

Background

As a result of the COVID-19 pandemic breast and cervical cancer screening tests were disrupted. Hospitals and other healthcare facilities delayed or cancelled elective procedures including mammograms, ultrasounds, MRIs, surgeries, and some treatments beginning in March 2020. Delayed screenings have led to delayed diagnoses especially for underserved Black and Hispanic Women who are a greater risk of being diagnosed with late-stage breast or cervical cancer.



Goals and Objectives

Goal 1: Encourage women to engage in catch-up cancer screenings (breast and cervical cancer).

- Reach 60,000+ women with cancer screens messages.
- Educate 10,000+ women on cancers and the need to resume screenings.
- Navigate 1000+ women to breast and/or cervical cancer screens.

Goal 2: To ensure optimal outcomes, EH will ensure women access timely guideline concordant follow up.

- Navigate 100+ women to timely diagnostic follow up.

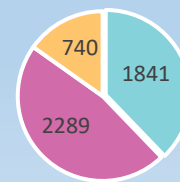
The Return to Normal – Catch –Up Screening Program
Paris Thomas, PhD(c), MS (Director of Program Operations)
Equal Hope, Chicago, IL

Methods

Equal Hope expanded its breast and cervical cancer outreach, education and navigation program to understand the public’s fears regarding COVID-19 and address fears and barriers to care.

Community Health Workers taught women through meaningful posts and messaging on breast and cervical screening guidelines and the HPV vaccination. A key component to this work is to dispel myths around COVID-19. Navigators address a variety of barriers: financial barriers by the provision of free services, emotional barriers by providing support, transportation assistance, social service referrals, and understanding of how to access their health benefits for publicly insured women. Navigators attend client visits, especially at the treatment stage.

Screening Sign Ups

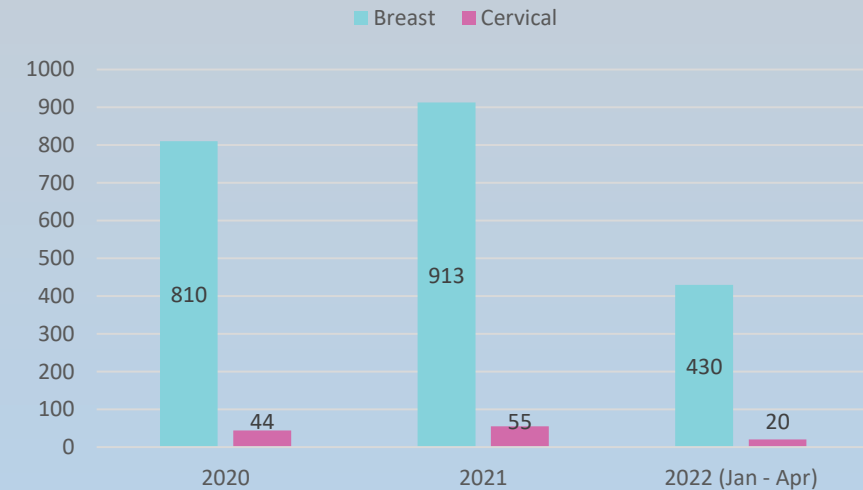


■ 2020 ■ 2021 ■ 2022 (Jan - Apr)

Results

There was a 19.5% increase of cancer screen sign ups of clients returning to screening in 2021. Equal Hope increased cancer screen attendance by 11.8% from 2020 to 2021.

Cancer Screens



Conclusions

Addressing COVID-19 hesitancy and barriers to care through community aligned messaging using culturally aligned Community Health Workers and Patient Navigators to assist women who are traditionally disconnected from care to access quality breast and cervical screens. Addressing social determinants of health removes major barriers for women in underserved populations.