

Integrated Community Education Model: Breast Health Awareness to Impact Late Stage Breast Cancer

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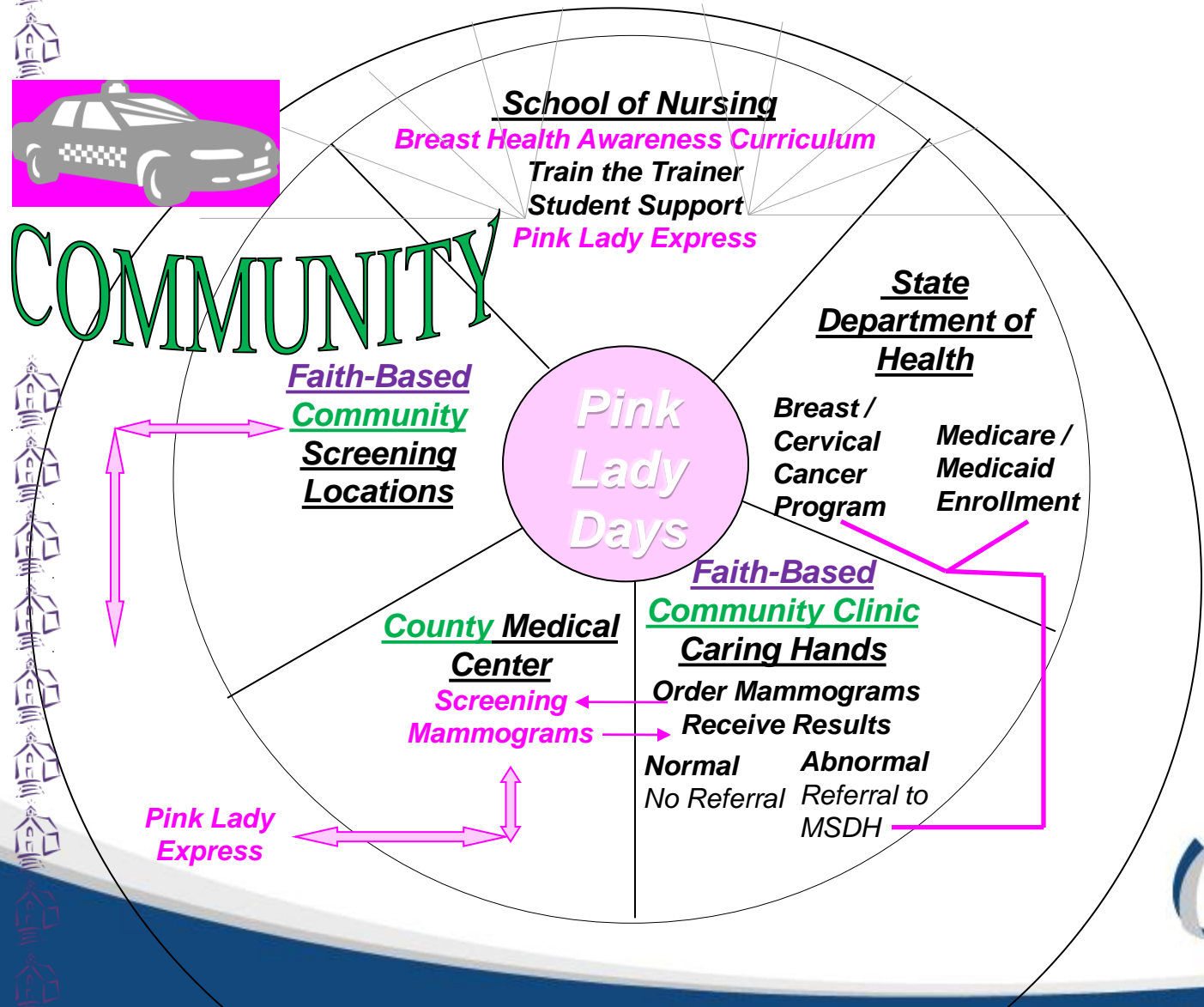


