

WV Cancer Screening Barriers Action Plan

This action plan was developed by the Early Detection Subcommittee of the Mountains of Hope Cancer Coalition to address Early Detection Goal 9 in the West Virginia Cancer Plan. Committee members reviewed and discussed existing literature and data to identify the top screening barriers related to the following cancers: breast, cervical, and colorectal. Strategies were developed and whenever possible, evidence-based interventions were utilized and are indicated by an asterisk (*).

Breast Cancer Screening Barriers in WV

1. Fear of Finding Cancer
2. Lack of Knowledge
3. Exam Painful
4. Making Time to Get Screened
5. Financial (Cost of Health Care/Lack of Insurance)
6. Access to Care (Lack of Transportation)

Barrier 1: Fear of Finding Cancer

Client oriented strategies

- Use small media to educate and promote screening mammography (videos, letters, brochures, flyers, newsletters).*
 1. Develop and promote survivor testimonials about the benefits of screening mammography and early detection. Include statistics and favorable outcomes/success stories.
- Use mass media to communicate educational and motivational messages in community-wide or large scale campaigns (television, radio, newspapers, billboards).
 1. Develop public service announcements (PSA's) with tailored messages addressing barrier. Include information about benefits of early detection and screening mammography.
- Encourage individuals to bring friends or family members to screening for support.

Barriers 2-4: Lack of Knowledge, Exam Painful, Making Time to Get Screened

Client oriented strategies

- Use client reminders to tell people they are due or late for screening mammograms. Reminders may also include information about indications for screening, benefits of screening, ways to overcome barriers, and help with appointment scheduling.*
- Use small media to educate and promote screening mammography (videos, letters, brochures, flyers, newsletters).*
- Provide group education about the reasons for and benefits of mammography screening. Education may be in a lecture or interactive format to inform, educate, and motivate individuals to get screened.*
- Provide one-on-one education about the reasons for and benefits of mammography screening (telephone or face-to-face).*

Provider oriented strategies

- Offer and promote continuing education opportunities on breast cancer screening guidelines to health professionals.
- Encourage providers to be sensitive to cultural differences and health literacy when discussing screening mammography with clients.
- Utilize provider assessment and feedback (how often providers offer and deliver screening services and present information to providers about their performance).*
- Utilize provider reminder and recall systems (electronic medical records, checklist, notation).*

Barrier 5: Financial (Cost of Health Care/Lack of Insurance)

Client oriented strategies

- Reduce out-of-pocket costs paid by clients for screening services.*
 1. Use existing resources to educate the public about free or low-cost screening locations in WV (Mountains of Hope WV Screening Facilities List, facilities receiving Komen funds).
 2. Educate the public about the WV Breast and Cervical Cancer Screening Program and their participating providers.
 3. Encourage clients to seek screening mammography services at facilities with sliding fee scales or to discuss concerns with a financial counselor to develop payment plans.
 4. Provide travel reimbursement to clients.

5. Utilize patient navigators to guide clients and educate about financial resources.

Provider oriented strategies

- Encourage health providers to hold free or low-cost mammography screenings for the public.
- Educate health providers about the WV Breast and Cervical Cancer Screening Program and their participating providers, including guidelines and providers in neighboring states.

Barrier 6: Access to Care (Lack of Transportation)

Client oriented strategies

- Reduce structural barriers such as location, distance, and hours of operation to make it easier for people to access screening mammography.*
 1. Promote and utilize mobile mammography (Bonnie's Bus).
 2. Provide travel reimbursement to clients.
 3. Hold screening mammography clinics at convenient locations and during evening hours or on weekends.
 4. Work with existing transportation services and programs offering transportation assistance (American Cancer Society, Faith in Action) to provide transportation to clients.
 5. Utilize patient navigators to guide clients and educate about resources.

Provider oriented strategies

- Encourage providers to hold screening mammography clinics at convenient locations and during evening hours or on weekends.

Advocacy oriented strategies

- Advocate for patient navigation services in WV (WV Patient Navigation Network).

Cervical Cancer Screening Barriers in WV

1. Lack of Knowledge
 2. Confusion with Screening Guidelines
 3. Embarrassment and Discomfort
 4. Financial (Cost of Health Care/Lack of Insurance)
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Barrier 1: Lack of Knowledge

Client oriented strategies

- Use client reminders to tell women they are due or late for their Pap test. Reminders (automated messages, postcards, emails) may also include information about indications for screening, benefits of screening, ways to overcome barriers, and help with appointment scheduling.*
- Use small media to educate and promote screening by Pap test (videos, letters, brochures, flyers, newsletters).*
- Provide one-on-one education about the reasons for and benefits of screening by Pap test (telephone or face-to-face).*
- Provide information about the relationship between cervical cancer and HPV and the availability of testing and vaccine.

