

# Using Evidence-Based Interventions to Increase Cancer Screening Compliance among Underserved Populations through Client Navigation in Georgia

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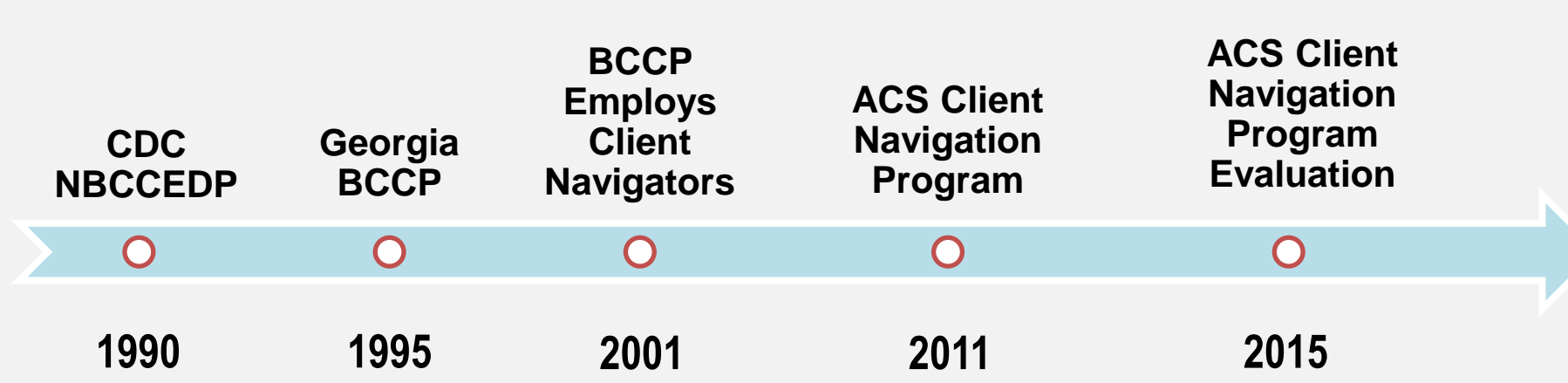
## BACKGROUND

The American Cancer Society (ACS) Client Navigation Program (CNP) provides population based community education on breast, cervical and colorectal cancer and assists eligible women to access screening and diagnostic services offered through the Georgia Breast and Cervical Cancer Program (BCCP).

The Georgia BCCP is part of the Centers for Disease Control and Prevention (CDC) National Breast and Cervical Early Detection Program (NBCCEDP), which serves low income, un/underinsured women.

ACS Client Navigators are based in health departments throughout 9 health districts in Georgia. Client Navigators serve counties based on population needs, Georgia cancer registry data, and screening capacity.

