

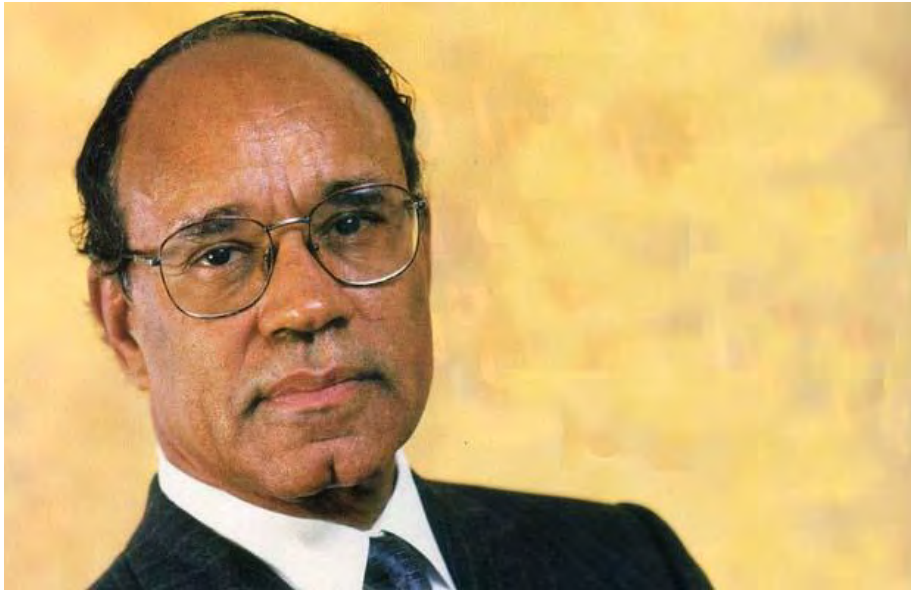
# Overcoming Barriers Health Educators Face in Promoting Cancer Screening

Kathleen Gamblin, RN, BSN, OCN

Coordinator, Oncology Patient Navigation Program

Northside Hospital Cancer Institute, Atlanta, Georgia





Harold P. Freeman, M.D.

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

---

# Community Needs Assessment



NORTHSIDE HOSPITAL  
CANCER INSTITUTE

# 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



# Community Needs Assessment

---

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/>
  - 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/#/>





# 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

	Breast	Cervical	Colorectal	Lung
Economic	✓	✓	✓	✓
Structural	✓	✓	✓	✓
Informational	✓	✓	✓	✓
Social	✓	✓	✓	✓



# 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](http://www.cdc.gov/cancer/nbccedp)
    - Colorectal Cancer Control Program  
[www.cdc.gov/cancer/crccp](http://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>

Increasing Cancer Screening

Intervention	CPSTF Finding		
Multicomponent Interventions			
Intervention	Breast Cancer	Cervical Cancer	Colorectal Cancer
Multicomponent Interventions	<a href="#">Recommended</a> August 2016	<a href="#">Recommended</a> August 2016	<a href="#">Recommended</a> August 2016
Client-Oriented Interventions			
Intervention	Breast Cancer	Cervical Cancer	Colorectal Cancer
Client Incentives	<a href="#">Insufficient Evidence</a> July 2010	<a href="#">Insufficient Evidence</a> July 2010	<a href="#">Insufficient Evidence</a> July 2010
Client Reminders	<a href="#">Recommended</a> July 2010	<a href="#">Recommended</a> July 2010	<a href="#">Recommended</a> July 2010
Group Education	<a href="#">Recommended</a> October 2009	<a href="#">Insufficient Evidence</a> October 2009	<a href="#">Insufficient Evidence</a> October 2009
Mass Media	<a href="#">Insufficient Evidence</a> October 2009	<a href="#">Insufficient Evidence</a> October 2009	<a href="#">Insufficient Evidence</a> October 2009
One-on-One Education	<a href="#">Recommended</a> March 2010	<a href="#">Recommended</a> March 2010	<a href="#">Recommended</a> March 2010
Reducing Client Out-of-Pocket Costs	<a href="#">Recommended</a> October 2009	<a href="#">Insufficient Evidence</a> October 2009	<a href="#">Insufficient Evidence</a> October 2009



# 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

## Sample Community Outreach Plan

### A School-Based Campaign to Reduce Skin Cancer Risk Among High School Students

#### NEED

- ◆ Skin cancer is the most common kind of cancer in the United States. Our state has one of the highest rates of skin cancer in the country.
- ◆ Teens are especially at risk. In our state, the number of new cases of skin cancer in teens aged 14–17 years has increased significantly in the last 10 years.
- ◆ Teens are less likely than adults to use sunscreen, stay in the shade, or wear protective clothing when out in the sun for more than an hour.
- ◆ A survey conducted by the state health department found that
  - Many teens think having a tan makes them look healthy and attractive.
  - Many teens don't know that getting a few serious sunburns early in life can increase their risk of skin cancer.
  - Most teens know they should wear sunscreen with a sun protection factor (SPF) of at least 15.
  - Fewer teens know they need to reapply sunscreen after 2 hours or that sunscreens have an expiration date.
- ◆ Our state's comprehensive cancer control program plans to work with local school districts to tell teens about the importance of sun protection.

