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

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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)**

<table>
<thead>
<tr>
<th>RACE</th>
<th># PARTICIPANTS (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American/Black</td>
<td>48 (90)</td>
</tr>
<tr>
<td>Caucasian/White</td>
<td>5 (10)</td>
</tr>
</tbody>
</table>

- **AGE**

<table>
<thead>
<tr>
<th>Age Group</th>
<th># PARTICIPANTS (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 20 years of age</td>
<td>2 (3)</td>
</tr>
<tr>
<td>21 - 29 years of age</td>
<td>4 (7)</td>
</tr>
<tr>
<td>30 - 39 years of age</td>
<td>6 (11)</td>
</tr>
<tr>
<td>40 - 49 years of age</td>
<td>15 (28)</td>
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<tr>
<td>50 - 59 years of age</td>
<td>13 (25)</td>
</tr>
<tr>
<td>60 - 69 years of age</td>
<td>5 (9)</td>
</tr>
<tr>
<td>&gt;70 years of age</td>
<td>5 (9)</td>
</tr>
<tr>
<td>No age data indicated</td>
<td>3 (5)</td>
</tr>
</tbody>
</table>
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