Esta En Sus Manos! It’s In Your Hands!

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Program Goal
• To provide coordinated outreach, education and support to medically uninsured and underserved Latinas in the city of Allentown that is culturally sensitive and linguistically appropriate in order to increase their screening mammography rates

Specific Problem to be Addressed
• 40% of women living in the city of Allentown had not had a mammogram in the past 12 months
• Breast cancer mortality rate per 100,000 females in Allentown is 29 which exceeds the average rate of 26 for the Affiliate Service Area

Program Scope/Overview
• Supported by funding from the Avon Foundation Breast Care Fund, Susan G. Komen for the Cure-Philadelphia Affiliate and NCI’s National Community Cancer Centers Program
• Outreach, education, recruitment for mammogram + linkage to medical home
• Komen: Focus on recruiting undocumented women for mammogram

Strategies to Access Target Population
• Use of Promotoras de Salud/Community Health Workers
• Partnerships with local trusted community entities
• Identify community member advocates
• “Personal touch” approach
• Employ a variety of program promotion strategies

Success Factors
• Lehigh Coalition for Cancer Control
• Strong hospital support
• Personnel
• Integration of Promotoras into the community
• Removal of barriers to care
• Willingness to abandon ineffective strategies

Challenges
• Food pantries in the city have low utilization by undocumented women (our targeted population for Komen grant)
• Transient population
• Difficulty in “tracking” of women who receive a mammogram as a result of the Komen Promotora’s outreach/education efforts

Lessons Learned
• Adoption of evidence-based program does not guarantee success
• Seek input from community entities during grant writing process
• Do not overlook non-traditional recruitment venues

Measuring Success
• 1537 women screened since implementation of program in January, 2009
• 37% returned for annual mammogram
• Increase in community partners