

# Empowering Communities: How Community Health Workers Drive Equity in Early Breast Cancer Detection and Treatment



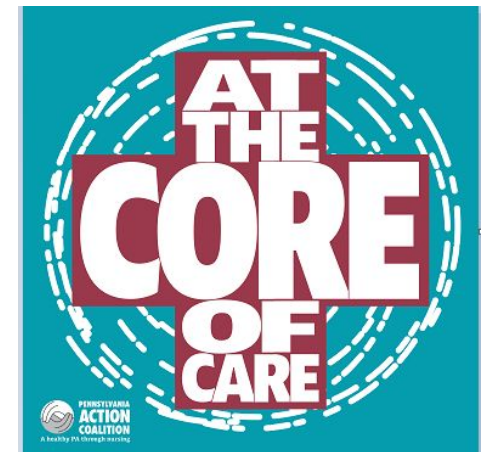
**NATIONAL  
NURSE-LED CARE  
CONSORTIUM**  
a **PHMC** affiliate

*October 15, 2024*

# Part 1: English Presentation

## October 15th, 2024

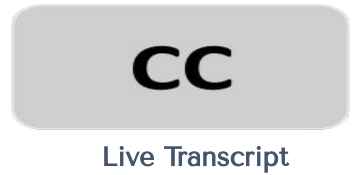
### 3:00pm- 4:00pm



# Zoom Orientation

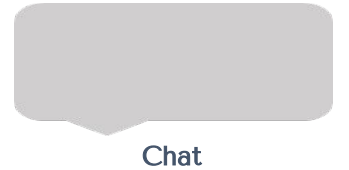
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## 2 Questions

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## 3 Technical Issues

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## 4 Recording

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# Accreditation Statement

**Accreditation Statement:** The National Nurse-Led Care Consortium is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. Each session has been approved for 1.0 NCPD contact hours.

**Success Completion Requirements:** To obtain 1.0 contact hours of nursing continuing professional development, you must participate in the entire activity, complete the evaluation, and achieve an 80% pass rate on the knowledge gain assessment following the session.

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# NNCC NTTAP Team



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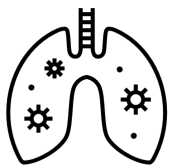
# What is an NTTAP's role to support Health Center Excellence

- Provide population-specific T/TA on HRSA-defined objectives
- Support health center capacity to provide interdisciplinary, culturally competent care
- Consultation and support in developing CBO and public housing partnerships
- Connect your HC to our National Training Experts for specialty TTA on aging, unhoused populations, IPV and human trafficking, workforce retention, LGBTQ+
- Participation in national efforts to provide T/TA around SDOH, chronic disease mgt
- Support emergency preparedness and response efforts for health center populations
- Tracking trends and changes in health center training needs
- Support the incorporation of the Health Center Excellence Framework and the Health Center 2035 initiatives

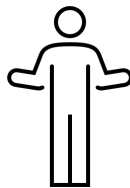


# Community Health Center Program

- HRSA funds over 1,500 health centers (HC) & and look-alike (LAL) organizations
- These HC and LALs operate more than 17,890 service delivery sites in communities across the country and serve more than 30.5 million people, or 1 in 11 people nationwide.
- 108 HCs are funded as PHPC and serve over 850,000 patients.
- Residents of public housing are living with higher rates of:



Chronic  
Disease



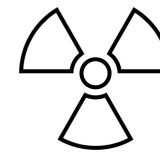
Social  
Isolation



Disability  
or a  
Caregiver



Aging



Environmental  
risks



Complex  
medical and  
social needs





The National Nurse-Led Care Consortium (NNCC) is a nonprofit public health organization working to strengthen community health through quality, compassionate, and collaborative nurse-led care.

NNCC's mission is to advance nurse-led healthcare through policy, consultation, and programs to reduce health disparities and meet people's primary care and wellness needs.

We do this through:

- training and technical assistance
- public health programing
- consultation
- direct care

NNCC's NTTAP is funded by HRSA's Bureau of Primary Health Care to provide subject matter expertise through the development, delivery, coordination, and evaluation of FREE training and technical assistance offerings to health center grantees and look-alikes.

