Overcoming Barriers Health Educators Face in Promoting Cancer Screening

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“the challenge is to educate people and create access opportunities.”

Harold P. Freeman, M.D.
Community Needs Assessment
Community Needs Assessment

• Proper and Systematic Planning of Cancer Screening Education is Vital to Success
• Community Needs Assessment Primary Step in Determining Health Education Plan for Screening in Community
  • Identifies Communities:
    • Chief Characteristics
    • Barriers
    • Strengths
    • Resources
  • Focuses on Capabilities of Communities:
    • Citizens
    • Agencies
    • Organizations
A Community Needs Assessment Helps the Health Educator Answer the Following Questions:

• How Does Cancer Affect Your Community?
• What Cancer Prevention Resources Are Available?
• Who Are Possible Partners In Community?
How Does Cancer Effect Your Community?

• Utilize Available Resources for Information About Community
  • State Cancer Control Plans [https://www.cdc.gov/cancer/ncccp/ccc_plans.htm](https://www.cdc.gov/cancer/ncccp/ccc_plans.htm)
  • State Cancer Profiles [https://statecancerprofiles.cancer.gov/](https://statecancerprofiles.cancer.gov/)
  • State and Local Health Departments
  • Local Tax Exempt Hospitals Community Needs Assessment
How Does Cancer Effect Your Community?

- American Cancer Society Cancer Statistics Center
  [https://cancerstatisticscenter.cancer.org/#/](https://cancerstatisticscenter.cancer.org/#/)

In 2018 in the U.S., there will be an estimated **1,735,350 new cancer cases** and **609,640 cancer deaths**.

**EVERY DAY**

**THAT'S APPROXIMATELY**

- **4,750** new cases
- **1,670** deaths
How Does Cancer Affect Your Community?

• Each Community is Different
• Key Factors Identify Cancer Risk and Barriers
  • Makeup of Community
  • Income Level
  • Employment Status, and Insurance Coverage.
  • Language, Cultural Beliefs, and Literacy Levels
  • Presence of Certain Behaviors
  • Support Services
How Does Cancer Affect Your Community

- Barriers to Cancer Screening That Exist Within Communities
  - Structural
    - Location
    - Hours
    - Site
    - Administrative Procedures
  - Economic
    - Lack of Insurance
    - Lost Work Time
  - Informational
    - Lack of Understanding
      - Patients
      - Providers
  - Social
    - Cultural Perceptions and Myths
  - Multifactorial
# How Does Cancer Affect Your Community

## Barriers to Cancer Screening

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What Cancer Prevention Resources Are Available?

- Resources in Community May Be Found By:
  - Joining Local Comprehensive Cancer Control Program
  - Finding Local Organizations
  - Following Local Organizations
    - Websites
    - Newsletters
    - Twitter
    - Facebook
  - Finding Low-Cost Funded CDC Screening Program Available In Community
    - National Breast and Cervical Cancer Early Detection Program (NBCCEDP)
      - www.cdc.gov/cancer/nbccedp
    - Colorectal Cancer Control Program
      - www.cdc.gov/cancer/crccp
Who Are Possible Partners In Community?

• Utilize Previously Gathered Information to Identify Partners Within Community
  • Leaders of State and Local Health Departments.
  • Health Educators and Patient Advocates.
  • Social Service Agencies and Community Centers.
  • Survivorship and Support groups
  • School boards and Parent-Teacher Associations.
  • Faith-based organizations and Places of Worship.
  • Local Businesses.
  • Members of Local Media.
  • City Planners.
  • State and Local Political Offices.
Planning Community Outreach Strategy
Planning Community Outreach Strategy

Explaining Risks (and Benefits)

• Screenings Often Confused with Prevention
  • Preventive Only Aims to Determine and Influence Risk Factors or Detect and Treat Abnormal Changes

• Screenings Do Not Come Without Risk
  • Radiation Exposure with Scans
  • Bowel Perforation with Endoscopy

• World Health Organization (WHO) Calls for Neutral Information Made Public to Help People Make Decision on Whether to Have Screening Test
Planning Community Outreach Strategy

Cancer Screening Coverage Under Affordable Care Act

• ACA Requires Coverage of Screenings with “A” or “B” Rating From United States Preventive Services Task Force (USPSTF)

• Covered Screenings
  • Breast
  • Cervical
  • Colorectal
  • Lung

• Future of Cancer Screening if ACA is Repealed
Planning Community Outreach Strategy

- Utilize Community Preventive Services Task Force (CPSTF) Findings For Cancer Screening Promotion
- Findings Broken Down By
  - Client Oriented Intervention
  - Provider Oriented Intervention

https://www.thecommunityguide.org/content/task-force-findings-cancer-prevention-and-control#client-oriented
Planning Community Outreach Strategy

- Determine Need for Cancer Screening Promotion from Community Needs Assessment (CNA)
- Set Goals for Promotion of Cancer Screenings
- Identify Audience For Promotion of Cancer Screening
Planning Community Outreach Strategy

- Clarify Key Messages for Cancer Screening Promotion
- Determine Materials To Be Used in Cancer Screening Promotion
Planning Community Outreach Strategy

• Identify Channels and Activities for Cancer Screening Promotion

• Evaluate Efforts

**Channels and Activities**

We will work with our local comprehensive cancer control program and partners to reach teens through school-based activities. For example, we will:

- Ask local experts to speak to school administrators, staff, nurses, physical education instructors, and coaches about the importance of sun safety and how to support it in their schools.
- Give presentations at local parent-teacher association or organization meetings to educate families about skin cancer risks and prevention.
- Send press kits to local student newspapers with materials they can use to write stories about the importance of sun safety.
- Hand out brochures and flyers with sun-safety tips at school sporting events.
- Ask local businesses to donate sunscreen and other protective gear to schools for students to use during outdoor school events like field trips and sports events.
- Share information about presentations and sun-safety stories with local media outlets.
- Tweet regular tips and reminders about sun safety, particularly on days when the ultraviolet index (UVI) is high.

We will use CDC’s Sun Safety for America’s Youth Toolkit (www.cdc.gov/cancer/kinsey/sunSafetyToolkit_Maintext.pdf) for more ideas as needed.

**Evaluation**

We will track and report on the following information:

- Number of schools that received materials or presentations.
- Number of presentations given and to what types of audiences.
- Number of stories published by student newspapers and other local media outlets.
- Number of school sporting events attended.
- Number and types of materials handed out.
- Number of times tweets were retweeted.
- Number of businesses that donated sun-protection items to local schools and the total value of their donations.
- Feedback from school administrators, staff, parents, and students on changes in teens’ sun-safety behavior.
Evaluating Efforts
Evaluating Your Efforts

• Define Success of Cancer Screening Promotion Within Community
  • Increase in % of Screenings
• Decide What Information Need To Collect for Evaluation
  • Presentations Given
  • Persons Reached
• Collect and Organize Information
• Report Findings
• Make Changes as Needed
Resources


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