders in the US. The members of the FAR Hub Project Advisory Board are the following:



**Dr. Gloria L. Berionesis** is currently the President-elect, Philippine Nurses Association of America (PNAAC), FAR Hub's partner organization. She will advise the project team on the PNAAC collaboration related to the activities and deliverables as well as penetration. A nursing executive and academician, Dr. Beriones will provide input on the project's penetration in these sectors. She is based in Texas.



**Mrs. Ester Aure Novero** is the Director, West Bay Filipino Multi-Service Corporation, CA. A very active community leader, she represents the voice of patients and family members. She assisted her husband, Mr. Rodolfo Ascercion, the Patient Advocate Leader of CA for the "Mag-PCOR Muna Tayo" project. Both are very active in church, community, and political initiatives. A former educator, Ms. Novero, will provide input on messaging and reach among Filipinos. She currently lives in California.



**Dr. Cynthia Romero** is an associate professor of Family and Community Medicine and the Director of the M. Foscue Brock Institute for Community and Global Health at Eastern Virginia Medical School. She is a past President of the Philippine Medical Association of Southeastern Virginia. She will provide input on Filipino American physicians' perspectives and assist the study visibility among physicians' organizations. She is based in Virginia.



**Mr. Brendan Flores** is the National Chair, National Federation of Filipino American Associations (NaFFAA). Mr. Flores is a leader, philanthropist, an advocate of Filipino-Americans, a banker, and the first millennial and youngest-ever president and national chairman. As the leader of the largest national affiliation of Filipino American institutions, organizations, and individuals, Mr. Flores will assist the research team on the project's visibility and NaFFAA promotion as well as provide input on strategies to help achieve the project goals and deliverables. He is based in Florida.



**Mr. Eric Lachica** is the Volunteer Executive Director, American Coalition of Filipino Veterans. A registered lobbyist, Mr. Lachica developed the coalition strategy and managed the national campaign that led to the passage of five bills in Congress, providing more than \$300 Million in benefits. He will advise the research team on the policy implications of the findings. With his extensive connections in Washington DC and the Philippine Embassy, Mr. Lachica will help connect the FAR Hub to agencies that may help the project's goals and deliverables. He is based in Virginia.



**Dr. Bryan Dosono** is the Director of Research and Development, National Asian Pacific Islander Desi American Panhellenic Association and Research Designer, eBay. With undergraduate and graduate degrees in Information Science and Technology, Dr. Dosono developed the PCORI-funded study website called Center for Filipino American Health. He will advise the research team on web-related and online issues. As a young professional, he can also provide the perspectives of Filipino in his generation. He is based in Washington State.

We thank all the PAB members for their commitment and support!

### CONTACT US

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