*This program is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$550,000 with 0 percent financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, HRSA, HHS, or the U.S. Government.*



# Agenda

**10 min -**  
Welcome/Introduction

**20 min -** Patient Navigation from  
Community Health Workers MHP  
Salud

**20 min -** Program Showcase CHI  
South Florida

**10 min -** Wrap-up



# Subject Matter Experts



**Monica Calderon, MSW,  
CCHWI/CCHW**

Health Strategy Specialist at MHP  
Salud



**Eunice Hines, MPH, BSBM, CCHW,  
CHC, MHFA**

Director for Migrant Health Services &  
Outreach at Community Health of  
South Florida, Inc



**Rocio Vivas, CCHW**

Certified Community Health Worker at  
Community Health of South Florida,  
Inc

# The Role of Community Health Workers in Breast Cancer Screening

- **Advancing Health Equity:**

CHWs play a crucial role in bridging the gap between underserved communities and healthcare services, ensuring women get timely mammograms.

- **Key Responsibilities of CHWs:**

- **Outreach & Education:** CHWs raise awareness about breast cancer screening and the importance of early detection.
- **Navigation & Support:** CHWs help schedule mammograms, arrange transportation, and assist with follow-up care.
- **Cultural Competence:** CHWs tailor education to the cultural context of the community, overcoming language and trust barriers.

- **Impact on Screening Rates:**

CHWs have been shown to increase screening rates in low-income and minority populations, such as those served by FQHCs and PHPCs.

# UDS Data on Breast Cancer Screening at FQHCs

## Measure Description:

Percentage of women aged 50-74 who had a mammogram in the past 27 months (per 2023 UDS, Table 6B).

## **Exclusions:**

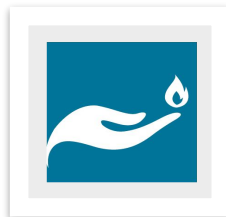
Women with bilateral mastectomy, hospice care, or those aged 66+ in long-term care with frailty or dementia.

## **2023 UDS Data Highlights:**

- **Healthy People 2030 Target:** 80.3% of women should have a mammogram every 2 years.
- **Current Rates:** 76.5% of women were screened in 2023 (BRFSS data).
- **Performance at FQHCs:** Only 16 FQHCs met the 80.3% goal. Of these, 7 served public housing populations, and 4 were Public Housing Primary Care (PHPC) centers.

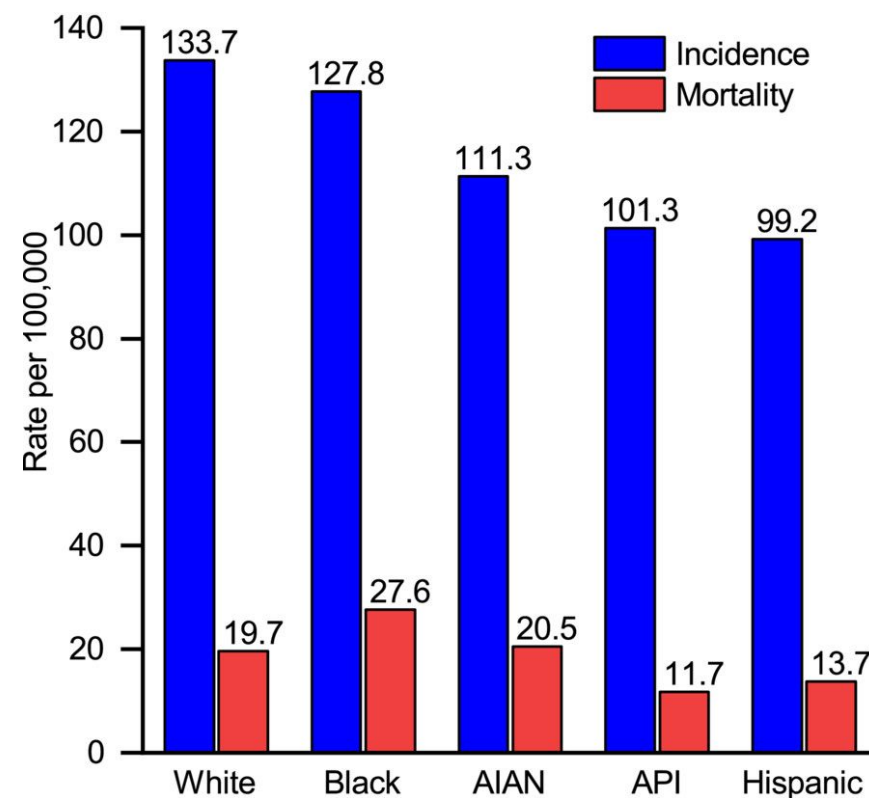
## **Barriers:**

- **Data Sharing Issues:** Incomplete EHR access and poor information exchange contribute to inaccurate screening rates at many FQHCs.