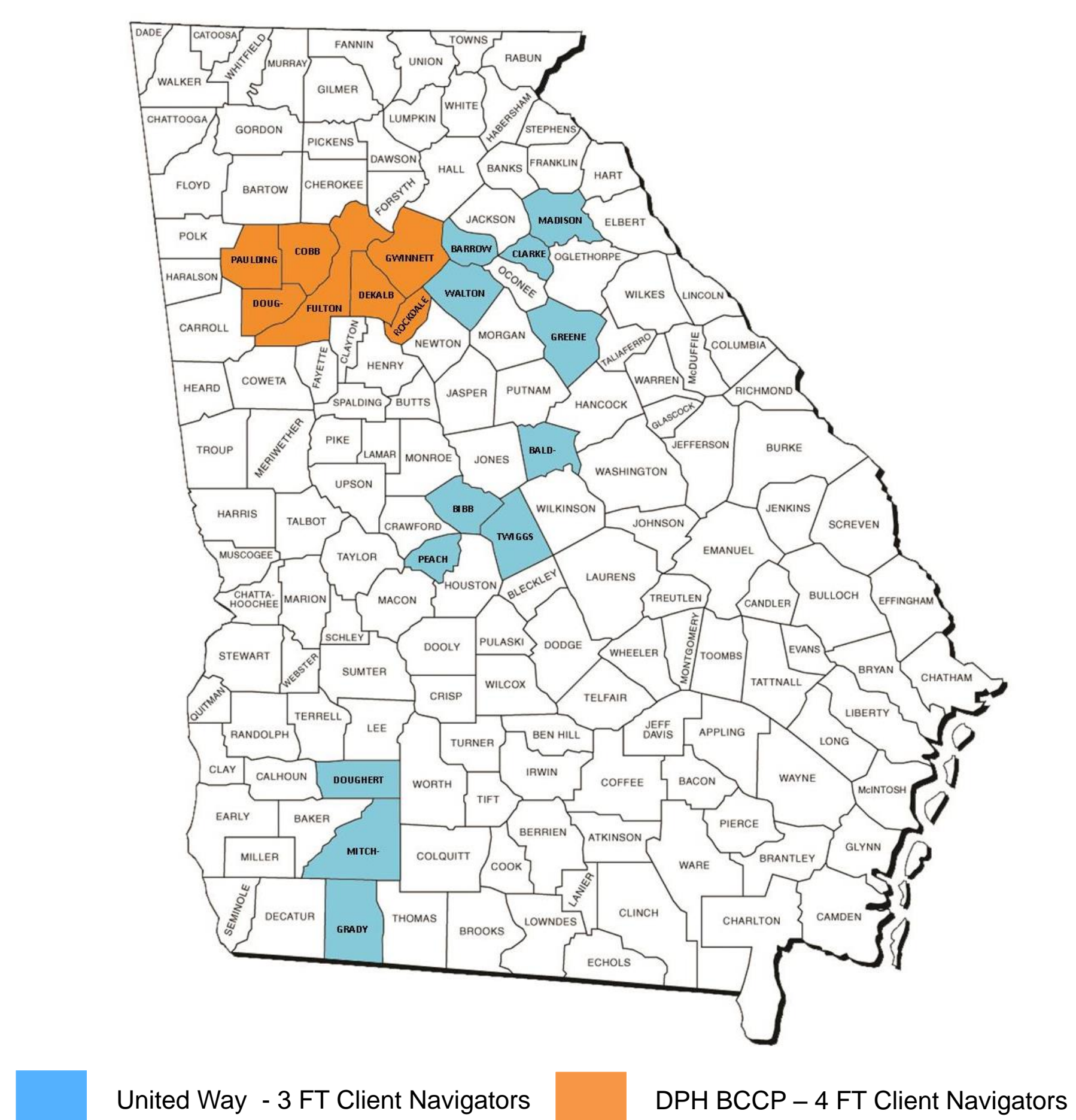
Program funding is provided by the Georgia Department of Public Health, the United Way of Greater Atlanta and the American Cancer Society.



The ACS CNP uses evidence based interventions (EBIs) identified in the *Guide to Community Preventive Services* to increase rates of breast and cervical cancer screening overall and among the priority population.

