

▶ HealthyWoman Program



The HealthyWoman Program is a Pennsylvania Department of Health program and is made possible, in part, by funding from the Centers for Disease Control and Prevention.

▶ Introduction to HealthyWoman

- The HealthyWoman Program (HWP) is established by the National Breast and Cervical Cancer Early Detection Program (NBCCEDP)
- It is further supported by the PA State Act 74 of 2005

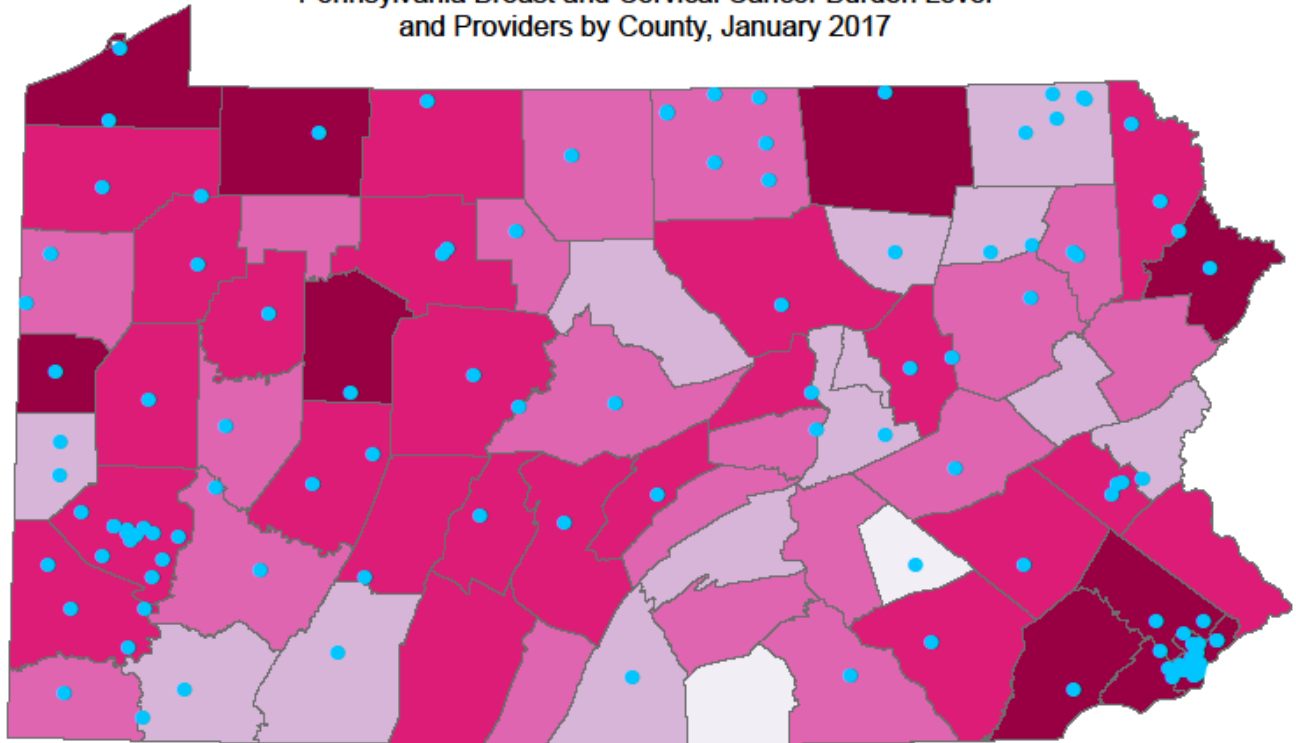
Purpose

To reduce mortality of breast and cervical cancer through:

- Screening
- Diagnosis
- Referral and follow-up
- Public Education, Outreach & Engagement
- Professional Education
- Quality Assurance
- Surveillance
- Evaluation
- Partnership Development
- And community involvement

▶ HealthyWoman Providers

Pennsylvania Breast and Cervical Cancer Burden Level and Providers by County, January 2017



● NBCCEDP Providers

Burden Level

112-125	126-187	188-226	227-258	259+
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▶ Introduction to HealthyWoman



<https://youtu.be/T9AfUotuCy4>

Program Overview

- Services Offered
- Eligibility Requirements

Program Overview

- Patient Navigation & Community Health Workers
- Survivorship

<https://www.livestrong.org/what-we-do/program/livestrong-at-the-ymca>

LIVESTRONG at the YMCA



<https://youtu.be/pnBgJz1tq8c>

▶ A Patient's Story



<https://youtu.be/wkipj8fKf5Y>

Education, Outreach & Engagement



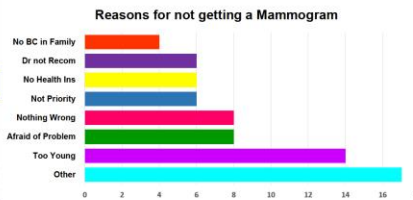
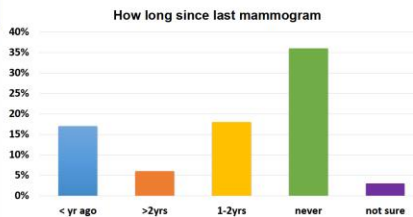
Breast Cancer Education & Screening Services for Women in Substance Abuse Recovery Programs

