

National Breast and Cervical Cancer Early Detection Program and Colorectal Cancer Control Program Success Story Highlights 2018 Submission

The NBCCEDP and CRCCP awardees submitted stories in the fall of 2018 illustrating progress, specific achievements, impact of program strategies, and activities performed under the last 2 years of the DP12-1205 (NBCCEDP), first year of the DP17-1701 (NBCCEDP), and the last 3 years of the DP15-1502 (CRCCP) cooperative agreements. Having a well-crafted success story can help engage and inform program stakeholders; increase program visibility; and aide in peer-peer support by sharing best and promising practices. Story submissions focused mostly on reducing structural barriers, partnership development & sustainability, outreach & education, service delivery, and reaching disparate or hard to reach populations. As a part of CDC’s 2019 peer to peer efforts, the Program Services Branch, Division of Cancer Control and Prevention staff placed stories that could be of most benefit to other awardees, as they continue program efforts, on the www.nbccedp.org and www.crccp.org sites. Below are highlights from 5 of those stories.

Improving Quality Colorectal Cancer Screening for Rhode Island Inmates

Rhode Island Colorectal Cancer Screening Program (RICRCP)

- In partnership with the American Cancer Society, the RI Comprehensive Cancer Program, Medical Director of the Rhode Island Department of Corrections (RIDOC), and the RICRCP developed an annual protocol for screening eligible male inmates for colorectal cancer (2017-2018).
- The protocol and technical assistance provided included identifying inmates at risk using a risk assessment tool; selecting a population within the prison that would be fairly static (piloted with men’s medium- and maximum-security facilities), and selecting the most cost effective and efficient tests (colonoscopies reserved for high-risk inmates and FIT kits used for average-risk inmates – the most cost-effective method); and developing educational materials for inmates that stressed the importance of screening.
- Of the 262 *completed FIT kits, 21.5% were positive (n=56) and required follow-up. The number of follow-up colonoscopies ordered was 45. (10 inmates were discharged prior to FIT results and information on one adult was not available)



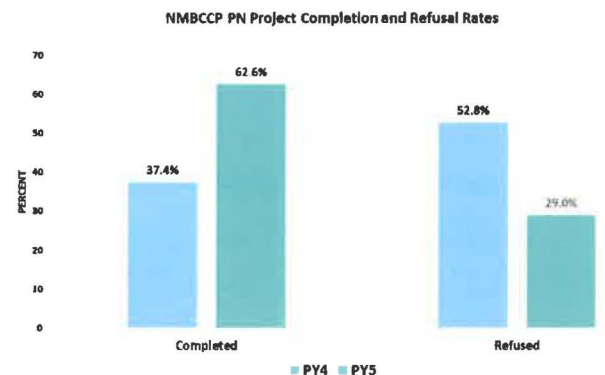
**updated information received from the continuation application submitted in February 2019*

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Patient Navigation Reduces No Show Rates in New Mexico Clinics Serving Low Income Populations

New Mexico Breast and Cervical Cancer Early Detection Program (NMBCCP)

- Despite the expansion of Medicaid in New Mexico, 35.4% of clients remain uninsured and 28.4% are best served in a language other than English in the 15 NMBCCP participating FQHCs.
- In years 4 and 5 (2015-2017), program designed a patient navigation pilot project and program policy based on NBCCEDP guidance that provided staff-led presentations and free online training sessions to assure a standard level of competency among navigators.
- During the project, the overall completion rate rose by 67.4%, while the proportion of women refusing the services for which they were navigated fell by 45.1%.



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Using Text Messaging to Increase Breast and Cervical Screening

Pennsylvania HealthyWoman Program, Southeastern Pennsylvania Region

- Nearly 1,000 women in the La Comunidad Hispana (LCH) health care site database were lost to follow-up in primary care or women’s health care. Staff were spending many hours
- An automated text and voice messaging system was piloted in the 2017-18 program year to remind patients of scheduled appointments, re-engage those lost to follow-up, and support mammogram completion.
- During the 6-month pilot LCH sent 6,131 text and 282 voice reminders which supported improvements in the use of staff time. Staff spent 37.9 hours per month making appointment reminder calls and sending letters prior to the project, and only 9 hours per month after (reminder calls only, no letters). No-shows also decreased slightly during the pilot.



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South Carolina Mobile Mammography Initiative

Best Chance Network (BCN) program

- The South Carolina Division of Cancer Prevention Control developed a worksite cancer screening initiative in collaboration with an Orangeburg FQHC, Regional Medical Center (RMC); Orangeburg’s largest industrial employer, Husqvarna; and the BCN program.
- Eligible Husqvarna employees received one on one counseling sessions to increase awareness and dispel misperceptions about breast cancer screening.
- The RMC provided mammograms utilizing a prior authorization code system. From September to December 2017, 148 screening eligible employees received prior authorization codes and were screened on a mobile mammography unit.



