Community Outreach for Cancer Screening and Prevention  
Anne Schwartz, BSN RN

Disclosures  
• None

Learning Objectives  
• Describe the process of creating and initiating an evidence-based, prevention-oriented community education program

• Identify challenges and barriers to providing outreach communication
### Disparate Health Outcomes for Cancer Patients

- Cancer deaths declining in all populations
- General death rate disparity persists
- 14% higher incidence of cancer in African-American men than in white men


### Disparities in Health Outcomes for Cancer Patients: Psychological Factors

- Cancer screening less common in individuals with psychiatric illnesses or conditions
- More co-morbid conditions

Disparate Health Outcomes for Cancer Patients: Poverty and Education

“Only a small increase in mammography use, perhaps 5%, could prevent approximately 500 breast cancer deaths each year.”

(Verley et al., 2014)

Successful Community Outreach Projects

• Prostate Cancer Screening in African-American Men

• 15-minute presentation increased PSA screening by 40% in a group of 539 (Ukoli et al., 2013)
Successful Community Outreach Projects

- Colorectal Screening in Hispanic Individuals
  - 10% higher screening rates 6 months after home-health parties (Moralez et al., 2012)
  - Odds of screening were 10x higher with physician recommendation than without (Lopez-Class et al., 2012)


Successful Community Outreach Projects

- Mammography in Micronesian Women
  - A six-month educational program increased mammography by 72% in 202 women (Aitaoto, 2012)
  - Increased confidence reported from educators

Source: Aitaoto, N., Braun, K.L., Estrella, J., Epeluk, A., & Tsark, J. Design and results of a culturally tailored cancer outreach project by and for Micronesian women. Preventing Chronic Disease, 9(82).

Successful Community Outreach Projects

- Colorectal Screening in an African-American Community
  - Educational sessions increased screening by 15% in target audiences (Blumenthal et al., 2010)

Successful Community Outreach Projects

• Prostate Health Screening

• “Barber Health Advisers”

• 85% would talk with doctor about prostate health post-intervention (Luque et al., 2011)


Successful Community Outreach Projects

• Mammography in Rural Appalachian Women

• Food pantry workers advocated / Health workers provided

• 87.3% of women in need of mammography received it (Bencivenga et al., 2008)


Successful Community Outreach Projects

• Counseling, education, and pharmacy for Chinese-American tobacco users

• 67% quit rate in intervention group (Wu et al., 2009)

Lessons Learned: Cultural Awareness

• Mistrust of healthcare providers

• Discomfort in discussion of health

Lessons Learned: Cultural Awareness

• Language Barriers

• Health Literacy Barriers

• Ethnic/Racial similarity increases compliance (Wells et al., 2011)

“If the problem is in the community; the solution is in the community”
(Wynn et al., 2011)
Lessons Learned: Community Outreach for Data Collection

• Prostate Conditions Education Council (PCEC)
  - More than 200 men receive PSA and DRE screenings

• Data collected

Blooming Community Outreach Projects out of UCH

• UCH Stroke Team

• Dietary

• Trauma

Blooming Community Outreach Projects out of UCH

• Cancer Screening and Prevention in adults and adolescents
  - The process of getting information to the community
Future Directions

• Provide resources to vulnerable populations
• Encouragement to sign up for Medicare/Medicaid
• Encouragement to establish a PCP

Future Directions

• Limited research on minority populations
• Need for updated screening guidelines (Moy et al., 2011)

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References


