

MetroHealth BREAST/Amigas Program



Presented To: Ohio Latino Health Summit

Presented By: Ami Peacock, MSW, LISW-S

Date: August 3, 2012

Agenda

- Breast Cancer Statistics & General Information
- BREAST Program
 - I. Community Health Fairs / Screenings
 - II. Community Outreach / Education
 - III. Patient Navigation Program
 - IV. “Amigas Unidas” Volunteer Program
- Questions & Answers

National Breast Cancer Statistics



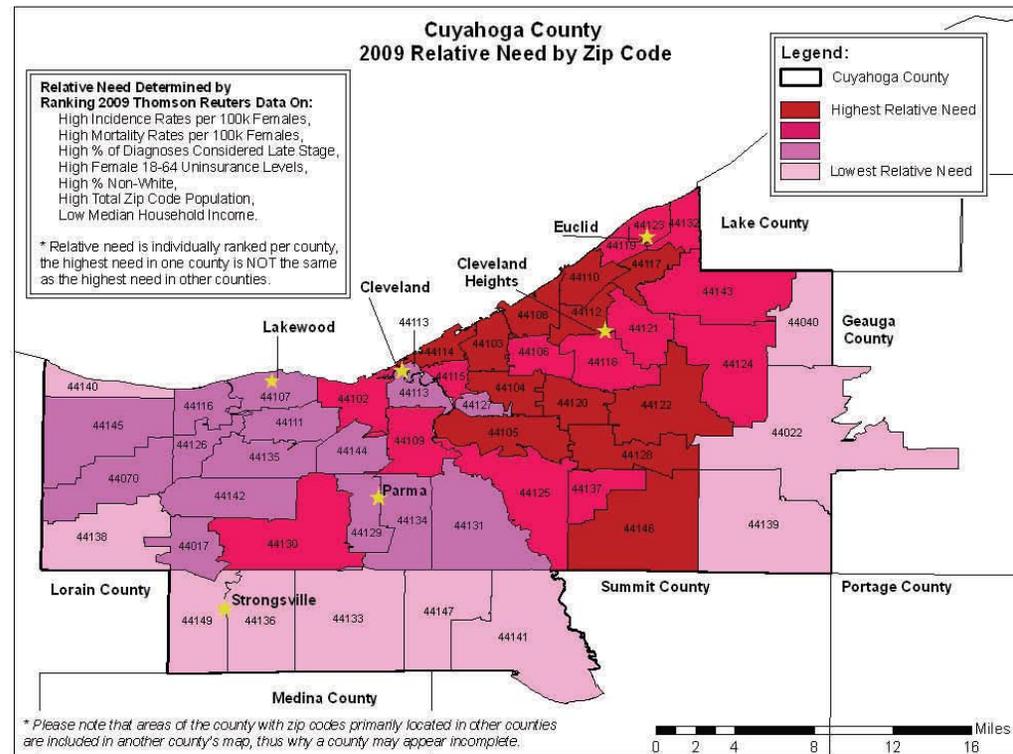
- **One** woman is diagnosed with breast cancer **every 3 minutes**, and **one** women will die of breast cancer **every 13 minutes** in the U.S.
- An estimated **207,090** new cases of invasive cancer are expected to occur among women in the U.S. during 2010.
- **2nd** leading cause of death due to cancer in American women.
- About **39,840 women** and **390 men** in the U.S. are expected to die from breast cancer in 2010.
- Only **51.2%** of women 40 and older in the U.S. reported having a mammogram in the last year.
- There are about **2.5 million** breast cancer survivors alive in the U.S. today

American Cancer Society, Cancer Facts and Figures 2010

Ohio Breast Cancer Statistics



- Nationally the state of **Ohio ranks 32nd** in overall breast cancer incidence.
- Ohio ranks **4th** in breast cancer mortality.
- Northeast Ohio mortality rate is at **29.77 per 100,000 individuals**. That is higher than the state average and significantly higher than the **national average of 23.61**.



Susan G. Korman for the Cure Northeast Ohio
Prepared by The Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University, Dec. 2010 Data: © 2010 Thomson Reuters

