



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:
PP150086

Project Title:
Access to Breast and Cervical Care for West Texas (West/Central
Texas)(ABCC4WT)

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

Principal Investigator:
Ross, Linda

Entity:
Angelo State University

Lay Summary:

Need: A key advantage of our current ABC4WT-CV methodology was to establish a model for additional cancer collaboration networks that could be extended to include cervical cancer prevention and early detection for women. The proposed project is targeted to reach 8,009 uninsured women ages 40 and over with information about breast cancer screening services and 3,962 women ages 21 and older who have not had a Pap smear within 3 years. Seven more rural counties not served by the current CPRIT Prevention project portfolio will be added to include: Council of Government (COG)-07 Brown, Coleman, Comanche, and Mitchell; COG-10 Runnels; and COG-23 Mills and San Saba. In 2011, mortality from breast and cervical cancer in COG-07 was 24.2/100,000, higher than the state average of 22.6/100,000. COG-23 had a mortality rate of 22.8 /100,000; and COG-10 had a mortality rate of 20.2/100,000. The Hispanic population in COG 7, 10, and 23 form some of Texas' lowest coverage regions, with a significant portion of the underserved population identified as high risk for access to cervical cancer screening and prevention because of their educational, cultural, and socio-economic barriers, which reduces mammographic and cervical screening, ultimately leading to late stage cancer at diagnosis. Determining how to reach these women is a challenge. The successful outreach process we used during the ABC4WT-CV project will be used to include employer groups, community education, and partnering with local organizations. Another barrier is the need to contact women for their follow-up appointments. Using the ABC4WT-CV's system ensures we contact women a month before they are scheduled to be seen. Extending this process into the new areas (breast and cervical care programs) will ensure all women receive our services. To reach the Hispanic women who speak only Spanish, two of our employees are bilingual. Our project is marketed through our local Spanish Newspaper; and training materials, brochures, posters, and enrollment forms are provided in both English and Spanish. Overall Project Strategy: Current evidence based practices will be adapted to include cervical care programs. This will require updates to all printed material and the website. Key personnel will be trained on screening guidelines, preventive strategies, and lifestyle modifications that have proved to reduce breast and cervical cancer. Targeted campaigning will be distributed to each county focused event. This draws the community to the event, leveraging our partnership with the local provider. Since the focus is on continuation of breast cancer screening and the expansion of cervical cancer screening and prevention, team providers will be

identified to ensure both services are available for all women that qualify. New partnerships will be added to expand the services to cervical care within the targeted communities. The program staff and all Partners will continue to meet to discuss assessment of processes and strategies. Specific Goals: The proposed program will already have a network of partnerships with collaborators pertaining to breast care. This collaboration is estimated to reach 21,752 people and serve 12,621. This project aims to: 1. Expand community collaborative breast and cervical cancer prevention services in the ABCC4WT network in the 21-county region 2. Increase the targeted women's use of prevention counseling and resources provided by the network 3. Increase the breast cancer screening rate in the targeted populations 4. Increase the cervical cancer screening rate in the targeted populations 5. Prevent advanced breast and cervical cancer in the targeted population by providing patient navigation or comprehensive counseling through the network Significance and Impact: The ultimate goal of the proposed project is to reduce the human and economic burden of breast and cervical cancer in West Texas by decreasing the incidence and mortality from disease. The ABCC4WT project will achieve this goal by increasing the rate of utilization of prevention counseling and screening to promote early detection, allowing the rate of advanced cancers to decrease. Our data collection process is uniquely positioned for cross sectional studies of the population of underserved women in West Texas. This information will be helpful for strategic planning of health programs for the communities we are serving by way of publications in peer-reviewed journals, speaking engagements of state-wide forums and Breast Health Collaborative of Texas, and to the scientific and lay community by way of newspapers, local radio, and television.