



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP140026

Project Title:
Bridging Access to Breast Healthcare Services

Award Mechanism:
Competitive Continuation/Expansion - Evidence-Based Cancer Prevention Services

Principal Investigator:
Letman, Vanessa

Entity:
The Bridge Breast Network

Lay Summary:

Need Cancer is the second-leading cause of death in Texas. The Texas Cancer Registry notes in 2013, it is estimated there would be 30,554 new cancer cases and 10,654 cancer deaths in Health Service Region (HSR) 3. Incidents of invasive breast cancer in HSR 3 are higher than the state rate (122.5 versus 114.4 per 100,000). Early detection is the key to survival and to effectively reducing incidence of late-stage breast cancer and mortality. Cancers that can be detected earlier lead to more successful treatment. However, population groups living in rural and medically underserved areas such as HSR 4 and HSR 3 respectively may have financial, geographic, cultural, and/or other barriers that hinder utilization of early detection and treatment services. This renewal application will allow the BBN to continue and expand our screening and early detection program in 11 counties in HSR 3 and 4 where barriers to access and affordable mammography services are limited.

Project Strategy

The Bridge Breast Network (BBN) is a proven comprehensive program that incorporates education, patient navigation and access to care. The BBN fills the gap so medically underserved women have access to diagnostic and treatment services for breast cancer. The program reduces geographic and financial barriers through an expansive network of 300 medical providers (including stand-alone mammography centers and Mobile Mammography Units) and 150 community partners that work hand-in-hand with the BBN to serve women in need.

The BBN works with health and community leaders to identify and remove barriers to access. Age, language, and culturally appropriate materials are distributed to prompt awareness of risk factors, healthy life-style choices, and clinical services available. Our outreach efforts place an emphasis on at-risk groups. However, prevention and risk factor information is stressed among all demographic populations. Community partnerships create opportunities to educate the medical community and community at-large about the program. Our continued partnership with the American Cancer Society allows the BBN to provide cancer prevention literature and ensures the accuracy and consistency of the message delivered regarding the benefits of early detection, screening, and treatment options. Materials are also supplemented with literature from

local community health programs, quarterly health reminders, surveys, and flyers about special health events. Individuals encountered are encouraged to sign up for a mammogram. Bilingual (English/Spanish) patient navigators evaluate breast health awareness, eligibility for State or County programs or BBN services, clinical service needs, obtain a brief health and mammogram history, and gather information on the caller's financial and non-insurance position. The BBN utilizes all available resources to ensure that as many women as possible are recruited and have access to early detections and treatment services.

Goals The overall goal is to reduce the incidence of late-stage breast cancer and increase survival through education and awareness, and by providing access to breast cancer detection and treatment services. The project will reach 33,700 and provide early detection services to 6,000 women in 11 rural and/or medically underserved North Texas counties Collin, Cooke, Dallas, Denton, Ellis, Fannin, Grayson, Hunt, Kaufman, Lamar and Rockwall. Significance and Impact

Cancers that can be detected earlier lead to more successful treatment. However, population groups living in rural or urban areas may have significant barriers that hinder utilization of cancer prevention and treatment services. Continued CPRIT funding will allow the BBN to develop additional collaborative relationships to address disparities to access and expand services to the
PP140026 / The Bridge Breast Network / Letman 7
identified areas.

The BBN model of education, prevention, and treatment services through a coordinated community effort of state, local, private, and community health organizations is making a difference. During our previous two-year grant, the BBN served 4,552 women. The BBN referred 1,455 individuals to community partners and providers, and provided direct early detection services to 3,097 clients. Over the course of the two-year grant period, there were 160 confirmed breast cancer diagnoses. In Year One, 89 clients were diagnosed with breast cancer, while 71 women were diagnosed with breast cancer in Year Two. One of the goals outlined in the original grant was to increase the rate of early diagnoses. Over 70% of the confirmed 160 positive breast cancer cases were discovered at a cancer stage of two or lower. As a result, many of these women have increased chances of survival because of an early diagnosis.