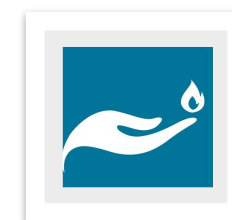


# The Landscape of Breast Cancer Disparities

<b>UDS Data</b>	Accessible FQHCs (n=483)	Other FQHCs (n=887)
% of FQHC orgs that reported female patients in the age group received a mammogram	100%	99.1
% of FQHC billing for on-site mammograms	84.7%	84.0%
% where patient mammograms met the 2022 BRFSS rate of mammograms (76.5%)	3.1%	3.2%
Mean number of mammograms for women in the age group	2114 (96.2) 95% CI: (1467, 1845) Range: 6-17770	1292 (43.3) 95% CI: (939, 1109) Range: 0-10764
Mean proportion of patients of appropriate age with recorded mammogram	.4854 (.1645) 95% CI: (.4707, .5001)	.4658 (.1697) 95% CI: (.4546, .4770)



Source: <https://acsjournals.onlinelibrary.wiley.com/doi/10.3322/caac.21754>



# Opportunities and Barriers in Implementing CHW Breast Cancer Screening Navigation

## Opportunities:

- Funding & Resources: PHPC funding and special population grants support CHW programs.
- Integrated Frameworks: Successful models in Chicago FQHCs demonstrate effective implementation of CHW-driven initiatives.
- Collaborations: Partnerships can enhance outreach and support efforts.

## Barriers:

- Information Exchange Issues: Incomplete EHR access may skew data on screening rates.
- Resource Limitations: Limited CHW workforce and training may hinder program effectiveness.
- Accessibility Challenges: Ensuring CHWs reach women in public housing and underserved areas remains a challenge.

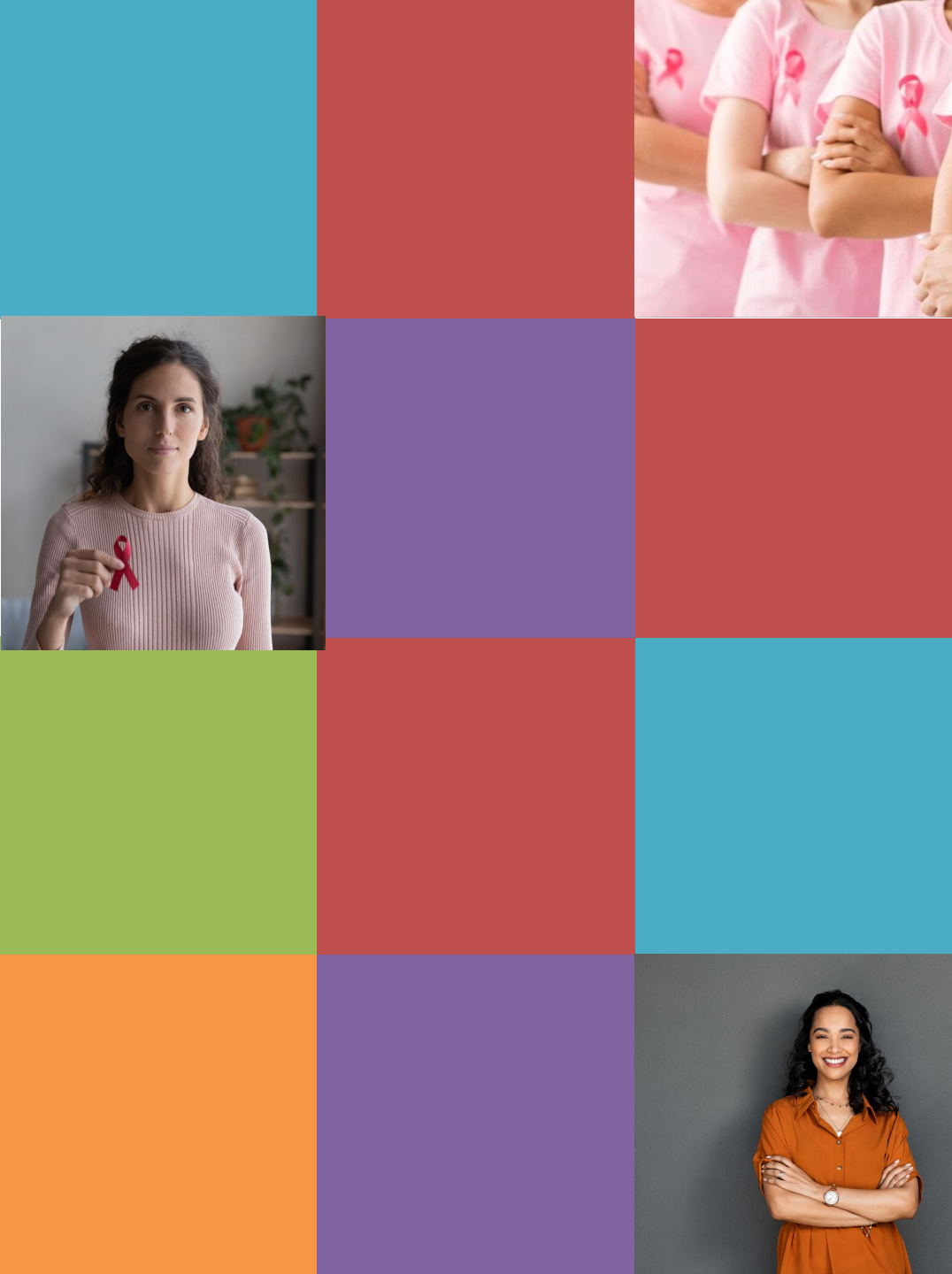
## Findings:

- FQHC Performance: In 2023, only 38 FQHCs met the 76% breast cancer screening rate.
- Public Housing Impact: PHPCs show a trend toward better screening rates (4.7%) compared to other FQHCs (2.6%), though the difference is not statistically significant ( $p=.17$ ).

# Subject Matter Expert



**Monica Calderon, MSW,  
CCHWI/CCHW**  
Health Strategy Specialist at MHP  
Salud



# Strengthening Breast Cancer Screening with Community Health Workers

October 15, 2024



Building Healthy Communities

[mhpsalud.org](http://mhpsalud.org)



# OUR LEGACY



Founded by Catholic sisters in Michigan to increase health care access for migrant farmworkers.



Began expanding to serve the Rio Grande Valley, reaching underserved individuals and families in isolated border communities and colonias.



Began evolving and growing to meet community needs, offering additional services to help older adults and families.



Launched national training and technical assistance to support health centers, community-based organizations and others, strengthening and growing the CHW profession while improving care to the underserved.



Expanded into Florida and developed the state's first certified CHW certification and apprenticeship program, training and equipping the next generation of CHWs to serve our communities.

# OUR IMPACT



We reach nearly **123,000** individuals annually



**7,000+**

Participants find hope and health access to mental health & health care, nutrition, parenting education and support, older adult well-being and connections, and more



**50+**

Training and technical assistance sessions impacted hundreds of health centers and organizations



Nearly **100**

Community Health Workers trained through the certification and apprenticeship program





## Community-Centered Support: The Strength of Community Health Workers (CHWs)

A Community Health Worker (CHW) is a health professional who is trusted and knowledgeable of the communities they serve.

Community Health Workers know and understand the culture of the communities served and are often the bridge between the community and health and social services.

(American Public Health Association, n.d.)





# Person Centered Connections

CHWs adopt a holistic approach when engaging with community members about breast cancer screening.

- **Building Relationships:** By establishing trust and rapport, CHWs create safe spaces where individuals feel comfortable discussing their health concerns, fears, and questions about breast cancer screening.
- **Person Centered Education:** CHWs provide personalized information and resources about breast cancer screening, considering each person's cultural background, literacy level, and previous experiences with healthcare.
- **Addressing Barriers:** They identify and work to eliminate barriers to screening, such as transportation issues, financial constraints, or fear of the medical system, ensuring individuals have access to necessary services.
- **Offering Emotional Support:** CHWs provide emotional encouragement, helping individuals navigate the anxiety and uncertainty that can accompany health screenings.
- **Encouraging Preventive Care:** By emphasizing the importance of early detection and regular screenings, CHWs empower individuals to take proactive steps in their health care, reinforcing the idea that screening is a vital part of overall well-being.