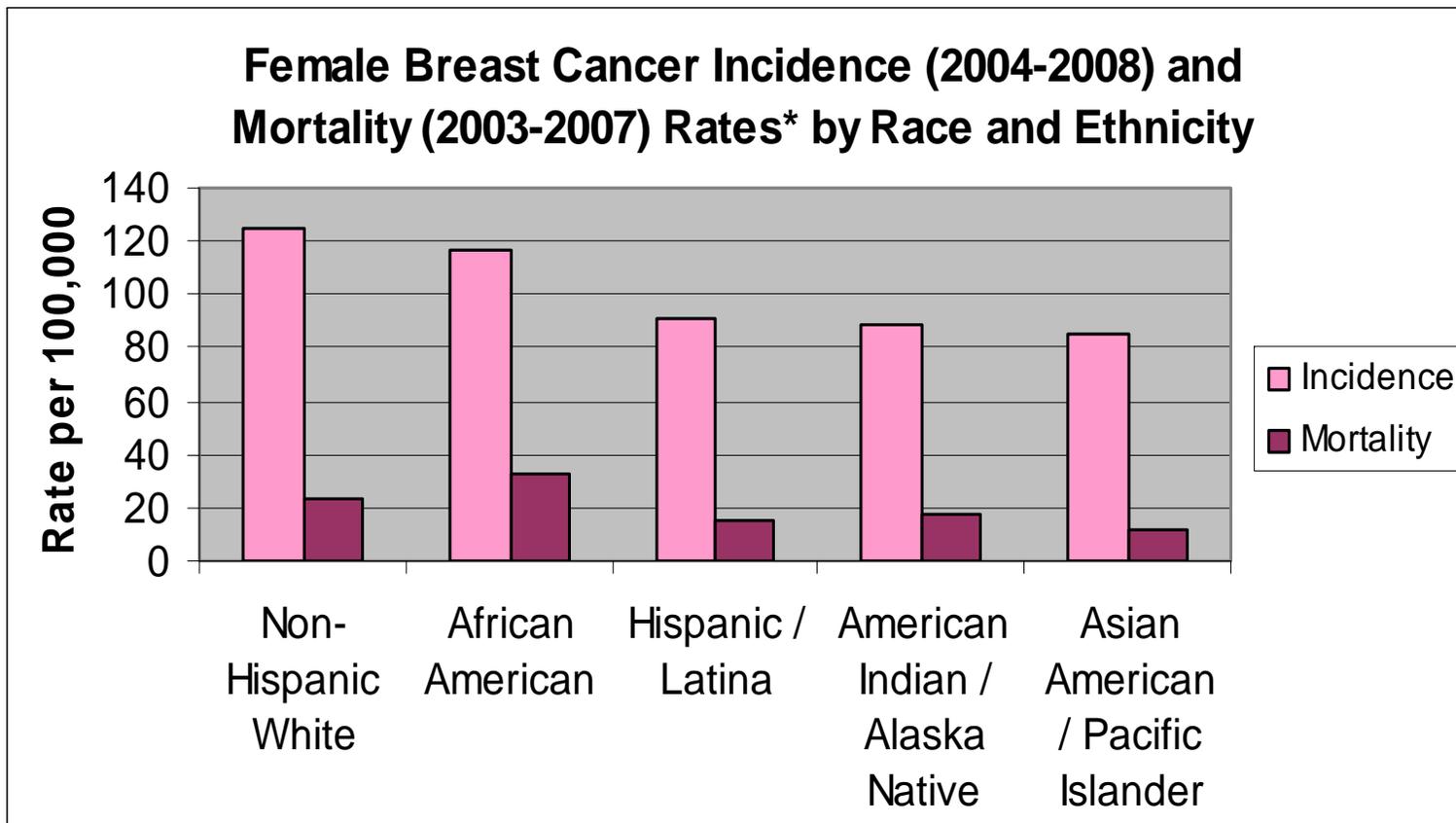
Women in Northeast Ohio



The Northeast Ohio Affiliate of Susan G. Komen 2011 Community Profile Report, found that the majority of women in Northeast Ohio who are least likely to get mammograms are:

- Uninsured or underinsured (85%)
- Living in poverty (87%)
- Have low literacy rates (65%)

Breast Cancer Racial & Ethnic Differences



*Rates are adjusted to the 2000 U.S. standard population. Persons of Hispanic origin may be any race.

American Cancer Society, Surveillance and Health Policy Research, 2011.

MetroHealth Breast Cancer Patients vs. Ohio Average

- **RACE:** 4 times the number of African American and 10 times the number of Hispanic breast cancer patients.
- **INSURANCE:** 5 times the number of uninsured breast cancer patients.
- **STAGE:** Much more likely to present with advanced disease.

MetroHealth Medical Center

- **13,300 screening mammograms were done at MetroHealth in 2010.**
- **30% of screening mammograms were done either free or at reduced cost.**



BREAST Program

Bringing
Education
Advocacy
and
Support
Together

- Community outreach program with a mission to improve the breast health of uninsured and underinsured women through early detection.
- Started by MetroHealth oncology surgeon, Dr. Jean Stevenson, in August 2005 to address the disparities in diagnosis and treatment.
- Funded by Northeast Ohio Affiliate of Susan G. Komen, American Cancer Society, National Breast Cancer Foundation, and Walmart Foundation.

