Breast and Cervical Cancer Outreach

Scott, Clinton and Jackson Counties

Dona Bark RN, CHC, Care for Yourself Coordinator
Care for Yourself Program
Scott, Clinton, Jackson County

Outreach Vision
To inform and assist rural and underserved women in Clinton County to receive breast cancer screening.

Contact information-
Dona Bark RN, Care for Yourself Coordinator, Clinton County Breast and Cervical Cancer Outreach Coordinator
563-244-4925
563-421-1913
barkd@genesishealth.com
Outreach Goals

• **Reach**- locate women who still have not received screening exams according to medical guidelines or risk.

• **Inform**- how to access no or low cost screening exams at a participating local provider of their choice.

• **Inspire**- to seek an annual exam and mammogram
Address Barriers to Screening

Educational barriers
1. Not referred for screening or CFY due to:
   • No primary healthcare provider
   • Healthcare provider is under-informed about CFY
   • Have not heard or paid attention to information about the need for screening exams
   • Do not know that programs exist to pay for screening exams
   • No insurance, or have a poor understanding of coverage
   • Trusted resources are under-informed

2. Physical Barriers
   • Transportation issues
   • In-flexible work schedule
   • Lack of child care
Cast a Wide Net
Increased screening

Healthcare Providers

Community

Individuals
Three Outreach Categories

Healthcare Providers
- OB/Gyn, family practice, and community clinics; radiology/mammography centers

Community
- Public Health agencies, Social Services, Parish Nurses, Employee Human Resource departments, Cancer Support groups, Women’s Community groups, Public libraries, hair salons, thrift stores, grocery stores, churches, media, etc.

Individuals
- Community events- small or large, target population
- Employer health events
- Cold Calls
- Impromptu interactions
- Media
Educate and Engage

Healthcare Provider Outreach

• CFY annual updates provided to all CFY Providers (in our region) by mail at the beginning of each fiscal year. We include a letter, program summary, and tools to guide staff through referral and screening.

• PRN updates provided throughout the year as needed (mail, phone, email).

• Staff training presentations including CFY information, outreach items and outreach materials.
Care for Yourself Program
Clinton County Outreach
Collaboration

Provider and Social Agency Outreach:
1. Avoid message duplication or confusion
   – There should be only one primary contact for providers related to breast cancer outreach (CFY Coordinator is primary contact due to long term relationship for case management and funding for screening and diagnostics).
   – Collaborate with all county breast cancer awareness programs to ensure that confusion is avoided when introducing additional breast cancer resources.
   – Distribute comprehensive breast cancer outreach materials to providers and agencies for use when referring for screening.

2. Make best use of provider’s time:
   – Additional programs (Pink Pass and Voucher Program) coordinate with the Clinton County CFY Program Coordinator to ensure that breast cancer outreach/education time does not exceed provider time availability.
Provider Updates

FY 2016 - 2017

Breast and Cervical Cancer screening is again available to Iowa women

Call CFY program regarding current timelines

Clinton County has an unusually high number of women with late stage breast cancer. In response to that alarming fact, the Care for Yourself Program strives to partner with providers to guide women toward NO COST programs which cover breast and cervical cancer screening and diagnostics.

Provider Participation: Clinics and facilities, which offer any breast and/or cervical cancer screening or diagnostics, can be a participating provider by applying through the Iowa Department of Public Health Care for Yourself Program: http://idph.iowa.gov/cfy/information-for-healthcare-providers

We will be happy to assist you as needed.

Enrollment and Scheduling:

CFY staff will assist your patients with their enrollment by phone and/or mail.
The Care for Yourself client enrollment is an easy process, no documentation is required.

CFY enrolled women will present their current pink CFY Eligibility card (or the clinic may call to verify or ask to enroll the patient).

Please contact the CFY Program with any questions, concerns, or to schedule a brief CFY update or presentation for you and/or your staff.

I look forward to a productive and rewarding partnership!!

Dona Bark RN, Care for Yourself Coordinator, Certified Clinical Health Coach

Dona Bark RN, Clinton, Jackson, and Scott County CFY Coordinator
Phone: 563-244-4925 or 563-421-1913  FAX: 563-242-7197  E-mail: barkd@genesishealth.com
Provider Tool for Referrals and Screening

- CFY Program (Clinton/Jackson and Scott Counties)
- 563-244-4925 or 563-421-1913
- FAX: 563-242-7197 or 563-421-1920 Email: barkd@genesishealth.com

CFY Screening Year begins July 1, 2016

Women ages 40-64 *(Under 40 if breast symptoms per CFY Coordinator)*
If not yet enrolled, contact CFY program to enroll client during or following a visit.

CFY Program for enrolled women covers*:
- Annual Pelvic exam, clinical breast exam, mammogram, pap every 3 years (or every 5 yrs with HPV)*
- Certain follow-up testing for abnormal breast or cervical results*
- CFY clients, who are diagnosed with breast or cervical cancer, but have no creditable insurance, may receive Presumptive Eligibility to Medicaid for their treatment.