# Person-Centered Support: The Strength of CHWs

## Roles

- Cultural Mediation
- Culturally Appropriate Health Education
- Care Coordination,
- Case Management, and System Navigation
- Coaching and Social Support
- Advocating
- Building Capacity to Address Issues
- Individual and Community Assessments
- Outreach
- Evaluation

## Skills

- Communication
- Cultural and linguistic competence
- Education and facilitation
- Professional conduct
- Relationship building
- Ability to acquire program-specific knowledge

## Qualities

- Empathy
- Resourcefulness
- Persistence
- Flexibility
- Leadership ability/Potential
- Personal strength and courage
- Ability to connect
- Creativity
- Compassion
- Dependability
- Organized
- Problem solving



## CHWs Breast Screening Initiatives

- Community Education
- Preventive Care Awareness
- Health Care Access Support
- Culturally Sensitive Support
- Warm Hand offs when connecting to health providers or community organizations
- Language Support
- Safe Spaces for Conversations
- Community Outreach

The Heart  
of Who  
We Are

# Community Health Workers



# Subject Matter Experts



**Eunice Hines, MPH, BSBM, CCHW,  
CHC, MHFA**  
Director for Migrant Health Services &  
Outreach at Community Health of  
South Florida, Inc



**Rocio Vivas, CCHW**  
Certified Community Health Worker at  
Community Health of South Florida,  
Inc



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*of* **SOUTH FLORIDA, INC.**

**WELCOME!**

**Rocio Vivas, CCHW**

---

**Eunice N. Hines, MPH, CCHW,  
CHC**



# TOPICS

- A quick background of the health center and CHW Breast Cancer Screening Program.
- Discuss challenges and successes in implementing patient navigation for breast cancer screening.
- Explain how your partnerships work like the one with MPH Salud.
- How CHWs can impact health equity by providing breast cancer screening to low-income, minority, and public housing residents
- Outcomes, ROI, Sustainability
- Effective apps or software, from texting to a telehealth appt.





## HISTORICAL OVERVIEW

From a humble beginning in two trailers in 1971 near US Hwy 1 and 216th street, CHI began with a commitment to community-oriented primary care for all residents of South Miami Dade. That same commitment is evident today.





## **Mission**

To deliver safe, accessible, compassionate and culturally competent quality health care services to the people of South Florida while training the next generation of health care professionals.

## **Vision**

To become the health care provider of choice for the people in South Florida and a teaching center of excellence for health care professionals.



*“Patient Care Comes First”*



**COMMUNITY HEALTH**  
*of* **SOUTH FLORIDA, INC.**

# OUR LEGACY

# OUR IMPACT



early **123,000** annually

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ed through  
on and  
program



Building Healthy  
Communities  
mhpсалud.org



**Today, CHI is one of the largest Federally Qualified Health Centers (FQHCs) in the United States of nearly 1,400 Centers.**



# SERVICES

- Primary Care
- Pediatrics
- Behavioral Health
- Psychiatry & Mental Health
- Crisis Intervention (CSU)
- Dental
- Diagnostic Lab
- Diagnostic Radiology
- OB/GYN
- Intrapartum Care (Labor & Delivery)
- Optometry
- Pharmaceutical Services & Delivery
- Live Scan Fingerprint Services
- Telehealth
- Translation
- Transportation
- Urgent Care
- Walk-In Services

# SERVICE SITES



**Doris Ison  
Health Center**



**Everglades  
Health Center**



**South Miami  
Health Center**



**West Perrine  
Health Center**



**West Kendall  
Health Center**



**MLK, Jr.  
Clinica Campesina  
Health Center**



**Naranja  
Health Center**



**South Dade  
Health Center**



**Coconut Grove  
Health Center**



**Tavernier Health  
Center**



**Marathon  
Health Center**



**Key West  
Health Center**



# MOBILE UNITS

☐ Mobile Medical Van

☐ Dental Mobile Unit



# 2023 Patient Demographics

**Users**

• 65,299

**Visits**

• 204,815

**Gender**

• Female – 57%  
• Male – 43%

## Age

- Children – 36%
- Adults – 64%

## Ethnicity

- Hispanic – 61%
- Non-Hispanic – 32%
- Other + unreported – 7%

## Homeless

– 11,395

## MSFW

– 2,076

## Veterans

– 134

## Poverty level

– 35% below 100% of federal poverty level

## Insurance status

- Uninsured – 45%
- Private insurance / ACA – 20%
- Medicaid – 30%
- Medicare – 4%

# CHW Breast Cancer Screening Program

Jessie Trice Cancer Prevention Program / Project Screen

## JESSIE TRICE CANCER PREVENTION PROGRAM

- Free education and assessment for breast and cervical cancer
- Funded by Health Choice Network & Fla. Dept. of Health Miami Dade
- Screenings are on a slighting fee scale.
- Referred for Mammograms and Pap Smears.