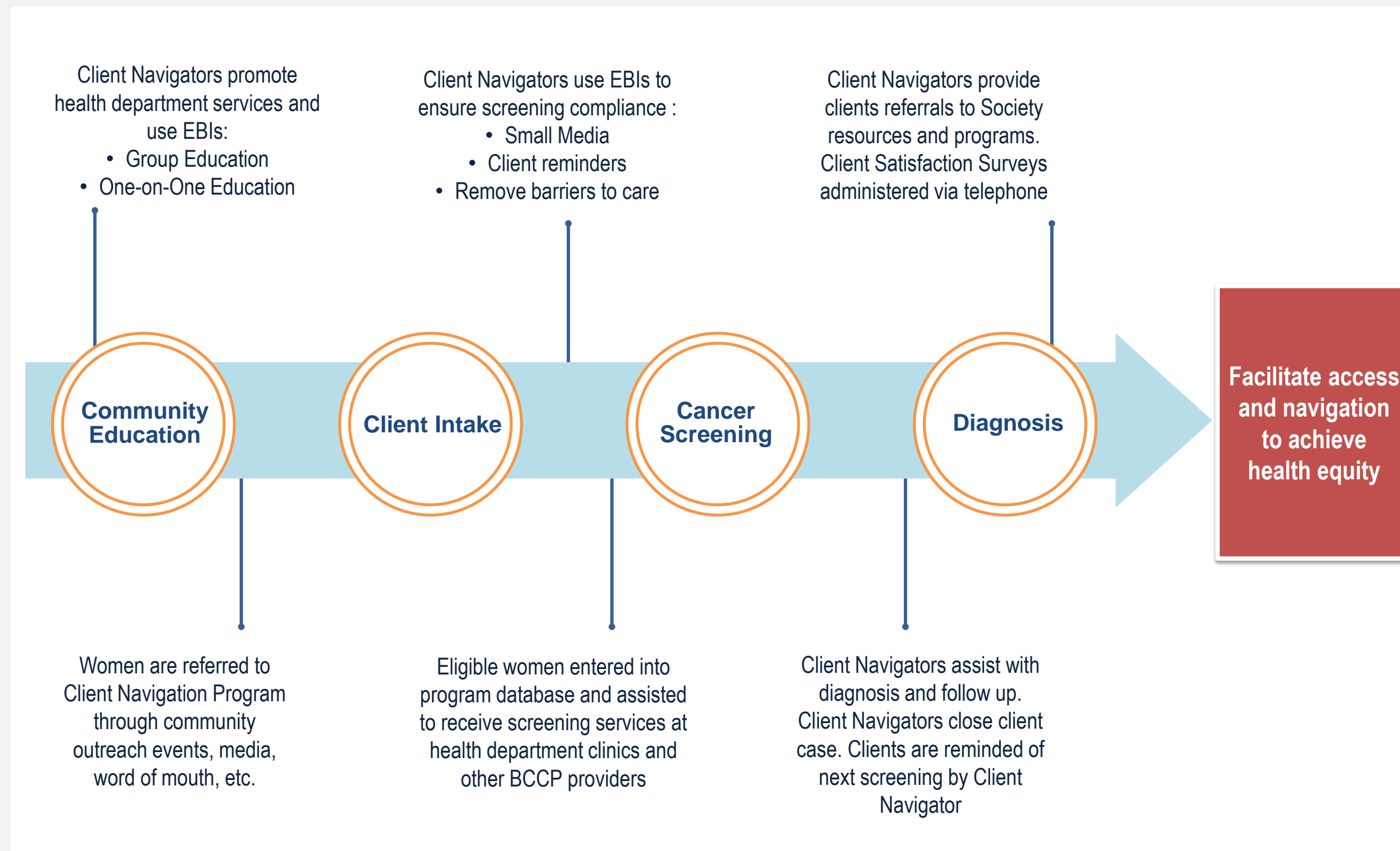
OBJECTIVES	GOALS
<ul style="list-style-type: none"> <li>Provide breast, cervical and colorectal cancer education through targeted community outreach</li> <li>Facilitate health care access from screening to diagnosis through navigation services</li> <li>Assist BCCP nurses at health departments with returning clients and abnormal follow-up</li> </ul>	<ul style="list-style-type: none"> <li>Increase public education and awareness regarding breast, cervical and colorectal cancer in Georgia</li> <li>Recruit at least 20% of clients to receive BCCP services from never or rarely screened population</li> <li>Screen at least 90% of clients to complete diagnosis</li> </ul>

## GEORGIA COUNTIES SERVED



## CLIENT NAVIGATION PROCESS

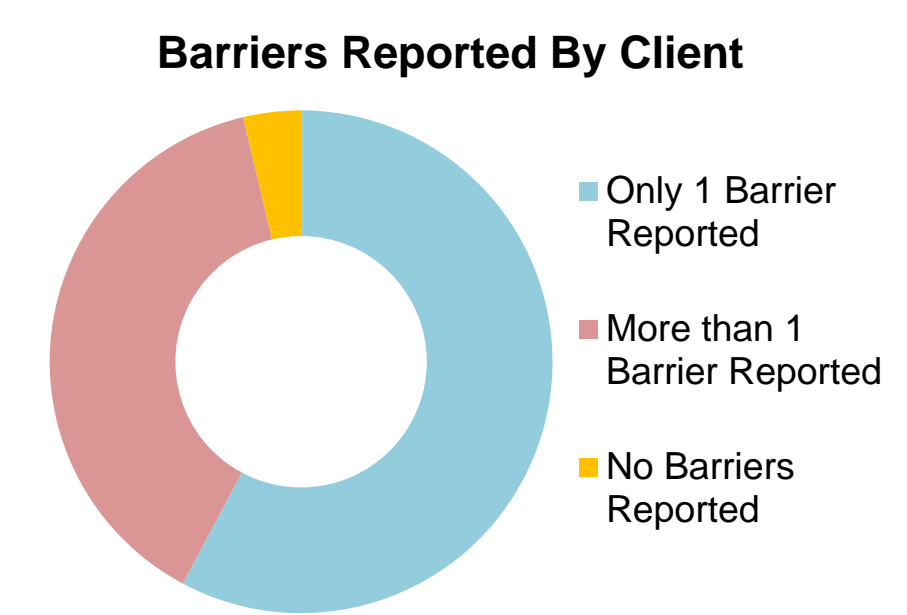
Client Navigators focus on prevention, early detection, and diagnosis stages of the cancer care continuum. EBIs are used throughout the navigation process to increase cancer screening among eligible women.