BREAST Program (Team)



Luz Y. Oyola
Program Manager



Camille Garcia
Program Patient Navigator

Jean Stevenson, MD
Director and Surgeon



Jasmin Santana
Community Outreach



Georgeanna Redaelli
Database Manager

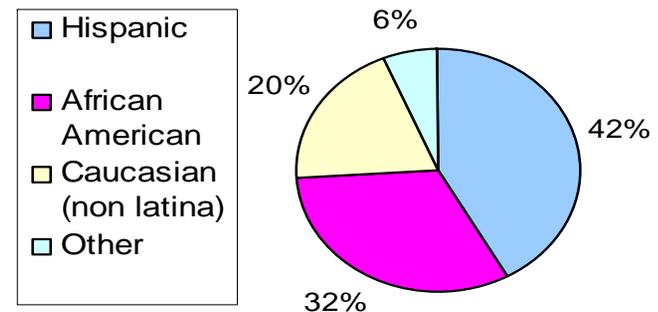
BREAST Program Target Population

- Rarely or never screened women who are:
 - Low Income
 - Uninsured / Underinsured
 - Minority women
 - Cuyahoga County residents



Breast Program Demographics

- Ethnicity Race
 - 42% Hispanics
 - 32% African American
 - 20% Caucasian
 - 6% Other
- 95% of the women we serve are below the Federal Poverty Level
- 76% No health insurance



BREAST Program Offers:

- I. Community Health Fairs / Screenings
- II. Community Outreach / Education
- III. Patient Navigation Program
- IV. “Amigas Unidas” Volunteer Program

I. Community Health Fairs / Screenings

- Free Clinical Breast Exams (CBE) by MetroHealth physicians in the community
- Free mammograms at community churches, schools, community centers with mobile MammoVan
- Breast Cancer Education
- Follow up care provided at MetroHealth
- Community Resources – Over 30 Agencies
- Free Health Screening
 - Glucose, Blood Pressure, Cholesterol, BMI, HIV Testing, Pap Exams
- Other Services
 - Massages, Child Care, Free Food

I. Community Health Fairs / Screenings (Program Stats)

- **26** Health Fairs/ Screenings events held between August 2005 and March 2012
- Over **4,600** women have been screened for breast cancer
 - **347** Abnormal Clinical Breast Exams & Mammograms
- Since 2005, **20** women have been diagnosed through the program and linked to breast cancer resources
 - 15 diagnosed at an early stage (0,1,2), which is 75%
- Over **24,000** women have been educated since 2005.
- Over **600** women have been linked to Ohio Breast and Cervical Cancer Project (BCCP)

I. Community Health Fairs / Screenings

(Changing Behavior)

- Rarely or never screened women are now returning for annual CBEs and mammograms
 - **280** women have returned for more than one screening event.





II. Community Outreach / Education

- Build relationships with community partners.
 - Participate / attend community events to secure and strengthen relationships to better serve our patients and the community
 - Conduct presentations at various outlets on topics such as: breast health, health disparities, and our the BREAST / Amigas Program.
- Word of mouth is key / grass roots approach
- Understand / respect the language and culture of our patients
- Identify the specific barriers to delivery of care in the community
- Develop navigation / education programs

II. Community Outreach / Education (Relationship Building)

- Trust takes a long time to build
 - Women are afraid of authority and wary of institutions
- Critical to find community leaders who are trusted by the women we hope to reach
 - Women's ministry leader
 - Established group of women
- Important to personalize a large institution
 - Make an otherwise faceless institution accessible
 - Speak the patient's language / provide interpretation
 - Avoid the impersonal, like phone trees
 - Navigate them through the process

III. Patient Navigation Bilingual

- Guides patient through the MetroHealth System
 - Discount Rating Program
- Increases access to breast health services and information
- Arranges CBEs and mammography services
- Explains diagnostic procedures
- Ensures that follow-up care is available
- Helps locate resources and support to meet patient needs
 - Breast and Cervical Cancer Project (BCCP)
 - Rayos de Esperanza Support Group “Rays of Hope”

III. Patient Navigation

(Common reasons why women don't get mammograms)

- I don't have health insurance
- I don't have transportation
- I don't have time
- I must have time for my children
- I don't speak English
- Other things are more important
- God will take care of me
- I don't want to know
- I can't touch myself that way – it will bring on the disease
- Mammograms can cause breast cancer

III. Patient Navigation

(Myths around breast cancer)

- I don't have breast cancer in my family
- I am not old enough
- If I get hit in the breast I can get breast cancer
- Women die quickly if they get breast cancer
- Biopsy can cause cancer to spread
- I have small breasts, I can't get breast cancer

III. Patient Navigation

(Reducing Barriers to Health Care)

