

# Evaluation of a New Initiative in the Avon Foundation Community Education and Outreach Community Patient Navigation Program

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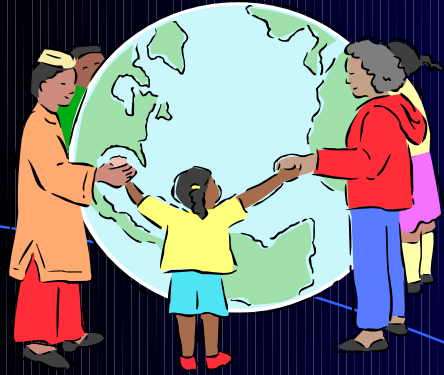


# Breast Cancer & Race

## The American Cancer Society reports:

- African American (AA) women have a 36% higher mortality rate from breast cancer than white women
- AA women are less likely than white women to survive 5 years after diagnosis: 77% vs. 90% respectively
- AA women tend to be diagnosed with more advanced stage disease as compared to white women

Source: American Cancer Society, 2007



# Program Overview

- **AVON Foundation Community Education and Outreach Initiative (CEOI) is a:**

- Community based program
- Collaborative effort between AVON Foundation, Emory Winship Cancer Institute, Grady Health System, and Rollins School of Public Health

# Program Overview



- Goal:
  - Raise awareness about breast cancer
  - Increase mammography screening rates
  - Enhance the process of receiving prevention and treatment services at Grady Health System
- Seeks to give the AFCBC enhanced visibility and community recognition within Atlanta
- Works to build and maintain strong partnerships with local CBOs that focus on breast health/cancer

# Use of Lay Health Advisors

- A variety of different names
  - Lay health workers, community health advisors/workers/advocates, natural helpers, promotoras, patient navigators
- Uses members from the target community to deliver health education
- Often used with marginalized populations
  - Promote cultural competence
  - May help address issues of distrust of the HCS
  - Inexpensive to recruit, train, and supervise
  - May be used in a variety of different settings

# Training Lay Health Advisors

- Annual training
  - Breast cancer statistics
  - How to host community events
  - How to interact with/support patients
  - How to manage stress/care for self
- Bimonthly continuing education
  - Variety of topics selected based on programmatic need & volunteer input

# Program Volunteers

- Community Patient Navigators (CPNs)
  - Dedicated to raising awareness about the benefits of early detection
  - Host and participate in breast health events
  - Equipped with teaching tools
  - Charged with identifying 5 women per event who are interested in getting a mammogram
- Clinic Patient Navigators (PNs)
  - Presence in the AFCBC Breast Clinics
    - Make appointment reminder phone calls
    - Provide support to patients who are first diagnosed
- Individual Patient Navigators (PNs)
  - Mental/emotional support during/after appointments
  - Links to resources
  - Liaison between patients & social workers