## BARRIERS TO CARE

The top 5 barriers to care reported by clients in 2014 include cost, lack of knowledge regarding screening guidelines, language, transportation and fear.

Barrier	Navigation Strategy
Language	Bilingual Client Navigators serve Hispanic population and are certified medical interpreters
Lack of Transportation	Provide shuttle service from health department to hospital to receive mammograms
System Barrier	Prompt BCCP providers to offer colorectal cancer screening (gFOBT/FIT) kits to women aged 50+ at time of Clinical Breast Exam



## METHODS

Program data collected from Fiscal Year (FY) 2012-2014 was analyzed to evaluate implementation of evidence-based interventions (EBIs) and program impact.

Data Source	Collection Period	Data Captured
Client Navigator Activities Database	FY2012 - FY2014	Demographics, One on One Education*, Group Education*, Community partnerships
Client Intake Database	FY2012 - FY2014	Demographics, Screening history, Barriers to care*, Case management*
Client Satisfaction Survey	12/2012 - 02/2014	Participant feedback and satisfaction (n=212)

\* Program data collected captures use of EBIs



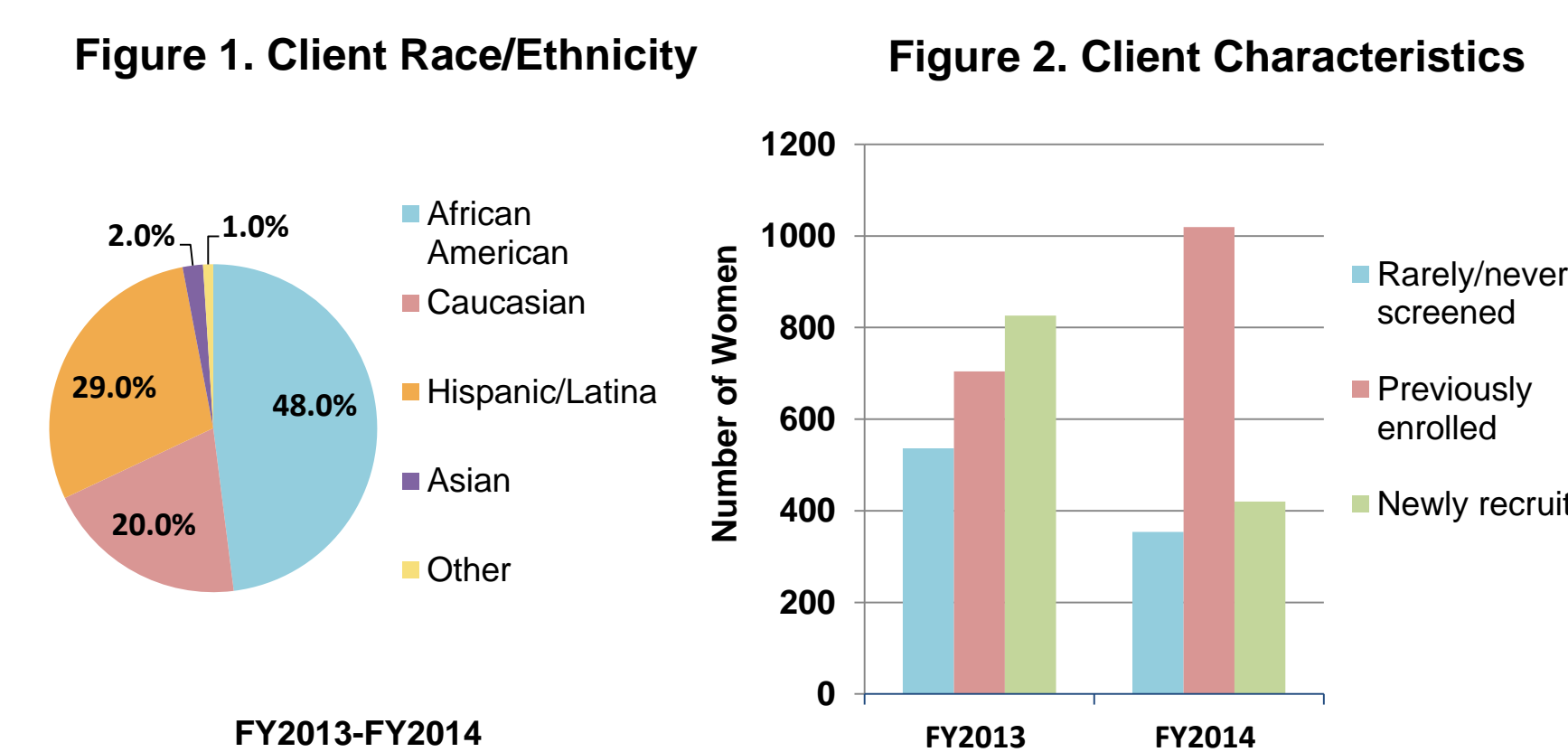
## RESULTS

Since 2012, the ACS CNP has provided community education to over 21,000 women and assisted 4,114 women to receive cancer screening services. The majority of women educated and screened were minorities, as over 75% identified as African-American or Hispanic. At least 20% of clients were classified as rarely/never screened. For both breast and cervical cancer screening, the percentage of clients who received and attended appointments increased from FY2013-FY2014. The percentage of clients who screened to completion also increased from FY2013-FY2014.

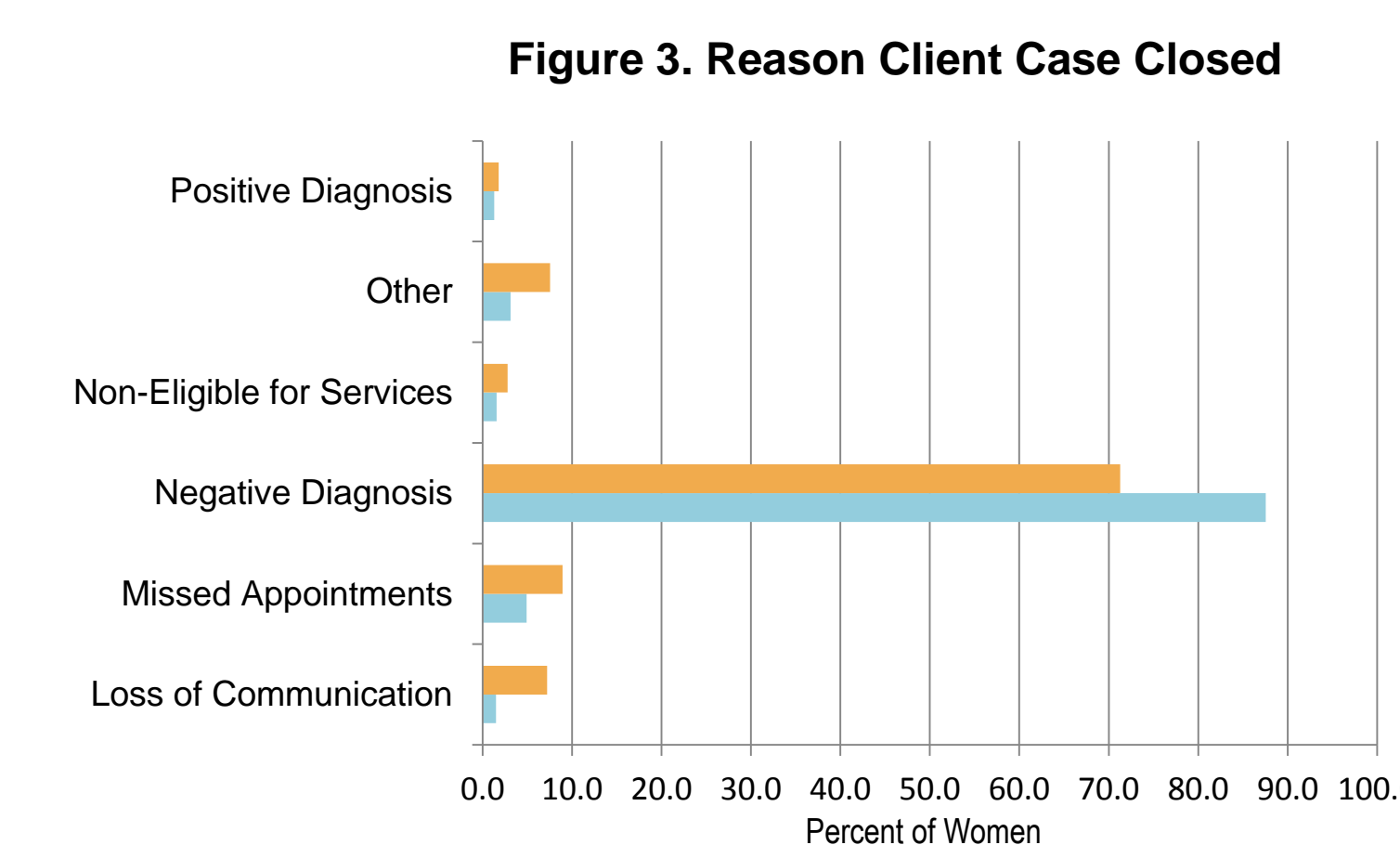
	FY2012**	FY2013	FY2014
Client Navigators	5	10	9
Education: Counties Served	6	37	36
Screening: Counties Served	6	29	25
Women Educated	2,352	9,102	10,544
Clients Served	710	1,641	1,763