Diane Donahue, Division of Cancer Prevention and Control, Pennsylvania Department of Health
Ernestine Delmoor, MPH, National Black Leadership Initiative on Cancer



Background
<ul style="list-style-type: none"> Studies show that alcohol intake is associated with an increased risk of postmenopausal breast cancer. Women between 53-57 years of age are at highest risk among women in the high alcohol intake group.¹ The city of Philadelphia has one of the highest poverty rates (28.4 percent), and one of the lowest household median incomes (\$34,207) among all major cities according to the Pew Charitable Trust.² The Pennsylvania Department of Health's Cancer Burden Report,³ shows that breast cancer screening habits for women aged 40 years and older was 74.7 percent for Pennsylvania and 74 percent nationwide. The lowest rate of mammogram screening is among women with less than a high school education at 63.8 percent and those making less than \$15,000, at 65.0 percent nationally. The vast majority of absolute incidence and mortality totals for breast cancer in Pennsylvania are among black and white females. The target population for this project is women who are uninsured, underinsured, with incomes at \$15,000 or below, having less than a high school education. African Americans have the highest poverty rates at 28% after Hispanics at 34%. African-American women experienced higher rates of mortality for breast cancer and lower survival rates than White women. Women who have recovered and progressed to the recovery community are becoming more aware of their bodies, going to the doctor and focusing on their health. Many recovery programs and community center are looking to partner and bring health education and services to the members of their community.
Participant Demographics
<ul style="list-style-type: none"> 60% of participants were African-American, 23% white and 5% all other races. 27% had some high school, 27% had high school degrees or GED, 19% had some college. 40% of participants have household incomes of \$5,000 or lower. The remainder had incomes between \$5,001 and \$25,000. 71% of participants identified as heterosexuals, 13% bisexual, 3% lesbian or gay and 1% as transgender. 35% of participants have never had a mammogram 35% had a mammogram >1 and <2 years ago.
References
<p>¹ Alcohol and Postmenopausal Breast Cancer risk Defined by Estrogen and Progesterone Receptor Status: A prospective Cohort Study, Reiko Suzuki, J Natl Cancer Inst 2005; 1601-8 ² The State of the City, Pew Charitable Fund; 2012, 2015, 2016 ³ The Burden of Cancer in Pennsylvania, Pennsylvania Department, 2011</p>

Methods								
<ul style="list-style-type: none"> Two-hour educational sessions were conducted in West and North Philadelphia at four substance abuse treatment centers between October and January 2016. These sessions were conducted by two breast cancer survivors from the National Black Leadership Initiatives on Cancer (NBLIC). It is of note that one instructor received chemotherapy and one received radiation and they could give personal stories about their experiences. Some of the topics included description of the process of breast cancer, myths, risk factors, screening guidelines and clinical trials. Most women had Medicaid and scheduled an appointment with their doctor to get a referral for a mammogram. Those without insurance were referred to the HealthyWoman Program to receive free breast and cervical cancer screenings. A mammogram van will be scheduled on a quarterly basis to allow women enough time to get an appointment with their doctor to get the mammogram. The mammogram van will bring screening capability to the women to overcome the transportation barrier. Volunteers from NBLIC will accompany women to the mammogram to help avoid fear of the procedure. 								
Results								
<ul style="list-style-type: none"> 115 women were educated between October 2016 and January 2017. Five women had no insurance and were referred to the HealthyWoman Program to receive their screenings. Women were very engaged once they knew that the instructors represented women who had survived a diagnosis of breast cancer. They shared stories, asked questions and offered information to fellow participants about having mammograms and the things they experienced. There were 46% of women overdue for their mammogram, never had one or weren't sure, even though less than 5% of women were uninsured. This indicates a substantial need to educate women, help them navigate their health insurance, obtain a referral for a mammogram and to overcome the barriers to actually obtaining one. Results of a post knowledge survey showed that this was a very effective program; 50% are most likely, 6% somewhat likely and 1% were not likely to get a mammogram as a result of the class. This has made a difference in this target population which is often overlooked regarding breast cancer education services. 								
<p>Question 16: How likely will you have a mammogram after today's Breast Education Class?</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very likely</td> <td>50%</td> </tr> <tr> <td>Somewhat likely</td> <td>6%</td> </tr> <tr> <td>not likely</td> <td>1%</td> </tr> </tbody> </table>	Response	Percentage	Very likely	50%	Somewhat likely	6%	not likely	1%
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Very likely	50%							
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Linda Taylor, Chairperson, NBLIC, conducts educational classes at Gaudenzia House in Philadelphia.

