

Overcoming Barriers Health Educators Face in Promoting Cancer Screening



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- Identify common barriers in promoting cancer screening
- Discuss evidence based strategies to overcoming barriers
- Evaluate lessons learned in promoting cancer screening





Location, Location, Location

- Barriers may vary by neighborhoods or zip codes
- Ask community leaders and screening participants to identify barriers.
- Community Needs Assessment may not identify barriers specific to cancer screenings

Common Barriers:

- Structural Barriers
- Knowledge gaps
- Financial gaps
- Fear of procedure or diagnosis





Structural Barriers

- Non-economic barriers that make access to screening services difficult
 - Screening appointments conflict with work time
 - Screening location is too far from neighborhood
 - Long hold time on phone to schedule screening appointment
 - English is not primary language
 - No transportation options
- Evidence supported interventions:
 - Reducing structural barriers increases colorectal cancer screening by FOBT/FIT and breast cancer screening by mammography

The Community Guide, 2016

Structural Barriers



Strategies to Overcome Structural Barriers

- Evening and weekend screening appointments
- Mobile mammograms
- Multiple screening locations in community
- Patient navigation services
- Transportation
- Translation services
- Child care
- Provide FIT kits, stamped envelopes and client reminders
- Scheduling assistance
 - One phone number dedicated to cancer screening services



Ali-Faisal, Colella, Medina-Jaudes & Scott (2017) Davis et al., (2018)



Knowledge Gaps

- Lack of education about early detection and risk factors
- Lack of knowledge about the availability of existing cancer screening resources and programs
- Provider knowledge gap in screening criteria (lung cancer)

Triplette et al., (2018)

- Multiple cancer screening guidelines (ACS, NCCN, CPSTF)
- Evidence supported interventions:
 - Group education: Breast cancer screening
 - One to One education:
 - Breast, cervical & colon cancer screening
 - Small Media (letters, brochures, newsletters) Breast, cervical & colon cancer screening
 - Provider education: lung cancer screening





Strategies to Overcome Knowledge Gaps:

- Clear, consistent messaging for cancer screening promotion (Verbal and written)
- Community outreach workers/lay patient navigators
- Collaborate with trusted community leaders
 - · Places of worship, school boards, social services
- Actively participate in community events
- Newsletters, flyers, church bulletins
- Social media
- High quality decision aid/pocket guide for providers

Stacey et al., (2017)





Financial Gaps

- Loss of work time
- Lack of health insurance/ Lack of coverage
- Lack of community health workers
- Lack of evaluation metrics to continue funding

Evidence supported interventions:

- Reducing client out of pocket cost recommended for breast cancer screening
- Financial incentives for screening







Strategies to Overcome Financial Gaps:

- Evening and weekend screening appointments
- Increase awareness of free cancer screening resources
- Financial incentives/gift cards
- Financial resource navigator
- Metrics to validate and sustain funding

Purnell, Thompson, Kreuter, & McBride (2015)







Fear of procedure or diagnosis

- Fear of embarrassment during the screening exam (colon)
- Fear of abnormality (cervical)
- Fear of pain
- Fear of being a guinea pig

- Evidence supported interventions:
 - Education on procedures and results
 - Support for follow up
 - Provider referral/recommendation
 - Community leaders as champions







Strategies to address fear/anxiety in cancer screening services

- Provide information on early detection and the screening process
 Name of screening procedure
 Details of the procedure
 - Length of exam
 - Patient body position
 - Anticipated discomfort or pain

Offer an opportunity for questions/concerns Provide information in a language that the patient can understand Use pictures to support the explanation

• Provide information on follow up process

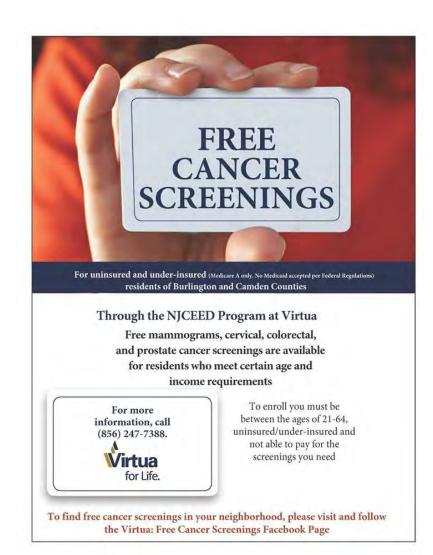
Fernández-Feito, Lana, Baldonedo-Cernuda & Mosteiro-Díaz (2015).



- Ask members of each community to collaborate with you to identify and overcome barriers to cancer screening services.
- Track metrics of reported barriers and screening service utilization
- Use social media
- Identify and track metrics for patient navigators to sustain funding
- Outreach, Outreach, Outreach



Questions?



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