

# Overcoming Barriers Health Educators Face in Promoting Cancer Screening

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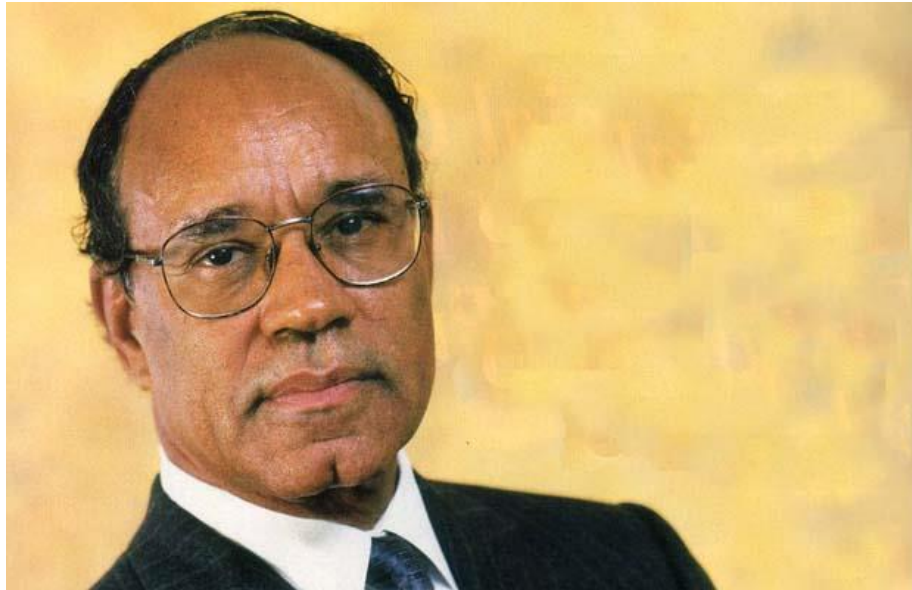
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Harold P. Freeman, M.D.

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

# Barriers in Cancer Screening



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# Types of Barriers

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- Structural
  - Time or Distance Between Settings
  - Hours of Service
- Economic
  - Socioeconomically Disadvantaged
  - Uninsured
- Cultural
  - Asian American Women
  - African American Women
- Knowledge
  - Misinformation
  - Health Literacy Level

Barriers are Often Multifactorial



# Underserved Populations

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- Socioeconomically Disadvantaged
- Uninsured
- Lower Education Level
- Racial and Ethnic Minorities



# Insurance Coverage and Screening

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- Uninsured
- Insured
  - Privately Insured
  - Self-Insured
- Medicare
- Medicaid



# Affordable Health Care Act

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- Implications of Act
- Covered Preventive Services
  - Colorectal Cancer Screening
  - Breast Cancer Screening
  - Cervical Cancer Screening





# Lung Cancer Screening

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- National Lung Cancer Screening Trials
- Screening Offered as a Service but Also as a Marketing Tool
- Offered Now as a Covered Service Under Medicare



# Strategies For Educators



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# Your Community's Needs

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- How Does Cancer Affect Your Community?
- What Cancer Prevention Resources Are Available?
- What Can People Do To Prevent Cancer?
- What Do People Know About Cancer?
- Who Are Your Possible Partners In The Community?



# Community Outreach Strategy

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- Needs
- Goals
- Audience
- Messages
- Materials
- Channels/Activities
- Partners
- Evaluation



# Getting the Word Out

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- Preparation
  - Learn Your Cancer Facts
  - Prepare Resources and Materials
  - List Talking Points
- Distribution
  - Use Your Own Network
  - Use the Local Media
  - Talk to People in Person



# Building Community Partnerships

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## What is a Community Partnership?

- Know What You Need
- Identify Possible Partners
- Develop Partnerships
- Maintain Partnerships



# Evaluating Your Efforts

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- Define Success
- Decide What Information Need To Collect
- Collect and Organize Information
- Report Findings
- Make Changes as Needed



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