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Guam Grocers and other Non-Traditional Community Partners Lend a Recruiting Hand

Guam Breast and Cervical Cancer Early Detection Program (GBCCEDP)

- During 2016 –2017 (program year 5), 45 collaborative recruitment events were completed in which the GBCCEDP recruited 150 women. (A total of 266 were recruited for the entire program year)
- Local grocery stores were a supportive, reliable location for recruitment for the program and grocer staff said the partnership boosted employee morale and the store’s credibility. Win – Win situation.
- Out of the 150 women recruited at the store outreaches, 96 (60%) were enrolled. That contributed greatly to the total of 91 women receiving breast cancer screening and 89 receiving cervical cancer screening.



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Lesson Learned

Patient education may be necessary as the reminder system is initially rolled out; LCH addressed this need by developing an instructional video about responding to automated reminders.
-- Pennsylvania HealthyWoman Program

Testimonial

"I believe what is working well is that [having the NMBCCP clinic-based PN project] helps when we have patients that do not seem to show up. It has helped our clinic a lot when it comes down to looking at our no-show rates."
-- NMRCCP Clinic-Based Patient Navigation Survey

Lesson Learned

Many entities collaborated on this project to make it possible, but the tenacity of the Medical Director at RIDOC, Dr. Jennifer Clarke, was impressive. It took a great deal of time and effort to develop and implement a pilot project of this scale, but she was determined to do it. We are fortunate to have such a [champion] for inmate health in RI.
HICREP

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New York State Improving Cancer Screening Rates through Implementation of Evidenced-Based Interventions in NY Federally Qualified Health Centers

New York Cancer Services Program – (Colorectal, Breast & Cervical and Innovative Project)

- NYS FQHCs' colorectal cancer screening rate was 46.1% and cervical cancer screening rate was 57.7% which are much lower compared to the statewide average: CRC- 68.5% and cervical cancer- 82.2%.
- Four FQHCs hired staff to work with seven clinic sites to implement patient and provider reminders, provider assessment and feedback, and patient navigation.
- Across seven clinic sites, there was an increased rate from 48% to 60% for cervical cancer screening and 40% to 46% for colorectal cancer screening between October 2016 and June 2018.



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Breaking Down Barriers: Working with Large Employers to Develop Worksite Cancer Screening Policies

West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP)

- The entire state of West Virginia sits in the Appalachia area where cancer mortality rates are 19% higher than non-Appalachian areas.
- The WVBCCSP built upon a collaborative relationship that already existed between West Virginia University (WVU) Medicine, the largest private employer in WV, to establish a cancer screening policy that will give employees paid time off for cancer screenings for breast, cervical, colorectal, and lung cancers.
- In year 1 (2017-18 of the NBCCEDP 5 year cycle), the WVBCCSP consistently met and shared cancer burden educational and cancer screening policy facts with the with WVU Medicine which resulted in plans for WVU Medicine to adopt and implement a policy that allows employees four hours of paid time off specifically designated for cancer screenings as well as invest in more employee wellness initiatives.



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Mammo-Moving Together in Rural Areas

Arkansas BreastCare program

- The BreastCare program struggled with staffing key positions and screening in rural areas where 37% of the area is without a mammography facility.
- A memorandum of agreement was established between BreastCare and University of Arkansas for Medical Sciences (UAMS) to provide mammography services via the mammovan in 21 rural counties.
- The UAMS mammovan was used at 51 worksites (i.e., fitness centers, banks, factories, churches, Mexican Consult). This resulted in 1,097 referrals and 959 screenings with an 87% success rate.



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Girls Night Out for Breast and Cervical Cancer Screening

Arctic Slope Native Association (ASNA) Screening For Life

- The ASNA Screening For Life program hosted a Saturday evening clinic on October 20, 2018 that provided walk-in appointments for mammography and pap testing.
- Volunteers from the community provided manicures, a photo booth, games and food.
- The program provided 69 mammograms and 12 pap smears in a six-hour event. Forty percent of those screened during the event were overdue or had never received screening.



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New Low to No-Cost Electronic Health Record System Reduces Staff Burden in Wyoming

Wyoming Breast and Cervical Cancer Early Detection Program (WBCCEDP)

- The Wyoming Cancer Program staff spent about twenty (20) hours per week collecting and filing a paper application, paper report, and paper billing claim on each program enrolled client which also produced a financial burden.
- The program gained insight from Wyoming Medicaid and was trained on The Total Health Record, the low cost, secured, web-based electronic health record system used by Wyoming Medicaid.
- Starting in June 2017, approximately 1,200 charts were transitioned to the new system and 3,500 charts were shredded or archived. The new system created time efficiencies that allowed staff to focus on other program priorities and made records more accessible to multiple users.



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Lesson Learned

To ensure this work is sustained, dedicated staff is needed to work with clinic practice teams at each site to develop protocols for EBI implementation and to embed navigation into their practice workflows.

-- New York Cancer Services Program

Testimonial

"It has not been a bother to have the recruitment events as the customers can also have this form of social awareness and access to get free screening services for women.... For us, this boosts morale and credibility being a supportive partner of the Guam BCCEDP"

-- Mr. John Michael Evangelista, American Grocery

Lesson Learned

WVU Medicine was already working [on] their employee wellness initiatives. Having a partner who was not only open to making change, but already working towards policy change for their wellness initiatives, provided the WVBCCSP with a prime opportunity to discuss cancer-related policy changes --WVBCCSP