

Educational Parties as a Strategy to Promote Breast Health Awareness & Screening in Underserved Women from Diverse Cultural Backgrounds

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Presentation Goals:



- ⌘ Describe the process of developing educational parties as a strategy to promote breast health awareness and cancer screening in underserved women
- ⌘ Discuss the findings of the project and its successes and barriers

Background

- ⌘ Project completed by Camden County Cancer Screening Project at Cooper University Hospital
- ⌘ Geographic area served: Camden County, New Jersey
 - urban and suburban



The Challenge

Reaching underserved women from diverse cultural backgrounds for breast cancer education and screening is an ongoing challenge



Program Description



⌘ *Process*

- ⌘ Submitted grant proposal to provide breast cancer education via “home health parties in six Camden County municipalities with highest number of minority and underserved women
- ⌘ Parties hosted by targeted community members in homes, community centers, churches, schools
- ⌘ Small group sessions were conducted consisting of eight to twenty women
- ⌘ Facilitated by health care professional including APN’s, RN’s and outreach workers (bilingual as needed)

Program Description



⌘ *Process*

- ⌘ Education occurred through gaming (i. e. RISK, Breast Cancer Bingo, and Fact or Myth)
- ⌘ Participants encouraged to set up appointments for breast screening and mammograms if age appropriate
- ⌘ Uninsured referred to Camden County Cancer Screening Project
- ⌘ Insured women encouraged to get screened through insurance



Program Outcomes

⌘ ***Grant year 2008 & 2009 to date;***

⌘ 66 “home health parties” were held

⌘ 900 women were educated
(568/332)

⌘ 534 participants participated in
breast cancer screening through the
CCCSP (233/301)

Program Outcomes



- ⌘ 534 clinical breast exams (483 initial)
 - 48 abnormal/indeterminate
 - 3 breast cancer
 - 25 benign finding (11 results pending)

- ⌘ 416 mammograms (370 initial)
 - 110 abnormal/indeterminate
 - 3 breast cancer
 - 45 benign breast disorder/pending outcome

Program Evaluation



- ⌘ Project evaluation is on-going
- ⌘ Conducted through in-person and telephone follow-up by community hosts, Project Coordinator, and Outreach Workers
- ⌘ Program data compiled and entered into CaST system by CCCSP Data Coordinator to ensure accuracy
- ⌘ Quarterly reports submitted to AFBCF

Program Strengths and Weaknesses



⌘ Strengths

- ☑ Sessions enjoyable and very interactive
- ☑ Strengthen relationships with agencies and community
- ☑ Promote CEED program
- ☑ Myths addressed
- ☑ Word of mouth self-promotion

⌘ Weaknesses

- ☑ Time consuming, weekend and evening parties a must
- ☑ Hostesses not eager to follow-up with invited guests related to actual screening participation
- ☑ Controversy from participants related to response time and persons chosen to answer questions

Conclusion



- ❖ “Home Health Party” format has augmented community outreach efforts
- ❖ Strategy is successful in promoting breast health awareness and screening in the underserved population
- ❖ Acknowledgment is extended to the Avon breast Cancer Foundation for support of the project in form of grant funding

Questions/Comments

