Overcoming Barriers Health Educators Face in Promoting Cancer Screening

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“I learned very early the difference between knowing the name of something and knowing something.”

Richard Feynman
Promoting Cancer Screening: Where To Begin?

• Learn Your Cancer Facts
  • Not Just Guidelines
    • Terms and Definitions
    • Causes
    • Risks and Benefits
    • Ways To Prevent

Resources
• Centers For Disease Control Cancer Site www.cdc.gov/cancer
• National Cancer Institutes www.cancer.gov
• US Preventive Services Task Force www.uspreventiveservicestaskforce.org
Promoting Cancer Screening: Common Barriers

• Structural - Non-Economic Burdens or Obstacles
  - Distance to Screening Site
  - Screening Hours
  - Transportation

• Economic – Financial Burdens or Obstacles
  - Cost of Screening
  - Cost of Care
  - Loss of Wages
Promoting Cancer Screening: Common Barriers

• Cultural – Belief System of a Subset of People

  Individualist  

  VS. 

  Collectivist
## Promoting Cancer Screening: Barriers and Facilitators

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<th>Barriers</th>
<th>Facilitators</th>
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<td>Lack of Transportation</td>
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Promoting Cancer Screening: Targeted Population

• Who Is Targeted for Screening?
  • Everyone Eligible For Screening
  • Particular Interest Paid to Underserved
    • Socioeconomically Disadvantaged
    • Racial and Ethnic Minorities
    • Uninsured or Underinsured
    • Lower Degree of Education
Promoting Cancer Screening: ACA

• Affordable Health Care Act
  • People with Pre-Existing Condition Including Cancer Can Buy Coverage
  • Health Plans Must Cover Essential Health Benefits Including Cancer Treatment and Follow-Up Care
  • Health Plans Must Cover Check-Up and Preventive Services Including:
    • Colorectal Cancer Screening Between Ages 50-75
    • Mammograms for Women Over 40 Every 1-2 Years
    • Cervical Cancer Screening
Promoting Cancer Screening: Strategies

- Understanding Your Community’s Needs
- Planning Your Community Outreach Strategy
- Getting The Word Out
- Building Community Partnerships
- Evaluating Your Efforts
Promoting Cancer Screening: Community Assessment

• “I Know The Community!”

• Community Health Assessment
  • Don’t Recreate the Wheel
    • Non-Profit 501(c)(3) Hospitals
    • Local Cancer Control Plan
      http://cancercontrolplanet.cancer.gov/state_plans.jsp
    • United States Cancer Statistics
      www.cdc.gov/uscs
    • American Cancer Society
      CancerStatisticsCenter.Cancer.org
Promoting Cancer Screening: Outreach Strategy

• Unmet Needs

• Goals
  • Specific
  • Objective

• Materials
  • Consider Audience
  • Consider Message
    • Simple
    • Straightforward

• Partners

• Evaluation
Promoting Cancer Screening: Outreach Strategy

- Workplace Important Sector
  - Employers Motivated
  - Community Demand
    - Client Reminder
    - Education

- Increasing Community Access
  - Reduce Structural Barriers
  - Reduce Out-of-Pocket Costs

- Increasing Provider Delivery and Referral
  - Provider Assessment and Feedback
Promoting Cancer Screening: Outreach Strategy

- Create Talking Points
  - What’s the Problem?
  - Whose at Risk?
  - What Can People Do to Protect Themselves?
  - What Services Are Available to Help Them?

- Distribution
  - Health Fairs and Community Events
  - Print (Email, Blogs, Social Media)
  - Local Media
  - Speaking Events
    - CDC Speakers Bureau
Promoting Cancer Screening: Community Partnerships

• Know What You Need
• Identify Possible Partners
• Develop Partnerships
  • Develop Coalitions
• Maintain Partnerships
Promoting Cancer Screening: Evaluation

• Define Success
• Decide What Information to Collect
• Collect and Organize Information
• Report Efforts
• Make Changes as Needed
Les’s Story
Promoting Cancer Screening: References


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Promoting Cancer Screening: References


