

Advancing Equity: Community Health Workers' Role in Enhancing Breast Cancer Screenings and Linkage to Care

- March 5, 2024 -



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4

Recording

This session will be recorded and made available to participants in the Learning Collaborative. Your comments and questions will not be shared publicly.



Recording



NNCC/ANCC Disclosures


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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.



<https://nurseledcare.phmc.org/>

NNCC's NTTAP Team



Jillian Bird
Director of Training and Technical Assistance



Matt Beierschmitt
Senior Program Manager



Fatima Smith
Project Manager



Junie Mertus
Program Intern



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



Agenda: Advancing Equity: Community Health Workers' Role in Enhancing Breast Cancer Screenings and Linkage to Care

March 5, 2024 -

5 min **Introduction/Welcome**

15 min **Landscape/Research**
- *Matt Beierschmitt, MPP*

30 min **Role of CHWs /
Collaborations &
Community Engagement**
- *Community Health of South
Florida, Inc.*

10 min **Questions/Wrap-up**



- Name + Credentials
- Location
- Role
- and....



**What is one resource you may have to share regarding
Community Health Workers?**





Eunice N. Hines, MPH, CCHW, CHC
Director for Migrant Health & Outreach Services

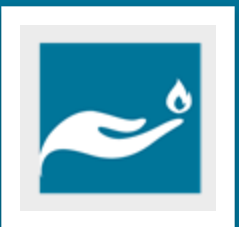


Rocio Vivas, CCHW, MHFA
Certified Community Health Worker



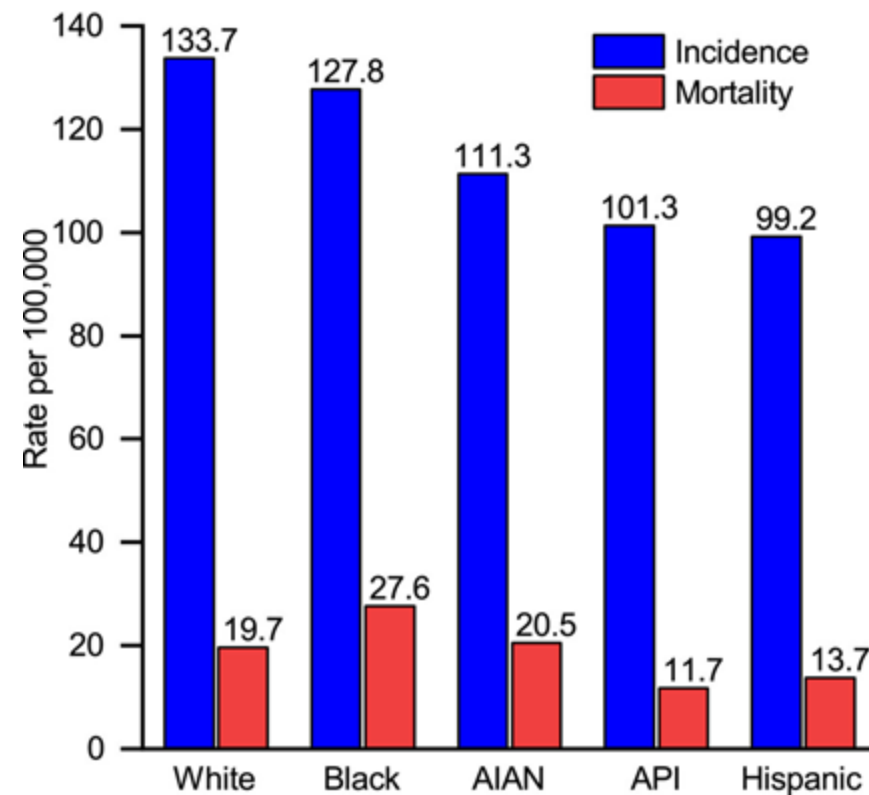


Matt Beierschmitt, MPP
Senior Program Manager
National Nurse-Led Care Consortium

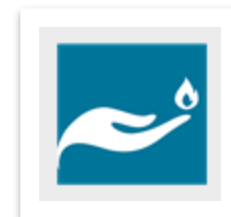


The Landscape of Breast Cancer Disparities

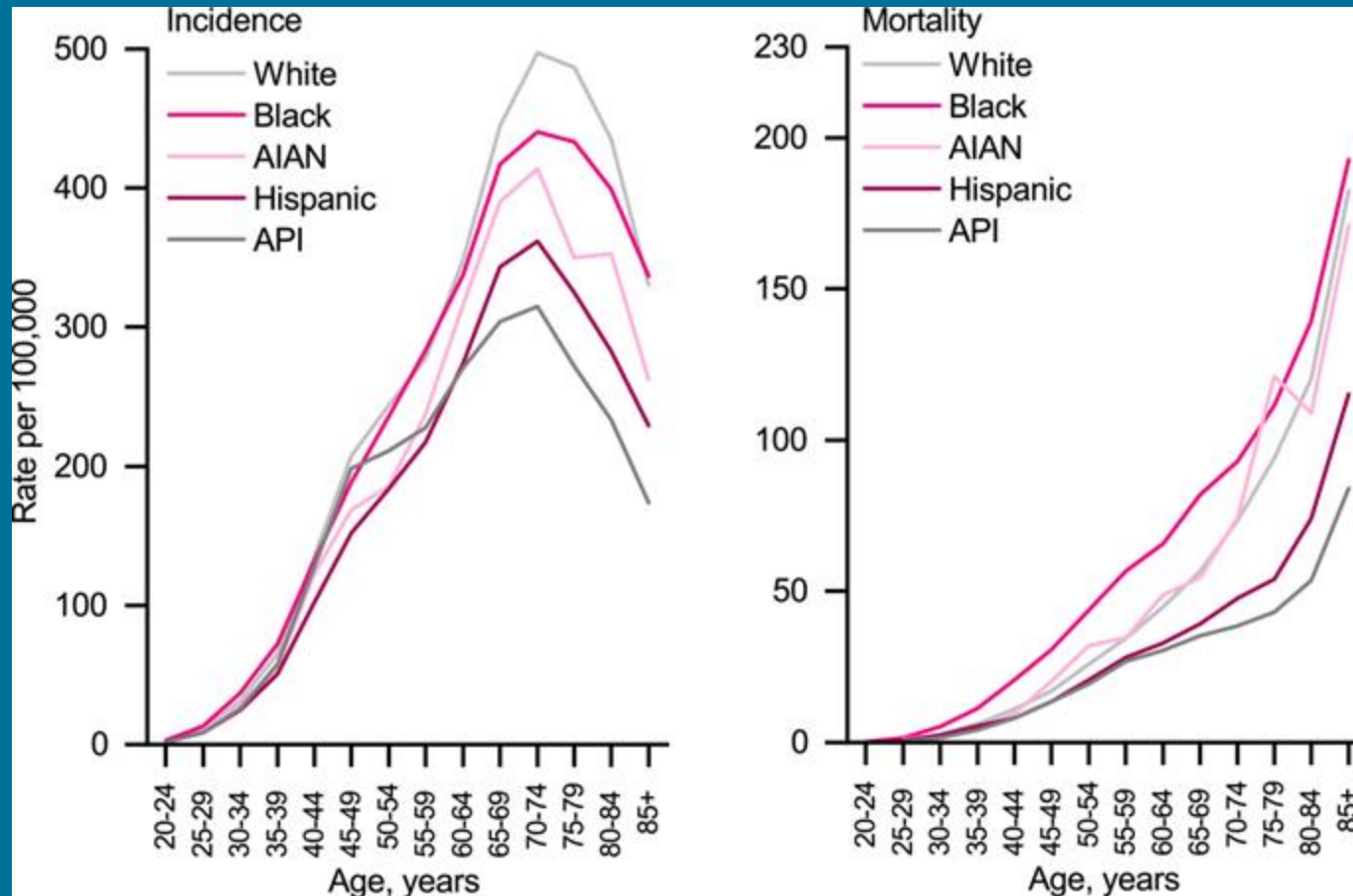
UDS Data	Accessible FQHCs (n=483)	Other FQHCs (n=887)
% of FQHC orgs that reported female patients in the age group received a mammogram	100%	99.1
% of FQHC billing for on-site mammograms	84.7%	84.0%
% where patient mammograms met the 2022 BRFSS rate of mammograms (76.5%)	3.1%	3.2%
Mean number of mammograms 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)



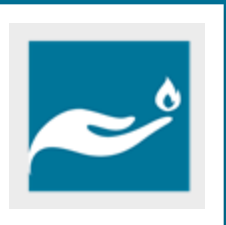
Source: <https://acsjournals.onlinelibrary.wiley.com/doi/10.3322/caac.21754>