Provider oriented strategies

- Encourage providers to be sensitive to cultural differences and health literacy when discussing screening by Pap test.
- Utilize provider assessment and feedback (how often providers offer and deliver screening services and present information to providers about their performance).*
- Utilize provider reminder and recall systems (electronic medical records, checklist, notation).*

Barrier 2: Confusion with Screening Guidelines

Client oriented strategies

- Use client reminders, small media, and one-on-one education to educate about the reasons for and indications for screening.*

- Encourage clients to discuss cervical cancer screening guidelines and prevention measures (i.e. HPV vaccine) with their health providers.

Provider oriented strategies

- Offer and promote continuing education opportunities about cervical cancer screening guidelines to health professionals.
- Educate health providers about the WV Breast and Cervical Cancer Screening Program and their participating providers, including guidelines and providers in neighboring states.

Barrier 3: Embarrassment and Discomfort

Provider oriented strategies

- Decrease waiting time in exam rooms.
- Make patient more comfortable by providing cloth gowns, blankets, and reading materials in exam rooms.
- Talk with women during visit to decrease discomfort and embarrassment.

Barrier 4: Financial (Cost of Health Care/Lack of Insurance)

Client oriented strategies

- Reduce out-of-pocket costs paid by clients for screening services.
 1. Use existing resources to educate the public about free or low-cost screening locations in WV (Mountains of Hope WV Screening Facilities List).
 2. Educate the public about the WV Breast and Cervical Cancer Screening Program and their participating providers.
 3. Encourage clients to seek screening services at facilities with sliding fee scales or to discuss concerns with a financial counselor to develop payment plans.
 4. Provide travel reimbursement to clients.
 5. Utilize patient navigators to guide clients and educate about financial resources.

Provider oriented strategies

- Encourage health providers to hold free or low-cost Pap test screenings for the public.
- Educate health providers about the WV Breast and Cervical Cancer Screening Program and their participating providers, including guidelines and providers in neighboring states.

Colorectal Cancer Screening Barriers in WV

1. Lack of Provider Recommendation
 2. Preparation for Screening Test
 3. Lack of Knowledge of Screening Age
 4. Fear/Anxiety (Preparation and Test Itself)
 5. Access to Screening
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Barrier 1: Lack of Provider Recommendation

Provider oriented strategies

- Educate health providers about community needs and provide them with evidence-based information showing the importance of screening.
- Urge health providers to use current colorectal screening guidelines.
- Encourage health providers to strongly endorse screening.
- Encourage providers to be sensitive to cultural differences and health literacy when discussing colorectal cancer screening methods with clients.
- Utilize provider assessment and feedback (how often providers offer and deliver screening services and present information to providers about their performance).*
- Utilize provider reminder and recall systems (electronic medical records, checklist, notation).*

Barrier 2: Preparation for Screening Test

Client oriented strategies

- Discuss screening test with clients to take away myths surrounding colorectal cancer screening.
- Provide step-by-step instructions on what to do and what to expect before, during and after screening.
- Provide education informing clients on how to reduce anxiety.
- Offer list of gender appropriate providers.

Provider oriented strategies

- Encourage providers to be sensitive to cultural differences and health literacy when discussing preparation for test.

Barrier 3: Lack of Knowledge of Screening Age

Client oriented strategies

- Use client reminders to tell people they are due or late for their colorectal cancer screening. Reminders may also include information about indications for screening (age, risk factors, family history) and benefits of screenings.*
- Use small media to educate and promote screening (letters, brochures, flyers, newsletters)*
- Use one-on-one education to educate clients about reasons for (age) and benefits of screening.*
- Provide standard list of questions to clients to help them start an informal conversation about colorectal cancer screening with their health providers.

Barrier 4: Fear/Anxiety

Client oriented strategies

- Use one-on-one education to educate clients about the reasons for and benefits of screening.* Messages should be tailored to address barrier of fear/anxiety.
- Suggest fecal occult blood (FOBT) test because it is the least expensive and easiest to administer.
- Encourage clients to do their own research and show them how and where to find materials and information.

Barrier 5: Access to Care

Client oriented strategies

- Suggest fecal occult blood test (FOBT) because it is the least expensive test to administer.
- Use existing resources to educate the public about free or low-cost screening locations in WV (Mountains of Hope WV Screening Facilities List).
- Reduce structural barriers, such as location, distance, and hours of operation, to make it easier for people to access colorectal cancer screening.*
- Utilize patient navigators to guide clients and educate about financial resources.

*Strategy is discussed in The Guide to Community Preventive Services. Cancer prevention and control: client-oriented screening interventions www.thecommunityguide.org/cancer/screening/client-oriented/index.html and provider-oriented screening interventions www.thecommunityguide.org/cancer/screening/provider-oriented/index.html. Updated 2009-2010.

This action plan was developed in April 2012 by the Early Detection Subcommittee of the Mountains of Hope Cancer Coalition. For more information about Mountains of Hope, visit online at www.wvcancer.com.