THE UNIVERSITY OF MISSISSIPPI
MEDICAL CENTER

Integrated Community Education Model



COMMUNITY



Purpose of the Study

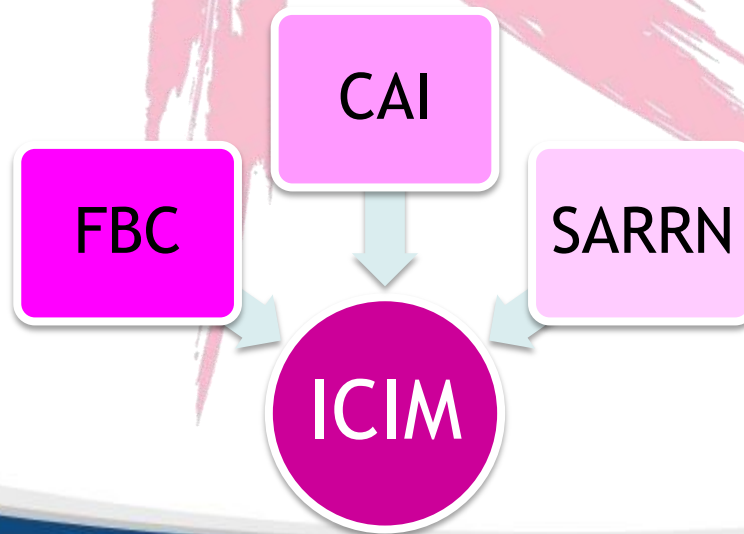
- The purpose of the study was to generate and test an integrated community education model in a medically underserved area that has evidence of significantly higher mortality rates from breast cancer.



Objectives of Study

Develop a three pronged integrated community intervention model:

1. faith based care
2. community agency involvement
3. state agencies resource referral network



Methodology

Train the Trainer seminars to 10 key women in 10 churches

- Faith-based church ministry in the county served as PCP
- The local County Medical Center served as partner to provide the screening mammograms on four designated Saturdays (“Pink Lady Days”).
- The State Department of Health, Breast/Cervical Cancer program (BCC) served as the primary referral source
- A network of four churches in the county area were selected to serve as screening locations for the Pink Lady Days and to participate in publication of the events.
- The Pink Lady Express

Participants

- Demographic Data (N = 53)
 - RACE
 - African American/Black
 - Caucasian/White
 - AGE
 - < 20 years of age
 - 21 - 29 years of age
 - 30 - 39 years of age
 - 40 - 49 years of age
 - 50 - 59 years of age
 - 60 - 69 years of age
 - >70 years of age
 - No age data indicated
- | | # PARTICIPANTS (%) |
|------------------------|--------------------|
| African American/Black | 48 (90) |
| Caucasian/White | 5 (10) |
| mean age,52 | |
| < 20 years of age | 2 (3) |
| 21 - 29 years of age | 4 (7) |
| 30 - 39 years of age | 6 (11) |
| 40 - 49 years of age | 15 (28) |
| 50 - 59 years of age | 13 (25) |
| 60 - 69 years of age | 5 (9) |
| >70 years of age | 5 (9) |
| No age data indicated | 3 (5) |



Findings

- 16 (30%) had never had a mammogram
- 18 (34%) had no primary care provider
- 18 (34%) did not perform monthly SBE
- 19 referred for mammograms based on abnormal physical exams
- 3 AA women, ages 49, 48 and 37 were diagnosed as having early stage cancer development

Conclusions

- The integrated community model provided three women with life-saving early diagnosis and treatment as well as providing potentially hundreds of women with a network of breast health, self-monitoring, and referral sources for breast health problems in the future.



