

# Community Outreach Report – Quarter 3

## STANDARD 1.8 Monitoring Community Outreach

### *Community Outreach: Breast Cancer*

**Activity:** Breast Recruitment and Assessment (BRA) Program

### *Prevention: Lung Cancer*

**Activity:** Freedom from Smoking - Smoking Cessation Program

***Note:** Breast and lung cancer were chosen as an area of focus for the 2017 outreach activities due to findings in the 2016 Tri-County Community Health Needs Assessment: Peoria and Tazewell Counties are higher than the state average for lung cancer. Peoria and Woodford Counties are higher than the state average for breast cancer.*

## Community Outreach

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As a Commission on Cancer accredited program, UnityPoint Health is dedicated to helping prevent cancer and improve the health of our community. The screenings and prevention program in this report are being provided to accomplish this goal in 2017.

Each calendar year, the Community Outreach Coordinator, under the direction of the cancer committee, monitors the effectiveness of prevention, screening, and outreach activities. The activities and monitoring results are documented in an annual community outreach activity summary that is presented to the cancer committee at the end of each calendar year.



## Community Outreach: Breast Cancer

**Activity:** Breast Recruitment and Assessment (BRA) Program- The central focus of the program is to increase the number of African American, Hispanic, and Rural women who receive breast health screening through mammography, thereby improving their chance for early detection and successful treatment of breast cancer. The targeted group will also receive enhanced educational information which will assist them to overcome barriers of access, cost, transportation, knowledge deficits and make breast health a priority by regularly scheduling their mammograms and participate fully in their breast health.

**Community Need:** Early diagnosis of breast cancer is a critical factor in the survival of the patient. Due to lack of knowledge, fear, poverty, no insurance and/or no convenient access to services women from the African American, Hispanic, and Rural communities have low rates of regular screenings with the suggested standards for mammography testing. Improving the targeted population's understanding of the importance of regular screening in combination with providing access to mammography services should increase the frequency closer to the suggested standards and thus result in both the improvement in the management of breast cancer when diagnosed and the patient survival rate. Peoria County is a priority target county because of the late state disease diagnosis. According to the quantitative data set for Peoria County the predicted time to achieve the Healthy People 2020 (HP2020) breast cancer late-stage incidence targets are in excess of 13 years. Rural, African American, and Hispanic/Latina women experience challenges in accessing breast health services according to the recent Komen Community Profile 2015. Also, according to IDPH, Woodford County has higher rates of breast cancer (141.9 per 100,000) compared to the state average (127.7).

**Target Population:** African American, Hispanic, and Rural community women who need increased availability of screening and diagnostic mammography and those who have barriers which have prevented regular mammography. Barriers include reasonable access, cost, transportation, knowledge deficits and/or making breast health a priority.

**Summary to Date: 119 screened, 32 follow-ups recommended, 4 breast cancers detected**

As of October 18, 2017 there have been a total of 119 at-risk women who have received a free screening mammogram through the BRA program. To reach these women, the Breast Health Educator scheduled the MammoVan at six new locations for 2017 to reach the target audience, including Chillicothe, Canton, Cherry Tree, Morton, and Pekin (Rural), and the Peoria Friendship House (low-income, African American, Hispanic). Out of the 119 participants since January 1, 2017, 36 patients (30%) were considered overdue for their screening mammogram, and 32 patients required a follow-up visit due to abnormal mammography results. These patients will continue to be monitored after their 6-month follow-up appointments. At the time of the quarter 3 report, 4 patients from this screening activity have been diagnosed with breast cancer. Additionally, 100% of the participants will be encouraged by the

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Breast Health Educator to schedule their next yearly mammogram at least one month prior to their yearly due date.

### BRA Data:

Quarter	Number of New Target Locations	# Screenings	% African American	% Rural	% Hispanic	% Overdue	# Positive Diagnosis
Q1: January-March	6	29	0%	(8) 27%	(19) 65%	(12) 41%	2
Q2: April-June	0	42	0%	(3) 75%	(1) 25%	(12) 29%	2
Q3: July-September	0	48	(3) 6%	(30) 63%	(15) 31%	(12) 25%	0
Q4: October-December							
<b>Total</b>	<b>6</b>	<b>119</b>	<b>(3) 3%</b>	<b>(41) 34%</b>	<b>(35) 29%</b>	<b>(36) 30%</b>	<b>4</b>

\*Q1-Q3 data has been updated as of 10-18-17

### Recommendations and Updates:

- Improve tracking process for all patients seen through the BRA program
  - BRA program coordinator has been working on improving the tracking process and has made the process more accurate and time efficient
- Provide timely reminder calls to ensure patients follow through with follow-up appointments
- Reach out to Woodford County Health Department to discuss efforts to collaborate since Woodford County ranks #1 for breast cancer in the Tri-County area
- Increase outreach efforts to African American population
  - Efforts have been made to increase and will continue to work on this throughout the end of the year



## Prevention: Lung Cancer

**Activity:** Freedom from Smoking – Smoking Cessation Program- Freedom from Smoking includes eight group-style meetings and features a step-by-step plan to help tobacco users gain control over their behavior and quit smoking. Each meeting is facilitated by a UnityPoint Health Educator.

**Community Need:** Peoria (87.5 per 100,000) and Tazewell (87.0) Counties have higher incidence of lung cancer compared to the State of Illinois (69.4), according to the 2016 Tri-County Community Health Needs Assessment.

**Target Population:** UnityPoint Health staff & Tri-County residents

**Summary to Date:** 19 participants, 9 (39%) participants have completely quit smoking, 100% (23) will receive a 3 and 6-month follow-up survey to check on effectiveness of the program and assist clients with accessing additional resources, if needed.

As of the end of Q2 there have been a total of 23 participants in the Freedom from Smoking program. To recruit these participants, UnityPoint’s Health Educator markets the program throughout the Tri-County area. Out of the 23 participants, 9 participants (47%) have quit smoking as a result of program participation. Additionally, 100% of the participants will receive a follow-up survey to check on the effectiveness of the program. The Freedom from Smoking Program Coordinator plans to market the program more in Peoria and Tazewell Counties since there is such a high need in those areas, and has successfully began implementation at Illinois Central College in Tazewell County, which began in quarter 3 of 2017.

Class	Total Participants	Total Cut Backs	Total Quit	3-Month Follow-Up
1. February/March	2	0	1	1
2. March/April	6	3	3	3
3. May/June	8	3	4	4
4. June/July	3	1	1	1
TOTAL	19	7	9	4

### Recommendations & Updates:

- Improve tracking process for all participants to ensure follow-ups and support phone calls are made
  - The Freedom from Smoking program coordinator has improved the tracking process for the program, ensuring that each participant receives follow-up communication and support, if needed.

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- Reach out to Tazewell County to increase Freedom from Smoking in high-need area: UPH Pekin Hospital, Pekin Insurance, ICC East Peoria Campus
  - The Freedom from Smoking program began programming in Tazewell County. So far the program has only one participant, but efforts are being put forth to increase participation in Tazewell County.