

River Falls Area Hospital
2012 BREAST CANCER SCREENING EVENT
{mammo party for women who are uninsured or underinsured}

Needs Assessment:

The objective of this event is to screen women who would otherwise go without screening due to being underinsured or uninsured.

A screening would further position River Cancer Center as an integral health partner in the River Falls community and it will help meet two cancer services program objectives:

- Provide a breast cancer screening to the women of Pierce and St. Croix Counties who would otherwise go without.
- Strengthen relationship with the Wisconsin Well Women's Program. WWWP covers limited breast and cervical cancer screening services for uninsured or underinsured women ages 45-64 at or below 250% of the federal poverty level.

Disposition of Project:

Representatives from St. Croix County Reproductive Health, Pierce County Reproductive Health, the River Falls Medical Clinic and the River Falls Area Hospital met to plan the event.

Situation Analysis:

Rivers Cancer Center hosted a breast cancer screening event Tuesday, October 23rd from 4:00-8:00 PM at the River Falls Area Hospital. The participants entered the front doors and received valuable information about their mammography. There were snacks available for participants. Appointments were scheduled every 12 minutes so there was capacity for 20 women. A reproductive health staff was available that evening to screen patients to determine if they were eligible for WWWP. If women presented that evening whom we were unable to accommodate, but who were eligible for WWWP, a reproductive health staff will work with them to complete the paperwork process that evening so that they can then make an appointment for a mammogram during regular business hours.

National Guidelines:

American Cancer Society recommends women age 40 and old should have a mammogram every year and should continue to do so for as long as they are in good health.

Women at high risk (greater than 20% lifetime risk) should get an MRI and a mammogram every year. Women at moderately increased risk (15% to 20% lifetime risk) should talk with their doctors about the benefits and limitations of adding MRI screening to their yearly mammogram. Yearly MRI screening is not recommended for women whose lifetime risk of breast cancer is less than 15%.

1. Current evidence supporting mammograms is even stronger than in the past. In particular, recent evidence has confirmed that mammograms offer substantial benefit for women in their 40s. Women can feel confident about the benefits associated with regular mammograms for finding cancer early. However, mammograms also have limitations. A mammogram can miss some cancers, and it may lead to follow up of findings that are not cancer.
2. Women should be told about the benefits and limitations linked with yearly mammograms. But despite their limitations, mammograms are still a very effective and valuable tool for decreasing suffering and death from breast cancer.
3. Mammograms should be continued regardless of a woman's age, as long as she does not have serious, chronic health problems such as congestive heart failure, end-stage renal disease, chronic obstructive pulmonary disease, and moderate to severe dementia. Age alone should not be the

reason to stop having regular mammograms. Women with serious health problems or short life expectancies should discuss with their doctors whether to continue having mammograms.

Event Promotion:

- Promoted as part of a broader mammography awareness campaign in September-October.
- An article was included in the Healthy Communities Newsletter
- Created a postcard that was handed out at the Pierce County Fair
- Postcards were handed out at the Pierce and St. Croix County Free Clinic.
- Flyers were hung around town at local business including the area food shelf.

Messages:

- To register for this event, patients were asked to call the Scheduling Department to pre-register. Women that appeared to be eligible for WWWP were sent to Reproductive Health so they could start the WWWP enrollment process.

Evaluation:

- Number of women screened: 10
- 7 of those qualified for the Wisconsin Well Women's Program!

Follow-up Plan:

- The team will reconvene for one final meeting following the event to de-brief and make recommendations about further screening events.
 - Of the 10 screenings, there were 2 abnormal findings
 - 1 had an ultrasound
 - 1 had a biopsy
 - Both results were negative – No cancer detected at event!!
 - About 7 of the 10 women had not had a screening in 10+ years
 - All patients were from St. Croix County
 - Discussion took place around having an ongoing event, possibly in conjunction with area hospitals
 - Discussion around total time and cost for the event; Registration spent a total of 12 hours preparing for the event and time at the event.