

# Overcoming Barriers Health Educators Face in Promoting Cancer Screening



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



## ■ 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

## ■ 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



Ali-Faisal, Colella, Medina-Jaudes & Scott (2017)

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



## ■ 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)

Purnell, Thompson, Kreuter, & McBride (2015)



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Screening Event  
for  
**MEN**

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**Men age 45 and older qualify**

To sign up, call  
(856) 247-7388.

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Virtua Primary Care Mt. Holly  
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**\$20 Walmart gift cards to men who complete their colorectal screening**  
Not a cash equivalent; for preventive screening only

 To keep up with free screening events in your neighborhood, please "like" Virtua: Free Cancer Screenings on Facebook



## ■ **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

Purnell, Thompson, Kreuter, & McBride (2015)



## ■ 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

- 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**

## ■ Questions?



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CANCER  
SCREENINGS**

For uninsured and under-insured (Medicare A only. No Medicaid accepted per Federal Regulations)  
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Through the NJCEED Program at Virtua  
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and prostate cancer screenings are available  
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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

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