\*\* FY2012 data was collected over a 6 month period before the program was operating at full capacity. Program baseline impact was established using FY2013-FY2014 data as the program was operating at full capacity and databases directly comparable.

### Client Demographics



### Client Screening Compliance



From FY2013-FY2014 ACS Client Navigators:

- Increased closed cases with complete diagnosis by 18%
- Decreased closed cases due to loss of communication and missed appointments by 15%

	FY2013	FY2014
Clients with Mammogram Appointment	1,024	1,563
Clients Received Mammogram	885	1,503
Clients with Pap Test Appointment	435	561
Clients Received Pap Test	335	546

Figure 4. Breast cancer screening compliance among eligible women, FY2013-FY2014.

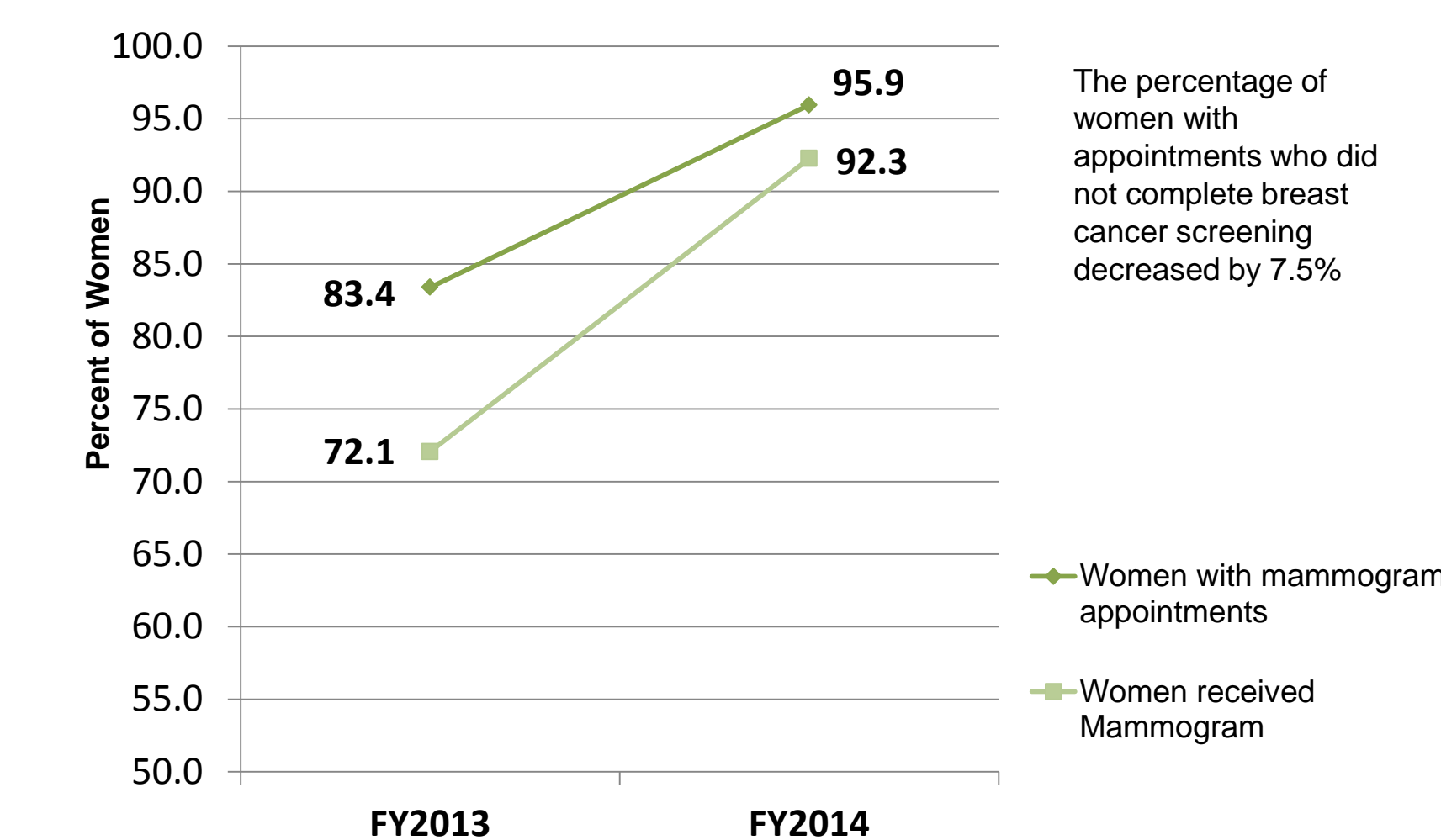
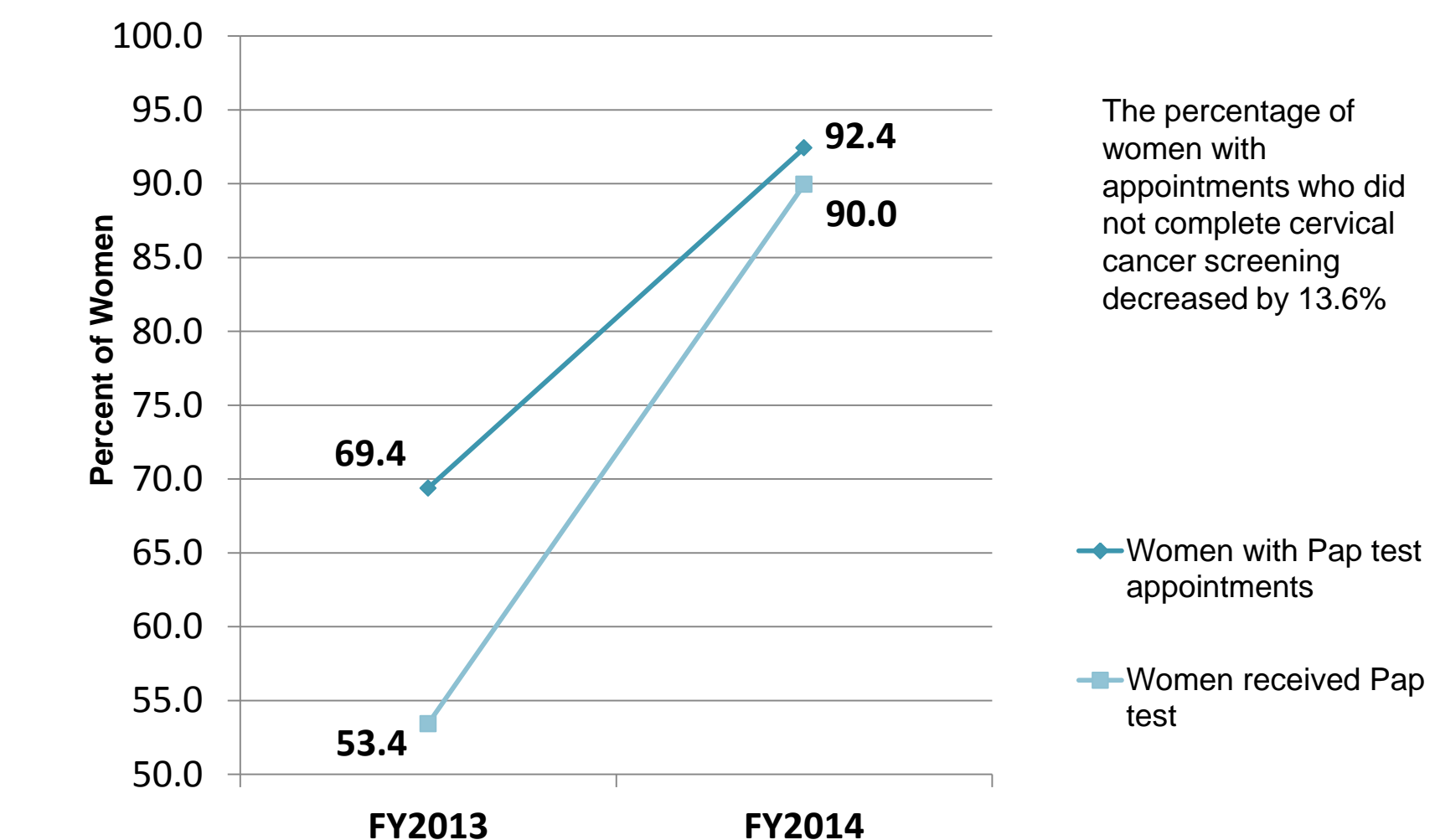


