

Overcoming Barriers Health Educators Face in Promoting Cancer Screening

Kathleen Gamblin, RN, BSN, OCN
Coordinator, Oncology Patient Navigation
Northside Hospital Cancer Institute
Atlanta, Georgia



*“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

	Barriers	Facilitators
Breast	Lack of Transportation	Mobile Van
Lung	Lack of Funds	Financial Assistance Free Offerings
Colorectal	Loss of Wages	Worksite Screening
Cervical	Fear/Mistrust	Community Health Advocates



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

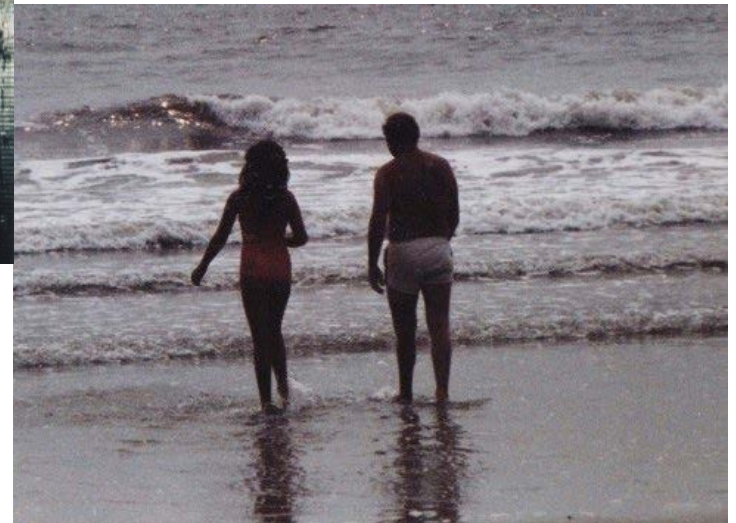


Promoting Cancer Screening: Evaluation

- 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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