Strengths of Study

- Provision of important information to potentially at risk participants
- Raising community awareness of the importance of breast health
- Partnerships with community, state and religious affiliations (networking)
- Creating a pool of women to teach about breast health

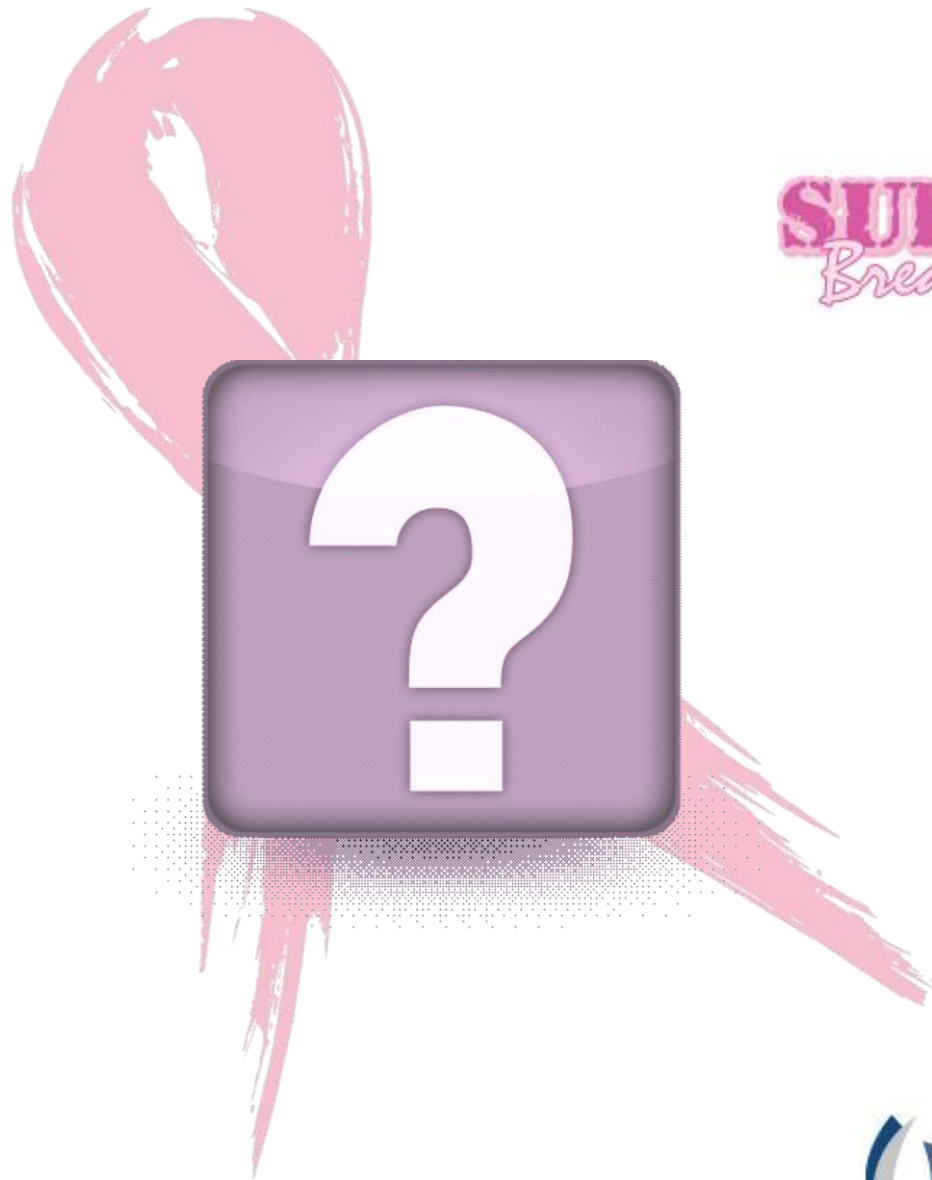
Limitations

- Funding for mammograms
- Timing for interventions
- Small number of sites used



Recommendations

- Replicate study in other areas
- Seek funding for mammograms
- Build more partnerships among agencies
- Be sensitive to timing of screening days (try for October - breast health month)
- Schedule follow up meetings related to training efforts



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Breast Cancer