#### GOALS

##### Short-term

- ◆ Raise awareness among local high school students about skin cancer risks.
- ◆ Get more teens to wear sunscreen, hats, protective clothes, and sunglasses when outside.
- ◆ Encourage school staff and parents to model skin-protective behaviors.

##### Long-term

- ◆ Lower skin cancer rates in our community.
- ◆ Get teens to adopt skin-protection habits that will continue into adulthood.

#### TARGET AUDIENCES

- ◆ Teens aged 14–17 years.
- ◆ School administrators and staff.
- ◆ School nurses, physical education instructors, and sports coaches.
- ◆ Parents and other family members.
- ◆ District school health councils and school health teams.
- ◆ Local businesses that sell sun-protection items.

# Planning Community Outreach Strategy

- Clarify Key Messages for Cancer Screening Promotion
- Determine Materials To Be Used in Cancer Screening Promotion

## KEY MESSAGES

Key messages for our outreach activities came from our community assessment.

- ◆ Our state has one of the highest rates of skin cancer in the country.
- ◆ A few sunburns can increase your risk of skin cancer later in life.
- ◆ Unprotected skin can be damaged after only 15 minutes of sun exposure. Any change in skin color—pink or tanned—is sun damage.
- ◆ You can protect your skin and still have fun outside. Just remember to
  - About half an hour before you go outside, put on sunscreen with a sun protection factor (SPF) of at least 15.
  - Take a break and get in the shade from time to time.
  - Wear a hat and a loose-fitting shirt and pants.
  - Don't forget your sunglasses.



## MATERIALS

### Print Materials

- ◆ Skin cancer publications  
[www.cdc.gov/cancer/dipec/publications/skin.htm](http://www.cdc.gov/cancer/dipec/publications/skin.htm)
- ◆ For schools: *Sun Safety at Schools: What You Can Do*  
[www.cdc.gov/cancer/skin/pdf/sunsafety\\_v0908.pdf](http://www.cdc.gov/cancer/skin/pdf/sunsafety_v0908.pdf)
- ◆ *Guidelines for School Programs to Prevent Skin Cancer*  
[www.cdc.gov/cancer/skin/what\\_cdc\\_is\\_doing/guidelines.htm](http://www.cdc.gov/cancer/skin/what_cdc_is_doing/guidelines.htm)
- ◆ For parents: *Play It Safe in the Sun: A Guide for Parents*  
[www.cdc.gov/cancer/skin/pdf/CYCParentsBrochure.pdf](http://www.cdc.gov/cancer/skin/pdf/CYCParentsBrochure.pdf)

### Other Materials

- ◆ Podcasts on skin cancer prevention  
[www.cdc.gov/cancer/skin/basic\\_info/prevention.htm](http://www.cdc.gov/cancer/skin/basic_info/prevention.htm)



# 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 success 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/skin/pdf/toolkit/SunSafetyToolkit\\_MainText.pdf](http://www.cdc.gov/cancer/skin/pdf/toolkit/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

Benefits and risks of screening tests. (2016, December 27). Retrieved April 11, 2018, from <https://www.ncbi.nlm.nih.gov/pubmedhealth/PMH0072602/>

Community Preventive Services Task Force. (2013, September). *The community guide: Increasing Cancer Screening: Reducing Structural Barriers for Clients* . Retrieved from <http://www.thecommunityguide.org/cancer/screening/client-oriented/ReducingStructuralBarriers.html>

Drexler, M., & Jamieson, M. (2016). *Cancer Screening: Guidelines and Insurance Coverage* (Publication). Alexandria, VA: Prevent Cancer Foundation.

Preventive Services Covered by Private Health Plans under the Affordable Care Act. (2015, August 04). Retrieved April 11, 2018, from <https://www.kff.org/health-reform/fact-sheet/preventive-services-covered-by-private-health-plans/>

Preventive care benefits for women. (n.d.). Retrieved April 11, 2018, from <https://www.healthcare.gov/preventive-care-women/>

“The Road to Better Health: A Guide to Promoting Cancer Prevention in Your Community.” Centers for Disease Control and Prevention, December, 2012. Web 15 Feb, 2013

Weintraub, A. (2017, January 9). Pharma & Healthcare #TrumpsAmerica JAN 9, 2017 @ 05:00 AM 3,192 The Little Black Book of Billionaire Secrets Repealing Obamacare Could Make Screening For Some Cancers Unaffordable Again. *Forbes*. Retrieved March 04, 2018, from Pharma & Healthcare #TrumpsAmerica JAN 9, 2017 @ 05:00 AM 3,192 The Little Black Book of Billionaire Secrets Repealing Obamacare Could Make Screening For Some Cancers Unaffordable Again