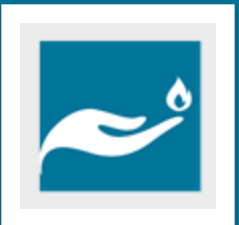
Understanding the Landscape of Breast Cancer Disparities



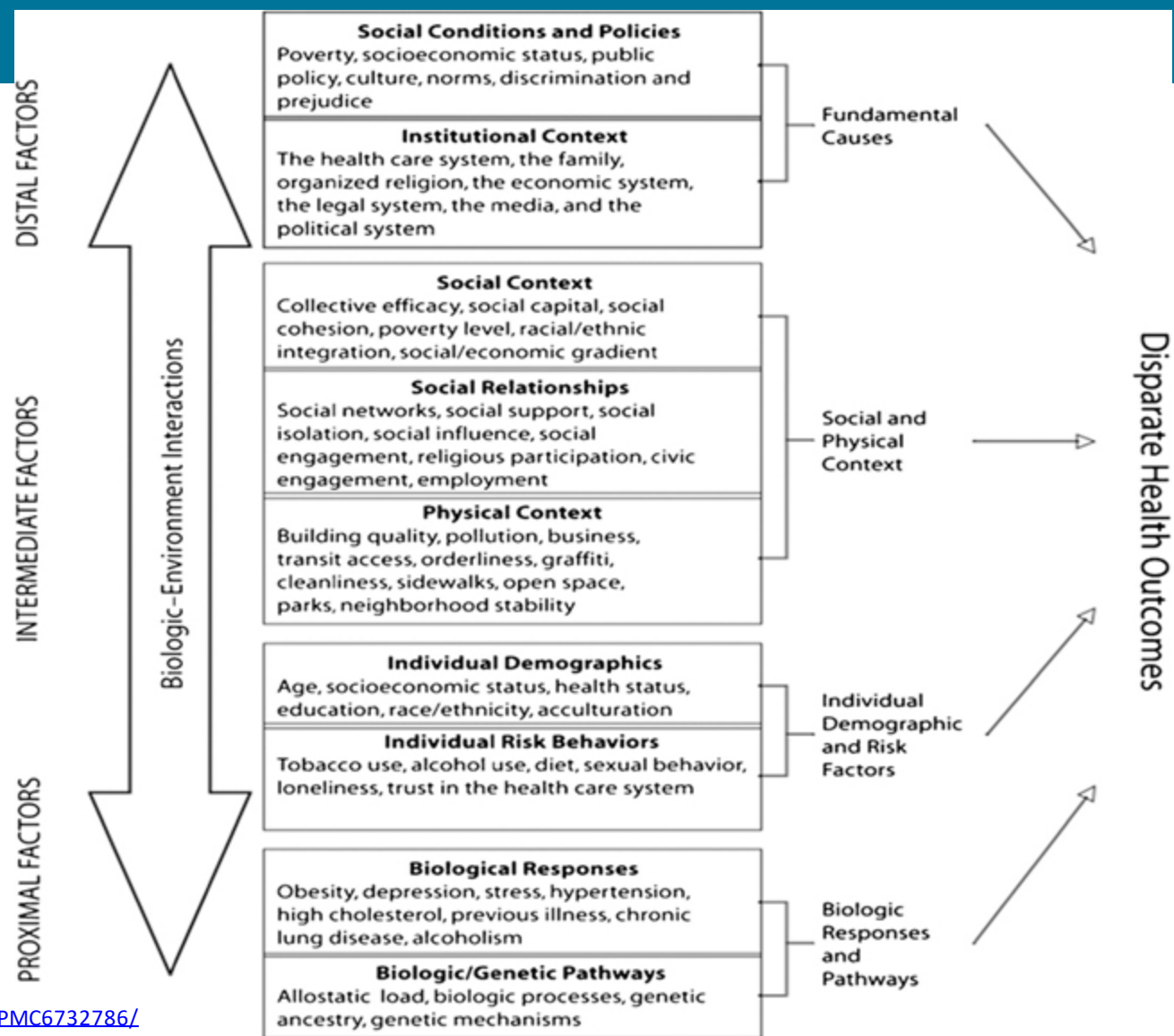
Latinx: Understanding the Landscape of Breast Cancer Disparities