# 2009 Community Patient Navigators (CPNs)



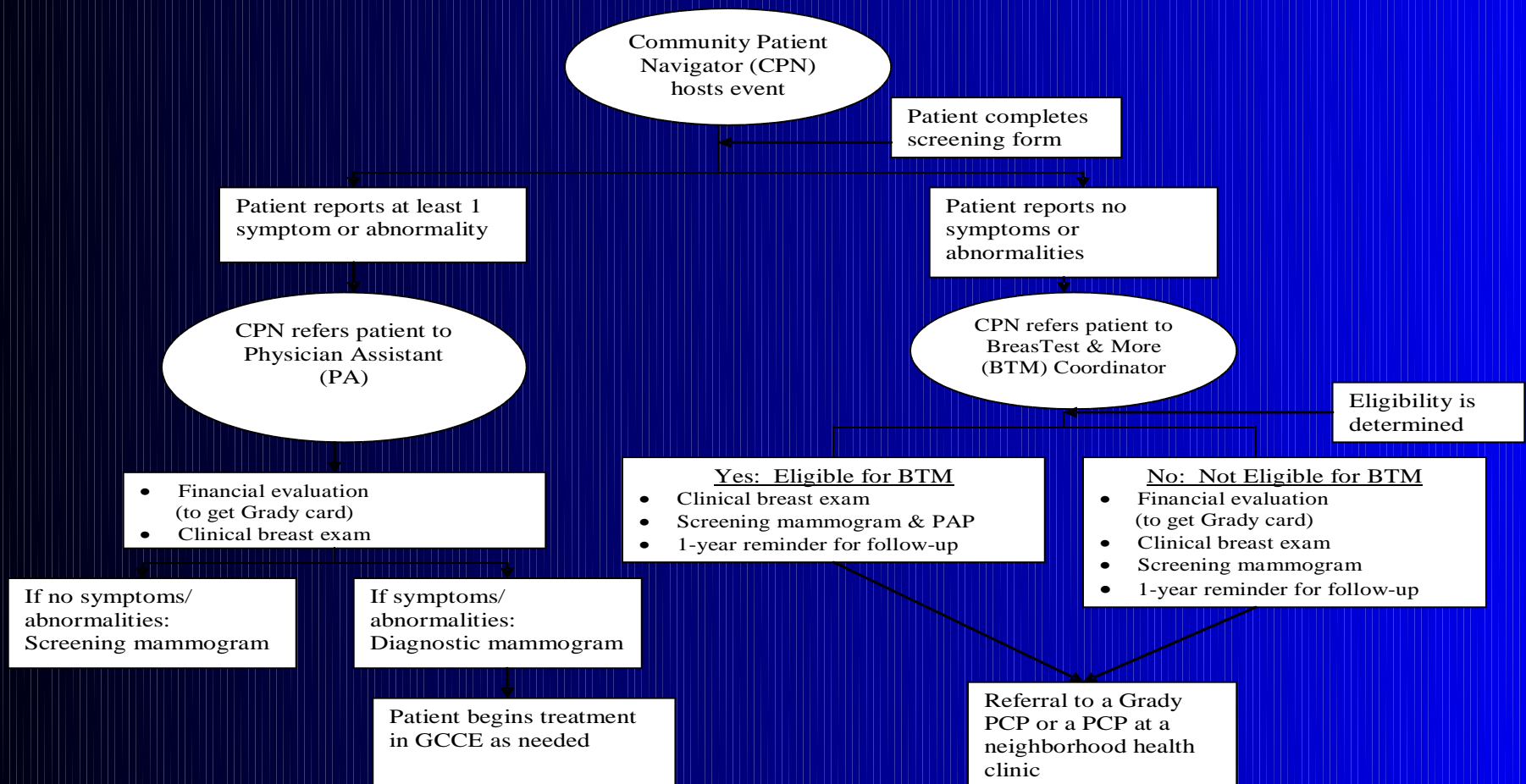
# 2009 Patient Navigators (PNs)



# Volunteers in Action



# Grady Mammogram Self-Referrals





# Process Data for CPNs

Community Event Type	Events Hosted	Attendees (total)	Attendees (average per event)	Screening Forms Completed
Presentations	18	495	28	21
Exhibits	292	12,988	45	391
<b>Total</b>	<b>310</b>	<b>13,483</b>	<b>43</b>	<b>*412</b>

\*Of the 412 community members screened, 62 (15%) have received mammograms at Grady.

Data are from 8/18/08-8/31/09

# Next Steps

- Increase proportion of community members that complete a mammogram interest form at events
- Increase proportion of community members that receive a mammogram at Grady
- Reduce the proportion of community members that do not show up for mammogram appointments
- Follow-up with community members that never schedule a mammogram appointment

# Overall Conclusions

- Community Patient Navigators (CPNs) can serve as a useful resource for encouraging mammography screening among underserved women.
- The presence of a dedicated contact person (the BreasTest & More Coordinator at Grady) to serve as an entry point into mammography screening has been instrumental in our program's success.
- Additional research to track the long term outcomes of community members (i.e. mammography screening of community members 1 yr. later) is needed.

# Many THANKS to ...

- AVON Foundation
- Georgia Cancer Coalition
- Grady Health System
- Winship Cancer Institute



# Questions