## PROJECT SCREEN

- Free / low-cost breast and cervical cancer screenings
- Funded by Fla. Dept. of Health Miami Dade County.
- Screenings are free with eligibility.
- Program pays for all exams, tests and treatment from biopsy to chemotherapy for up to 5 years for those that qualify.

# OUTCOMES

## Challenges

- Funding for staff to provide productivity of program, program funding is not a full year, & continuum of care.
- Uniform Data System for Federally Qualified Health Centers; new patients that fail to complete the health screenings becomes CHIs responsibility.
- Eligibility for the program services, cost is an issue in term of getting the participants to follow through with services.
- Limited resources for education and outreach for Project Screening.
- No Outreach worker working the field for Project Screening, only in-house staff working the program.

## Success

- Importance of creating partnerships with initiative that can have potential audience.
- Creating a relationship with patient. Creating a relationship with provider and staff for referral point.
- Continued education for Outreach to keep up with screening requirements for PAPs and Mammograms.
- Being innovative in capturing audience outside of the health center, in zooms, and in-reach.
- Continued treatment for Project Screening.
- Outreach worker providing education, assessment, and linkage for JTCPP in the community.
- JTCPP assess the person taking in consideration family background allowing for more to be educated and linked to preventative care.

# MHP Partnership

National Organization that implements and supports Community Health Worker Programs

- With over 40 years of experience in implementing CHW programs.
- Community Health Workers have a unique understanding of the challenges, resources and opportunities in the community — and a passion to help more individuals and families on their journeys toward health and well-being.
- Trainings on lessons learned and best practices
- CHW training, consulting and program support.



COMMUNITY HEALTH  
of SOUTH FLORIDA, INC.

# Core skills for EVERYONE in the Outreach Team

Communication  *Effectively conveying a message*

Capacity Building  *Building skills and promoting confidence in their health*

Outreach  *Work to encourage disadvantaged communities*

Interpersonal  *Social skills relatable to all communities*

Advocacy  *Active support and recommendations*

Knowledge  *Skills obtained through experience or education*

Service  *Helping others*

Education  *Providing an enlightening learning experience*

Personal  *A unique, one-of-a-kind, individual experience*



CHWs can impact health equity by providing Breast Cancer Screenings to low income, minority and public housing residents by assessing, educating, linking, and collecting data.

1. Assess and monitor population health at Health and Resource Events – This is a form of engagement.
2. Communicate effectively and to educate – provide information to answer the questions asked and not asked.
3. Strengthen, support , mobilize community and partnerships – Refer and provide linkage.
4. Enable equitable access – Be resourceful, if JTCPP is not the right program, link them to Project screening.
5. Improve and innovate through evaluation and quality improvement- Be a student.
6. And build and maintain strong organizational infrastructure for Public Health – learn about the unique challenges that residents encounter, what are the limitation of each program.

# Program Sustainability

- Grants
  - Subcontractor with Health Choice Network and Health Department
  - Providing JT CPP since 2010 and PS much longer
- JT CPP is divided into 4 invoicing/payment periods, with its education, assessment, appointment and events, each with separate deliverables.
- PS is billed to the Health Dept directory not the Patient.
- Monthly meeting with proof of appointments and results are required
- Penalization if deliverables are not met per period in accordance with the contract remedies established by the state of Florida, DOH.
  - Penalization per deliverable per person
- Annual Audits facilitated by the DOH
  - Electronic/ email/ protected





# Effective apps or software

## Texting to Telehealth

- Phone, Cellphones, texting, Facetime, WhatsApp, MyChart, having an email is very important.
- Being accessible to the residents, speak the language that they are comfortable speaking.
- Electronic Health Records (EHR)





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# THANK YOU!