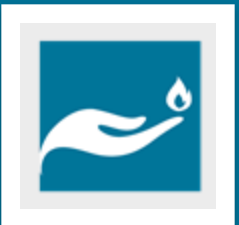
Breast Cancer Disparities in Residents of Public Housing



SDOH: Understanding the Landscape of Breast Cancer Disparities



The Case for Community Health Workers (CHWs)



Cont...The Case for Community Health Workers (CHWs)





Role of the Community Health Workers In Bridging Gaps/Collaborations & Community Engagement

Rocio Vivas, CCHW, MHFA

~~Eunice N. Hines, MPH, CCHW, CHC,~~
MHFA

Director for Migrant Health & Outreach Services



Eunice N. Hines, MPH, CCHW, CHC
Director for Migrant Health & Outreach Services



Rocio Vivas, CCHW, MHFA
Certified Community Health Worker





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”



Best Practices for Implementing CHW programs

- Community Health Workers bridge the gap between many areas in and out of the healthfield:
 - Healthcare Administrators.
 - Public Health Professionals.
 - Health Care Providers.
 - Communities.
 - Implementing intervention grounded on evidence-based science.

Highlight the importance of partnerships between healthcare providers, organizations, and communities.

The issues facing communities today are many and complex, and exist at a wide range of scales. But partnerships are increasingly becoming the answer to tackle many of those issues, it requires the application of many minds to address them.

There are many types of partnerships. Community partnerships can be as diverse and varied as the communities in which they're located and the issues they're formed to tackle.

- Strategic Advantage
- Increasing the Network
- Longer Lifetime
- Generate Revenue

Who are our Partner Agencies?

Florida Farmworker
Association

Everglades Community
Association

Homestead Housing
Authority

Mexican American Council

Miami Dade Police
Department

Florida Community Health
Worker Coalition, Inc.

The Children's Trust

Miami Dade College
Homestead Campus

South Dade One Voice
Community Coalition

Early Learning Coalition

Le Jardin Child Care

Redlands Christian
Migrant Association

Richmond Perrine
Optimist Club

St. Albans Child
Enrichment Center

Carrfour Supportive
Housing

Family Resources Center
of South Florida

American Heart
Association

Branches of Florida City

Florida International
University

AGAPE

Centro Campesino

MUJER

Women Infant &
Children (WIC)

Department of Children
& Families (DCF)

University of Miami

Homestead Soup
Kitchen

Miami Dade Homeless
Trust

Frankie Rolle
Neighborhood

Homestead City Hall

Thelma Gibson Health
Initiative

Chapman Partnership

National Center for
Farmworker Health

Agency for Healthcare
Administration (AHCA)

Strategies for effective outreach, education, and support provided by CHWs.

PERSONABLE

- Making a personal connection
- Being from the Community
- Having passion and compassion to help underserved populations
- Be ready to learn from the people we serve

PROFESSIONALISM

- Knowing about Community
- Cultivating Positive Relationships
- Networking
- Putting the time and interest
- Understanding the Culture

Successful Collaborations b/w CHWs, Healthcare Systems, and Community Organizations.

- Agreements
- Monthly Meetings
- Communication
- Immediate Response
- Having Access
- Credibility
- Support

Addressing cultural, linguistic, and socioeconomic barriers through tailored approaches.

- Respect
 - Spaces
 - Beliefs
 - Practices
- Learning
 - About the culture
 - About yourself
- Flexible
- Open Mind
- Educate
 - Linguistic
 - Culture

Strategies for engaging and empowering communities in promoting breast cancer awareness and screenings.

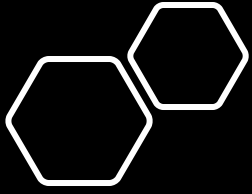
- Understanding the difference between community outreach and Community engagement

Community Outreach	Community Engagement
Short-Term	Long-Term
Marketing	Relationship building
What can the organization do for the community? (or vice-versa)	What can the organization and community accomplish together?
One group benefits the most	The whole community benefits
Transactional	Connecting
Directional	Cyclical

Program Background

- Jessie C. Trice, a trailblazer in the Community Health Center Movement. Former Chairperson of National Association of Community Health Center Board of Directors.
- The Jessie Trice Prevention Program is an innovative community-based initiative to educate and screen women for breast and cervical cancers.
- South Florida residents lack access to healthcare, low breast cancer screening rates, limited medical knowledge, and greater exposure to risk factors for breast cancer.
- In collaboration with partner federally qualified health centers, the JTCPP was created to reduce the rate of death from cancer among the low income African American and Hispanic populations.





