

NORTH CAROLINA BREAST AND CERVICAL CANCER CONTROL PROGRAM'S
RECRUITMENT AND OUTREACH



Reach More Women
 Save More Lives

1

Recruitment goals...


- ▶ Encourage active participation in cancer screenings
- ▶ Promote program services and benefits
- ▶ Increase referral and retention rates
- ▶ Educate and engage our communities

2

Recruitment defined...

Strategies used:

- Health education
- Evidence-based interventions (EBIs)
- Community engagement
- Community & clinical partnerships
- Marketing/promotion



3

Suggested Strategies

- Health systems interventions/provider-focused activities
 - Direct clinical services
 - Patient navigation (PN)
 - Evidence-based interventions (EBIs)
 - To increase client demand and access
 - Client reminders, one-on-one education, small print media
 - Reduce structural barriers and out-of-pocket costs

4

Suggested Strategies

- Community-clinical linkages to aid patient support
 - Connecting women in the community to services

5

Suggested Strategies

- Environmental approaches for sustainable cancer control
 - Inform policies that increase access to cancer screening where women live and work

6

Common Barriers

- Access to screening sites (transportation, clinic hours, etc.)
- Patients are not following through with scheduled appointments
- Providers are not receptive to learning about BCCCP

7

Possible Resources



8

Identifying Barriers & Resources

Barriers	Resource(s)	Partner(s)
<i>Patients cannot access program (transportation, clinic hours, etc.)</i>	→ Mobile Mammography Unit	Peer Health Educators
Patients not keeping appointments	Personalized Flyers	→ Worksites
Other providers are not receptive to BCCCP services	"Elevator Speech Pitch"	Patient Navigator

9

Identifying Barriers & Resources

Barriers	Resource(s)	Partner(s)
Patients cannot access program (transportation, clinic hours, etc.)	Mobile Mammography Unit	Peer Health Educators
<i>Patients not keeping appointments</i>	Personalized Flyers	Worksites
Other providers are not receptive to BCCCP services	"Elevator Speech Pitch"	Patient Navigator

10

Identifying Barriers & Resources

Barriers	Resource(s)	Partner(s)
Patients cannot access program (transportation, clinic hours, etc.)	Mobile Mammography Unit	Peer Health Educators
Patients not keeping appointments	Personalized Flyers	Worksites
<i>Other providers are not receptive to BCCCP services</i>	"Elevator Speech Pitch"	Patient Navigator

11

Developing Connections

- ▶ Use a previous BCCCP elevator pitch or **develop your own**
- ▶ Identify **key players** who help with communication, outreach, and recruitment
- ▶ Identify **new opportunities, partnerships and individuals** who could promote BCCCP

12

Developing Connections

BCCCP Staff Members	Roles	New Individuals/Partnerships
Coordinator/ Navigator	Provides & coordinates cancer screenings	Low Health Income Providers, FQHCs
Health Educator	Promotes healthy outcomes, importance of breast and cervical cancer screenings & BCCCP services	The American Cancer Society, Immunization Units (HPV), El Pueblo, Cancer Survivorship Groups
Manager	Offers guidance/support, oversees logistics, leverages and sustains funding & resources for BCCCP	Susan G. Komen Foundation
Program Assistant	Provides support regarding program services	Health Educators

13

Contact Information


NC BCCCP Program Coordinator
 Tierra Anthony (919) 707-5330
Tierra.Anthony@dhhs.nc.gov

NC BCCCP Nurse Consultants
 Cindy Herndon (919) 707-5310
 Angie Moody (919) 707-5324
 Sherry Wright (919) 707-532



14

NC WISEWOMAN




15



WHAT IS WISEWOMAN?

- 
WELL
- 
INTEGRATED
- 
SCREENING &
EVALUATION FOR
- 
WOMEN
- 
ACROSS THE
NATION


16



Participant Eligibility & Enrollment


- Eligible for NC BCCCP
- Between the ages of 40 and 64
- WISEWOMAN Project Consent Form
- Physical Activity Consent Form

17



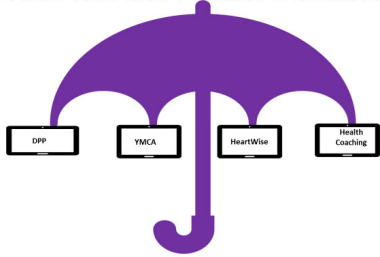
What are the benefits of WISEWOMAN?

- FREE DIABETES PREVENTION PROGRAM (DPP) COURSE
- YMCA GYM MEMBERSHIP (at participating YMCAs in NC)
- Blood Pressure Monitors
- Food and Weight Scales
- Monthly Updates/Newsletters from NC WISEWOMAN team



18

WHAT ARE THE SUPPORTIVE SERVICES?



19

▶ NC WISEWOMAN Program

NC WISEWOMAN Program Manager
Shamika Howell, MPH, RHEd
919-707-5315

NC WISEWOMAN Data Manager/Evaluator
Ciara Rukse, MPH
919-707-5317

NC WISEWOMAN Program Coordinator
Angel S. Freeman, BS
919-707-5303

20