Barriers to Health Care

Language →

Literacy Level →

Insurance Status →

Income →

Employment →

Transportation →

Cultural Beliefs →

Family/kids Responsibility →

Reducing Barriers

Bilingual Staff / Volunteers

Easy to Understand Health Literacy Education

FREE / Reduced Cost Services

FREE / Reduced Cost Services

Saturdays appointments

FREE Bus Passes

Culturally Sensitive Material

Event on Saturdays / Child Care at Health Fairs

IV. Amigas Unidas Volunteer Program

- Hispanic educational outreach program.
- Teach non-medical Latina women breast self exams and correct screening guidelines.
 - Certification provided after six hour training.
 - Trainings are held on a Saturday
- “Amigas” volunteers then teach their peers one-on-one about correct breast health practices through “Charlas” (breast health education sessions).
 - Churches
 - Homes
 - Community organizations, salons

IV. Amigas Unidas Volunteer Program (Stats)

- **EIGHT** training sessions held since September 8, 2007 at community locations.
- **25 – 30** Women per class
- **175** Latina women have been certified as breast health advocate volunteers “Amigas Unidas”
- **100** Latina women on waiting list
- Our Amigas have educated over **4,600** women, **95%** Latina

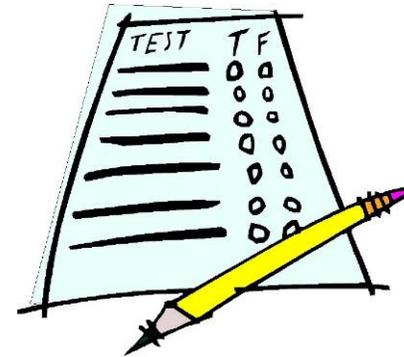
IV. Amigas Unidas Volunteer Program (Strengths of the Model)

- Similar to the “Promotoras” Model
- Women are hearing important health messages from someone from their own community, family, and friends. This is much more effective.
- Empowering women
- Diverse group of women
 - Survivors / Non survivors
 - Bilingual / Only Spanish
 - Wide range of age groups, education levels, religion, income, country of origin, etc

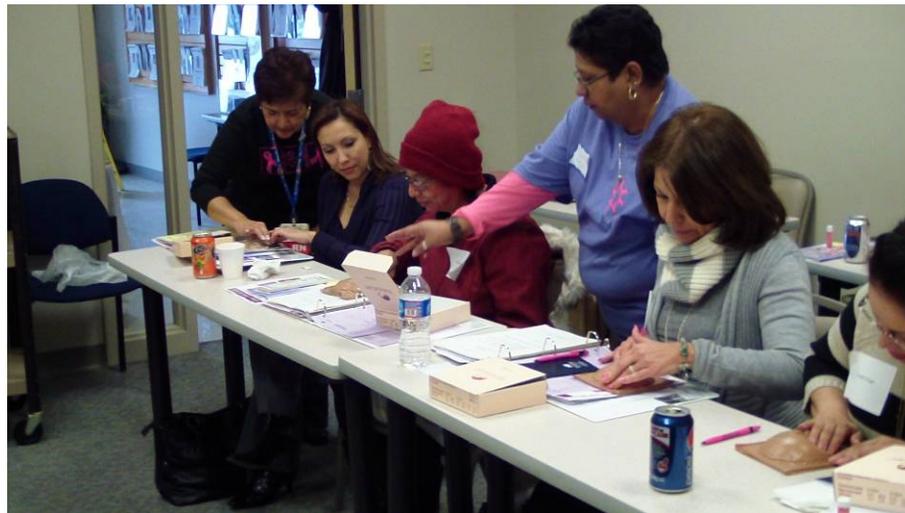


IV. Amigas Unidas Volunteer Program (Evaluation & Promotion)

- Charlas – Pre and post test collected after each event. Health literacy used.
- Spanish / English Forms
- Tracking Education Events
- Developed bilingual promotional materials available at all times.



IV. Amigas Unidas Volunteer Program



Certified Amigas Unidas



MetroHealth BREAST/Amigas Program

QUESTIONS ?

Thank you for your time!!!

BREAST/Amigas Staff

- Jean Stevenson, MD, Associate Professor of Surgery
216-778-5358 ~ jstevenson@metrohealth.org
- Luz Oyola, Manager
216-778-8328 ~ loyola@metrohealth.org
- Jasmin Santana, Community Outreach Coordinator, Patient Navigator
216-778-8347 ~ jsantana@metrohealth.org
- Camille Garcia, Patient Navigator/ Program Assistant
216-778-8557 ~ cgarcia@metrohealth.org
- Georgianna Redaeilli, Data Manager
216-778-8275 ~ gredaelli@metrohealth.org