Screening Exam*:
Check CFY enrollment card for current eligibility and for current pap eligibility:
If she has no current CFY card, verify current enrollment with CFY Coordinator
Consult with patient before planning any services, which are not covered by CFY.
Any referrals for CFY services must be for CFY enrolled providers (to be funded)*
Submit all results to CFY Program within 2 weeks of visit or tests*
- CFY: CBE, mammogram, pap (if done), B/P X 2, height, weight, & BMI

Please keep CFY coordinator informed of all follow-up planning and results*

*consult CFY manual, Coordinator or website for specifics.
CFY Information is found on IDPH CFY website in "Healthcare Provider Guide"
http://idph.iowa.gov/cfy/information-for-healthcare-providers
Provider Tool for Reporting

**Care for Yourself Exam and Mammogram Results Request**

- **Client Name:** _______________  **DOB:** ______  Please give this to your Doctor or Nurse at your appointment.
- **Provider:** ______________________:  Please FAX or Email client results (for all CFY exams on/or after July 1, 2016).

**Items 1 – 8 are required information from CFY client exams** (complete items 9 – 11 if they were done):

- **Screening exam date:** ______________
- **Any breast changes reported by client:** ______________
- **Previous mammogram date:** ______________
- **Previous PAP date:** ______________
- **Results of CBE (clinical breast exam):** ______________
- **Height:** ____________
- **Weight:** ____________
- **2 blood pressures:**
  1. ____________
  2. ____________
- **Mammogram - check result:**  **Date:** ______________
  - Negative (BI-RADS 1)
  - Benign (BI-RADS 2)
  - Probably benign – short interval follow-up indicated (BI-RADS 3)
  - *Suspicious abnormality-consider biopsy (BI-RADS 4)
  - *Highly suggestive of malignancy (BI-RADS 5)
  - *Assessment incomplete-need additional imaging evaluation (BI-RADS 0)
  - *Film comparison required (BI-RADS 0)

- **Pap Test (for eligibility, see pink CFY enrollment card) - check result:**
  - Negative
  - ASC-US
  - *Low grade SIL (including HPV changes)
    - *ASC-H
    - *High grade SIL (including HPV changes)
    - *Squamous cell carcinoma
    - *Abnormal glandular cells (including atypical endocervical adenocarcinoma in-situ and adenocarcinoma)
  - *Other
  - **HPV - check result:**
    - Negative
    - Positive
    - Unknown

- **Breast or cervical-diagnostics or short term follow up- results or plan:** ______________________________
  **Date:** _____

To verify funding for follow-up testing or to obtain Presumptive Medicaid for breast or cervical cancer treatment, contact the CFY Coordinator (above).

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**Dona Bark RN, Clinton, Jackson, and Scott Co. Care for Yourself Coordinator** (previously BCC/MAPS)

Phone: 563-244-4925 or 563-421-1913  Clinton Co FAX: 563-242-7197  Scott Co FAX: 563-421-1910
Educate and Engage

Community Outreach

- **Social service agencies** - Offer presentations for staff, become involved with community collaboration; i.e. Counsel for Social Agencies”, Iowa Cancer Consortium meetings, etc.
- **Cancer Support groups** - Partnerships with those who prioritize the fight against cancer may be more willing to participate with your outreach efforts.
- **Employers** - Work with Human Resource departments, especially with places with a majority of female and part time employees (schools, long term care facilities, and other industry).
Local Social and Community Resources

Partner with groups who are serving women or hosting women’s events; some are occurring specifically regarding the fight against breast cancer.

- Chamber of Commerce
- Churches
- Service organizations
- Long term care facility
- Harley Group
- Support groups
- Schools/colleges
- Radiology facilities
- Hospital foundations
Tap into Available Resources

Iowa Cancer Consortium
Written by Kelly Wells Sittig [?]. 19 hrs.

Finding breast or cervical cancer early could save your life.

Iowa Care for Yourself
For more information on how to get screened, contact the Care for Yourself Program at 866-339-7909.
IDPH.IOWA.GOV Learn More
"As a Genesis public health nurse, I provide coordination of the 'Care for Yourself' Program for Scott, Clinton, and Jackson Counties. Because of the no-cost exams offered through this program, which is grant funded, 24 women are survivors of breast or cervical cancer through early detection and treatment. *I practice with pride* because Genesis not only cares for the ill and injured with compassion and concern, but we offer public health services to promote wellness in our communities."

Dona Bark
RN
Community Health-Clinton
Post Acute Care
Working together with existing partners

Judy, CFY Program Assistant at “Ladies Night Out” in Clinton

Genesis VNA bands together for “Wear Pink for the Cure” day.
Community Education Partners

• The Ashford University Service Learning Program partnered with the Care for Yourself Program. University students were provided with mentoring and opportunities to work with CFY community outreach projects. Over 50 community business and churches received outreach materials, in addition to other projects.