Project Goals 2022-2023

SERVICE TYPE	PERIOD 1: 10/1/2022 THROUGH 10/31/2022	PERIOD 2: 11/1/2022 THROUGH 12/31/2022	PERIOD 3: 1/1/2023 THROUGH 3/31/2023	PERIOD 4: 4/1/2023 THROUGH 6/30/2023	PROGRAM YEAR TOTAL
Outreach Activities	2	1	1	1	5
Residents receiving community- based education	75	150	150	375	750
Women receiving a breast & cervical cancer screening assessment	13	38	38	63	152
Women receiving recommended services	3	5	8	8	24



COMMUNITY HEALTH
of SOUTH FLORIDA, INC.

Program Implementation

People

- Implemented utilizing Certified Community Health Workers that would go into the community to educate and assess woman of all ages on the importance of prevention on breast and cervical cancers

Methods

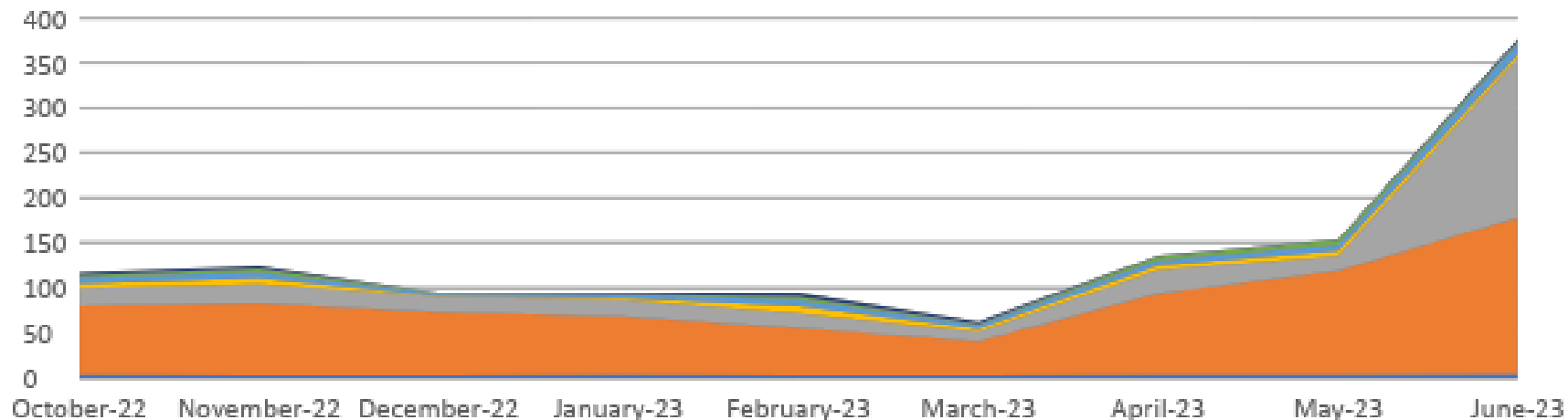
Verbal, touch, and feel of the breast models, pictures, language, and charisma.



Education sessions were held at school events, parent /teacher events, health fairs, church events, over the phone education session, zoom meetings and in reach opportunities.

Outcomes: Jessie Trice Cancer Prevention Program 2022- 2023

- Outreach Activities
- Residents receiving Community based educ.
- Women receiving breast & cervical Cancer Screening assessment
- Actual number of patients that came to their appointments this month.
- Number of patients that you made an appointment for this month.
- Number of PAPs completed
- Number of Mammos Completed



Race, Ethnicity, and Age

<u>Race & Ethnicity</u>	CHI		Total	
	Count	%	Count	%
Asian or Pacific Islander	4	2.4	4	2.4
Black,Hispanic	1	0.6	1	0.6
Black,Non Hispanic	10	5.9	10	5.9
Unknown,Other	2	1.2	2	1.2
White,Hispanic	149	87.6	149	87.6
White,Non Hispanic	4	2.4	4	2.4
Totals:	170	100	170	100

<u>Age</u>	CHI		Total	
	Count	%	Count	%
18 - 25	2	1.2	2	1.2
26 - 35	10	5.9	10	5.9
36 - 55	120	70.6	120	70.6
55 +	38	22.4	38	22.4
Totals:	170	100	170	100



Pearls

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.

