Overcoming Barriers Health Educators Face in Promoting Cancer Screening

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Objectives

- Identify common barriers in promoting cancer screening
- Discuss evidence based strategies to overcoming barriers
- Evaluate lessons learned in promoting cancer screening
Identify Barriers

- **Location, Location, Location**
  - Barriers may vary by neighborhoods or zip codes
  - Ask community leaders and screening participants to identify barriers.
  - Community Needs Assessment may not identify barriers specific to cancer screenings

- **Common Barriers:**
  - Structural Barriers
  - Knowledge gaps
  - Financial gaps
  - Fear of procedure or diagnosis
**Structural Barriers**

- Non-economic barriers that make access to screening services difficult
  - Screening appointments conflict with work time
  - Screening location is too far from neighborhood
  - Long hold time on phone to schedule screening appointment
  - English is not primary language
  - No transportation options

- Evidence supported interventions:
  - Reducing structural barriers increases colorectal cancer screening by FOBT/FIT and breast cancer screening by mammography

*The Community Guide, 2016*
- **Strategies to Overcome Structural Barriers**
  - Evening and weekend screening appointments
  - Mobile mammograms
  - Multiple screening locations in community
  - Patient navigation services
  - Transportation
  - Translation services
  - Child care
  - Provide FIT kits, stamped envelopes and client reminders
  - Scheduling assistance
    - One phone number dedicated to cancer screening services

Davis et al., (2018)
Knowledge Gaps

- Lack of education about early detection and risk factors
- Lack of knowledge about the availability of existing cancer screening resources and programs
- Provider knowledge gap in screening criteria (lung cancer) 
  
  Triplette et al., (2018)

- Multiple cancer screening guidelines (ACS, NCCN, CPSTF)

Evidence supported interventions:

- Group education: Breast cancer screening
- One to One education: Breast, cervical & colon cancer screening
- Small Media (letters, brochures, newsletters) Breast, cervical & colon cancer screening
- Provider education: lung cancer screening

The Community Guide (2016)
Knowledge Gaps

- **Strategies to Overcome Knowledge Gaps:**
  - Clear, consistent messaging for cancer screening promotion (Verbal and written)
  - Community outreach workers/lay patient navigators
  - Collaborate with trusted community leaders
    - Places of worship, school boards, social services
  - Actively participate in community events
  - Newsletters, flyers, church bulletins
  - Social media
  - High quality decision aid/pocket guide for providers

  Stacey et al., (2017)
Financial Gaps

- Loss of work time
- Lack of health insurance/ Lack of coverage
- Lack of community health workers
- Lack of evaluation metrics to continue funding

Evidence supported interventions:
- Reducing client out of pocket cost recommended for breast cancer screening
- Financial incentives for screening

The Community Guide (2016)
Financial Gaps

- **Strategies to Overcome Financial Gaps:**
  - Evening and weekend screening appointments
  - Increase awareness of free cancer screening resources
  - Financial incentives/gift cards
  - Financial resource navigator
  - Metrics to validate and sustain funding

Fear

- **Fear of procedure or diagnosis**
  - Fear of embarrassment during the screening exam (colon)
  - Fear of abnormality (cervical)
  - Fear of pain
  - Fear of being a guinea pig

- **Evidence supported interventions:**
  - Education on procedures and results
  - Support for follow up
  - Provider referral/recommendation
  - Community leaders as champions

Bynum, Davis, Green & Katz (2012).
- **Strategies to address fear/anxiety in cancer screening services**
  - Provide information on early detection and the screening process
    - Name of screening procedure
    - Details of the procedure
    - Length of exam
    - Patient body position
    - Anticipated discomfort or pain
    - Offer an opportunity for questions/concerns
  - Provide information in a language that the patient can understand
  - Use pictures to support the explanation

- Provide information on follow up process

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Lessons Learned

- Ask members of each community to collaborate with you to identify and overcome barriers to cancer screening services.
- Track metrics of reported barriers and screening service utilization
- Use social media
- Identify and track metrics for patient navigators to sustain funding
- Outreach, Outreach, Outreach, Outreach
Questions

- Questions?

FREE CANCER SCREENINGS

For uninsured and under-insured (Medicare A only. No Medicaid accepted per Federal Regulations) residents of Burlington and Camden Counties

Through the NJCEED Program at Virtua
Free mammograms, cervical, colorectal, and prostate cancer screenings are available for residents who meet certain age and income requirements

For more information, call (856) 247-7388.

To enroll you must be between the ages of 21-64, uninsured/under-insured and not able to pay for the screenings you need

To find free cancer screenings in your neighborhood, please visit and follow the Virtua: Free Cancer Screenings Facebook Page
References