• That partnership led to the university’s softball program choosing CFY as their partner (and recipient) for their annual Breast Cancer Awareness Event – an inspirational and educational, fundraising event.
Impromptu Partnerships

Partnerships can be created in unexpected ways.

Sherry Stauffer and I connected while at the Clinton County Fair. She was there to encourage women to get their mammograms. I arrived at the fair for leisure, but stopped to talk with her about her message. Sherry is an active advocate for breast cancer screening in Clinton County. We are now partnering through the DeWitt Community Foundation to increase outreach in Clinton County.
“Painting with Eve” Breast Cancer Awareness Event

Eve VanKampen is a local artist who enthusiastically agreed to create “Strength of a Woman”, which was then the focus of 2 of her painting classes (for novice painters). Screening information and outreach items were provided, before and during the fun painting class, by the CFY Coordinator.
4/27/16- Met @ VNA Clinton with Robin, Sherry, Mary, and Jean to discuss Clinton County Breast Cancer Outreach as a goal of the Genesis DeWitt Foundation as well as the Care for Yourself Program (Clinton County). Goal to Reach, Educate and Inspire women to seek breast cancer screening/mammograms.

Breast Cancer Awareness planned events/Foundation:
Oct. 3, 2016 Movie and Mammogram @ Opera House- DeWitt
Oct. 7, 2016 Pink Day Genesis Health System and DeWitt Community will decorate and dress in pink

Brainstorming potential outreach ideas:
Town hall or focus groups for education in rural communities; ie: Elvira, Charlotte
Breast Cancer Survivor Support (and Outreach) Group
Next Genesis Foundation-DeWitt meeting to plan for breast cancer awareness - July 12, 2016
Reaching individuals who may be without medical or social supports.

**Individual Outreach**

- **Community events** - Set up attractive display with interactive activities, outreach incentive items and outreach information. This approach will engage and educate attendees as well as send them home with your contact information.
- **Employers** - Offer a booth at their health events. Distribute program information. Especially employers who do not offer healthcare to all employees.
- **Cold Calls** - To area businesses, Chambers of Commerce, etc. to distribute program information.
- **Impromptu interactions** - I try to always have outreach cards with me, for when “teachable moments” or collaboration opportunities occur.
Events can be worth it

1. Attraction
   - Banner
   - Signs
   - Information display
   - Handouts

2. Interaction
   - Quick Quiz
   - Roulette wheel
   - Discussion
   - Sign up to enroll

3. Incentive
   - Outreach gift for participation (with contact information)
   - Prize drawing stopping at booth
   - Program handouts
Early Detection and Screening Questions

True or False Questions: (all answers are TRUE):
• Mammography is the most effective tool now available to detect breast cancer early. True
• Women who smoke increase their risk of breast cancer. True
• *The Care for Yourself Program* offers annual exams and/or mammograms at low or no cost. True
• Most women who develop breast cancer have a known breast cancer risk False (*80% of diagnosed women do not have a known breast cancer risk*)
• When Breast cancer is diagnosed and treated early (before it spreads), women have a 5 year survival rate of 99%. True
NO COST Annual Exams

Call 563-421-1913 or Email barkd@genesishealth.com for more information

Screening tests for Breast and Cervical Cancer can find these cancers early when most treatable (no citizenship required)

Prueba de detección de cáncer de mama y de cuello uterino puede encontrar estos tipos de cáncer temprano, cuando es más fácil tratarlo (no se requiere ciudadanía)
Those who attend events, such as Komen Race for the Cure, will be more likely to hear the what we have to say about screening.
Media: Public Service
Social Media

Facebook: Careforyourself/cfy
This page was Initiated for our CFY outreach as a service project by a University of Iowa BSN student.
• Posts include program events, testimonials, various media outreach messages/information

Attach links to other web pages, ie: Genesis Webpage
https://www.genesishealth.com/site-search/?term=care+for+yourself
FINANCIAL BARRIERS

There’s so much more we’d like to do, however, there’s not enough money to do what we feel would be beneficial. Some examples of outreach cost, which we feel would enhance screening our target population, especially rural and/or low income:

- **Transportation vouchers** for county-wide (rural and urban) services

- **Equipment for presentations**—provider offices, outreach events, and other group education. Equipment would be a laptop and projector.

- **Media costs** for print ads for newspaper and magazine media, TV, billboards, Facebook publication costs.

- **Staff Time**—Additional staff, travel, and materials cost for planning, collaboration, education, and outreach time.

- **Outreach materials/incentives**, printed with local program contact information.
Ways to get it done

Funding resources:
• CFY Program outreach funding
• Write for grants
• Community fundraising/donations

Free resources:
• Volunteers
• In-kind
• Piggy back/collaborate/join forces