More Information

Ernestine Delmoor: 267-639-3057 cancerbeat@hmail.com
 Diane Donahue: 717-547-3209 dfdonahue@pa.gov
www.pahealthwoman.com www.lipshhealthyPA.com

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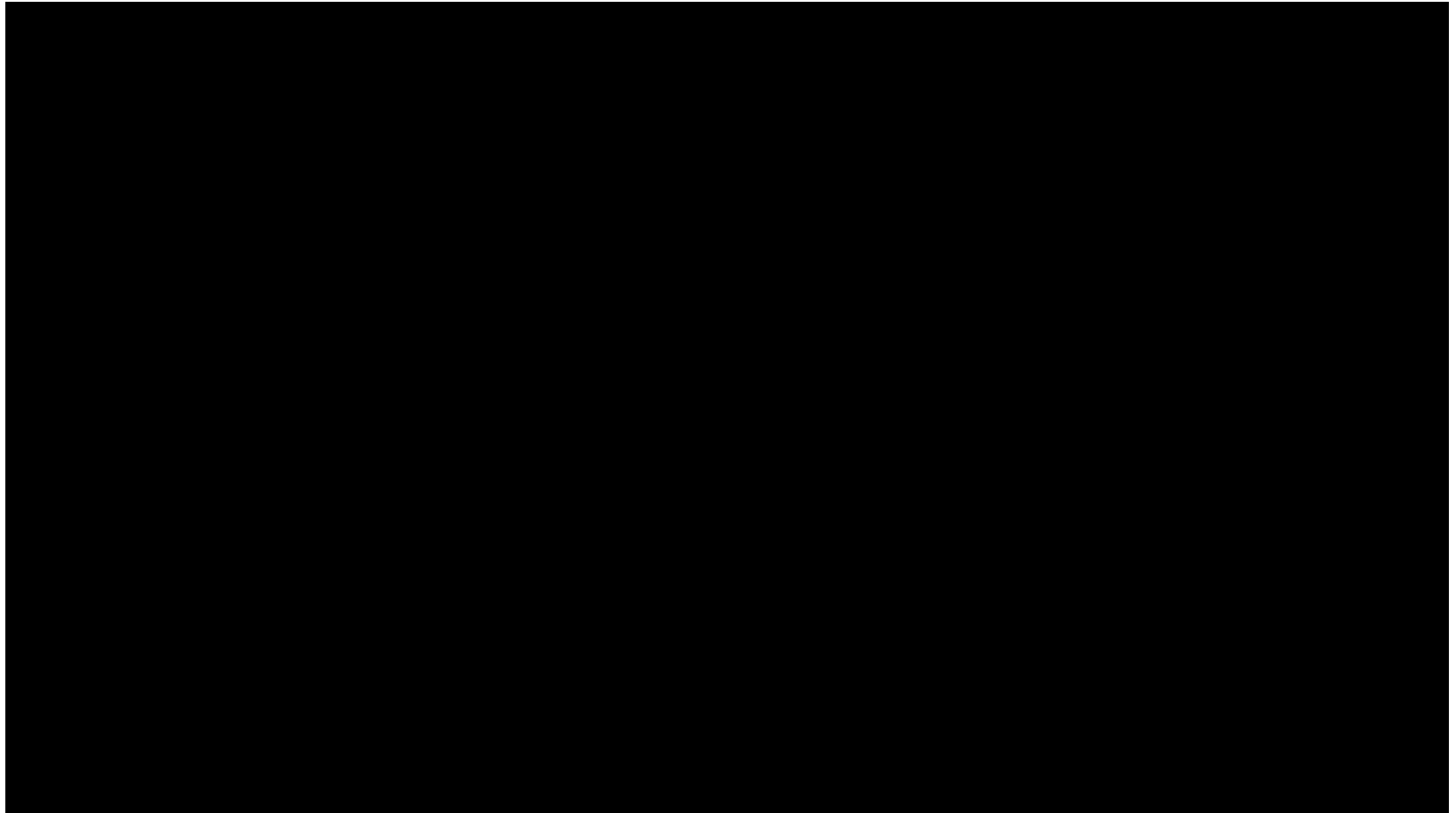
Resources

SOMEONE YOU LOVE THE HPV EPIDEMIC

NARRATED BY VANESSA WILLIAMS



Someone You Love Trailer



<https://www.youtube.com/watch?v=wOdN2fuq-zQ>

▶ Host a Showing



SOMEONE YOU LOVE THE HPV EPIDEMIC

this film could save your life or someone you love

Resources

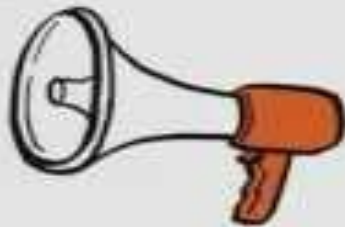


Connecting for a Healthier Pennsylvania

LiveHealthyPA.com/about-us

Resources

Health-based program, initiative, group, or campaign



<https://www.youtube.com/watch?v=M5eE2z5vfyg>

Any Questions?



Contact Information

Diane Donahue

Healthy Woman Program Manager

didonahue@pa.gov

HealthyWoman Hotline:

1-800-215-7494