Figure 5. Cervical cancer screening compliance among eligible women FY2013-FY2014.



### 2014 Client Satisfaction Survey Findings

- Nearly all Client Satisfaction Survey respondents, 98.1%, reported they would recommend their Client Navigator to friends and family members
- 100% of respondents either agreed or strongly agreed that the Client Navigator was attentive and responsive to their cancer screening needs

## EDUCATION SPOTLIGHT

The American Cancer Society partners with the University of Georgia Cooperative Extension to deliver the *Cooking for a Lifetime: Cancer Prevention Cooking School*, which offers information on proper nutrition, physical activity, and cancer screening guidelines to encourage early detection and cancer prevention. In 2012, this evidence based intervention was recognized by the CDC as a Promising Practice.

Evaluations from the 2014 classes indicate that the majority of participants found the program to be informative (85.0%) and helpful (87.0%). Furthermore, 22 women who attended *Cooking for a Lifetime* received required cancer screening from the Georgia BCCP with the assistance of the American Cancer Society Client Navigation Program.



## SUCCESS STORY: FULTON COUNTY, GA

A client arrived at the walk in clinic with a sharp pain in her right breast. During her CBE the doctor felt a mass. The patient was referred for ultrasound (U/S) and the Client Navigator scheduled her appointment. During her appointment reminder call, the Hispanic client expressed concern with her language barrier. The Client Navigator accompanied her to the appointment for support and to provide interpretation. During her U/S she also received a needle biopsy and was later diagnosed with invasive ductal carcinoma.

The patient was only 26, a single mother, and an undocumented citizen. The Client Navigator has provided interpretation for the client on numerous occasions, assisted her in locating a hospital to receive treatment, and helped her find childcare support as she undergoes cancer care.

## CONCLUSIONS

- The American Cancer Society Client Navigation Program is effectively facilitating cancer screening using EBIs
- Client Navigators remove barriers to care to ensure screening compliance and complete diagnosis of BCCP participants
- Establishing baseline impact of the Client Navigation program combined ongoing monitoring and evaluation captures key indicators to determine progress toward goals and program impact over time

## ACKNOWLEDGEMENTS

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