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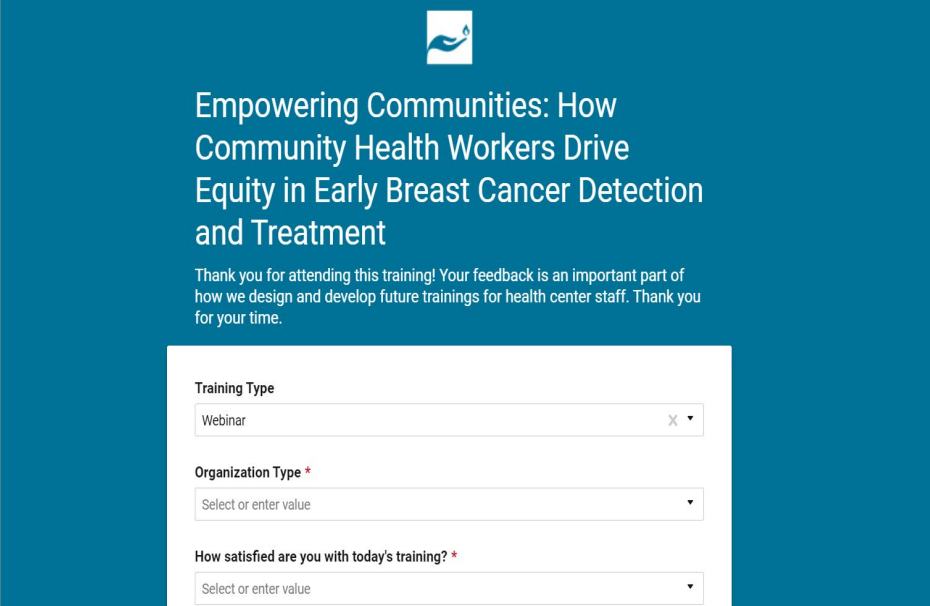
Office: (305) 278-6421


Email: [rvivas@chisouthfl.org](mailto:rvivas@chisouthfl.org)

# Questions?



# Evaluation Survey





## Empowering Communities: How Community Health Workers Drive Equity in Early Breast Cancer Detection and Treatment

Thank you for attending this training! Your feedback is an important part of how we design and develop future trainings for health center staff. Thank you for your time.

**Training Type**  
Webinar

**Organization Type \***

**How satisfied are you with today's training? \***



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## All Hazards Emergency Preparedness and Response Competencies for Health Center Staff

To successfully perform their assigned emergency/disaster roles, health center staff must understand how their organization will respond to hazards, including the use of altered management structures and modified operations. The National Nurse-Led Care Consortium (NNCC) and the Community Health Care Association of New York State (CHCANYS) created a set of competencies to improve the emergency and disaster preparedness of all health center staff. This publication provides a comprehensive overview of those competencies and sub-competencies, as well as a description of their development process. The competencies are intended to form the foundation of health center staff education and preparedness for all-hazards emergency and disaster response and will allow health centers to direct their limited training time and resources to cover the most essential preparedness aspects.

### **ALL HAZARDS EMERGENCY PREPAREDNESS AND RESPONSE COMPETENCIES FOR HEALTH CENTER STAFF**

*Recommendations from the National Nurse-Led Care Consortium (NNCC) and Community Health Care Association of New York State (CHCANYS).*

September 2022

This publication is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling



# Upcoming Trainings

## **October 16th, 2024- 2 PM EST - Emergency Preparedness and Response Forum**

- Registration: [https://us02web.zoom.us/webinar/register/WN\\_RAWRSaX4R-uBZDtpm6rRXw](https://us02web.zoom.us/webinar/register/WN_RAWRSaX4R-uBZDtpm6rRXw)

## **October 17th, 2024- 2PM EST - Telebehavioral Health and SUD: Program Optimization and The Provider Perspective- Session 2**

- Registration: [https://us02web.zoom.us/webinar/register/WN\\_fyDI1WqoQDmbMOKafnchlW](https://us02web.zoom.us/webinar/register/WN_fyDI1WqoQDmbMOKafnchlW)

## **October 22nd, 2024- 3 PM EST - Empoderando a las Comunidades: Cómo las Promotoras de Salud Impulsan la Equidad en la Detección Temprana y Tratamiento del Cáncer de Mama**

- Registration: [https://us02web.zoom.us/webinar/register/WN\\_2aVc7SZ2RP-6a1RguP3U4w](https://us02web.zoom.us/webinar/register/WN_2aVc7SZ2RP-6a1RguP3U4w)



# Thank You!

If you have any further questions  
or concerns please reach out to  
Fatima Smith [fasmith@phmc.org](mailto:fasmith@phmc.org)

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