Lessons

- 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.



QUESTIONS |



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

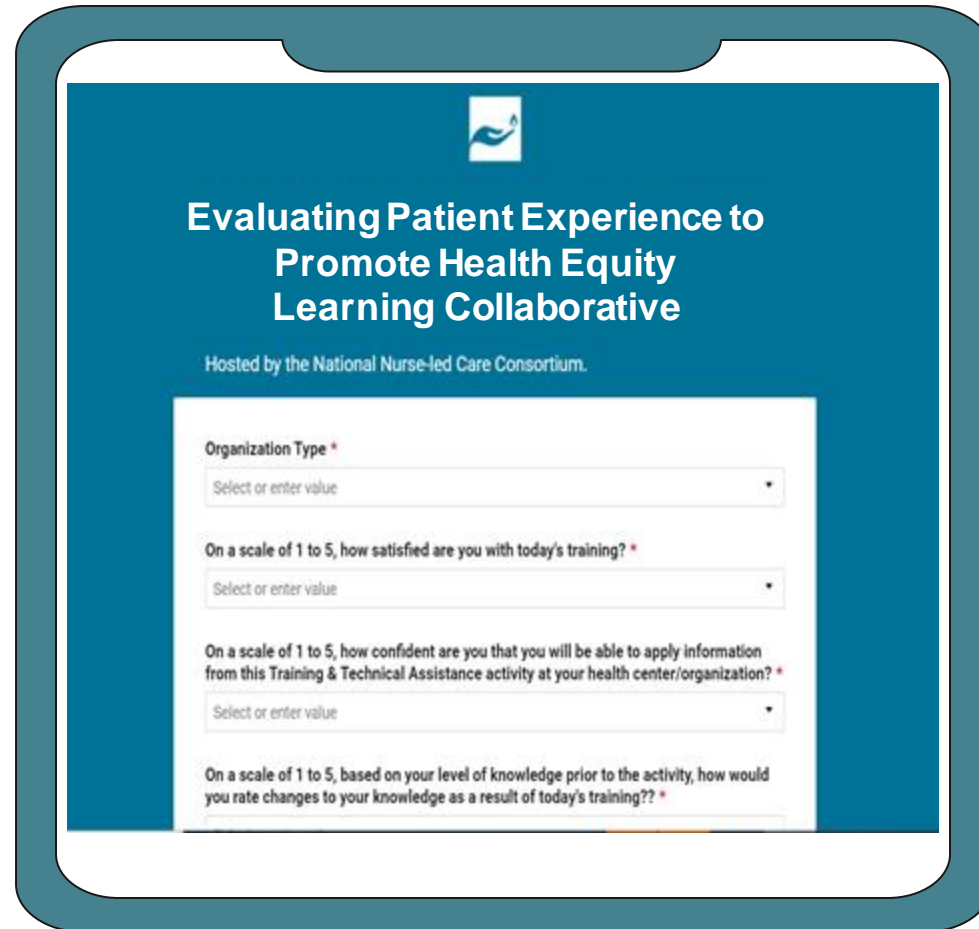
THANK YOU!


Rocio Vivas, CCHW, MHFA

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Evaluation Survey





Evaluating Patient Experience to Promote Health Equity Learning Collaborative

Hosted by the National Nurse-led Care Consortium.

Organization Type *
Select or enter value

On a scale of 1 to 5, how satisfied are you with today's training? *
Select or enter value

On a scale of 1 to 5, how confident are you that you will be able to apply information from this Training & Technical Assistance activity at your health center/organization? *
Select or enter value

On a scale of 1 to 5, based on your level of knowledge prior to the activity, how would you rate changes to your knowledge as a result of 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

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Upcoming Trainings

- **March 14, 2024 @ 9 PM EST**
 - **Health Center Partnerships to Support Nutrition and Physical Activity for Children and Adolescents**
 - *Registration:*
https://us02web.zoom.us/webinar/register/1816962803556/WN_f3mIsel6RfioNxUcGV_BSG#/registration
- **May 1 & 2, 2024 @ 2PM EST**
 - **Centering Continuity of Care for the Mother-Child Dyad**
 - *Registration:* https://us02web.zoom.us/webinar/register/WN_8fWv5wDP2F-ukUT6iVItcg



Thank You!

If you have any further questions or concerns, please reach out to our Senior Program Manager **Matt Beierschmitt** at mbeierschmitt@phmc.org.

