

# Defense Saves Lives

## Kentucky Breast and Cervical Cancer Coalition Best Practices Manual



Kentucky Women's Cancer Screening Program  
Department for Public Health  
Cabinet for Health and Family Services

[chfs.ky.gov/womenshealth](http://chfs.ky.gov/womenshealth)

# Quick Facts

In the United States, breast cancer is the most common non-skin cancer and the second leading cause of cancer-related death in women.

One in eight women born by the year 2007 now have a risk of being diagnosed with breast cancer at some time in their lives.

Women over the age of 50 are 3 times more likely to be diagnosed with breast cancer.

Factors that increase risk for breast cancer:

- Hormone therapy
- Ionizing radiation
- Obesity
- Alcohol
- Major inheritance susceptibility

Cervical Cancer is almost always caused by Human Papilloma Virus (HPV).

Factors that increase your risk of cervical cancer:

- HPV infection
- Smoking
- High number of full term pregnancies
- Long-term use of oral contraceptives

Factors that decrease risk of cervical cancer

- Avoidance of HPV infection
- Screening

There were over 10,000 new cases of cervical cancer in 2010 and 4,210 deaths.



## **Breast and Cervical Cancer Coalitions List**

### **FY 2010/2011**

1. Ballard	Melissa Ballard	270-665-5432
2. Bath	Margi Conn	606-674-6396
3. Boone	Maggie Deavy	859-363-2076
4. Bourbon	Cynthia Steele	859-987-1915 X114
5. Bullitt	Cynthia Brown	502-955-5355
6. Caldwell	Judy Rousseau	270-365-6571
7. Calloway	Jeri Miller	270-753-3381
8. Campbell	Maggie Deavy	859-363-2076
9. Carlisle	Melissa Ballard	270-665-5432
10. Carroll	Rebecca Wilson	502-732-6641
11. Carter	Christi Vincent	606-474-6685
12. Christian	Jeanine Evans	270-887-4160
13. Cumberland	Amanda England	270-864-2206
14. Estill	Candie Radar	606-723-5181
15. Fayette	Jessica Jackson	859-288-2332
16. Fleming	Daphane Smith	606-845-6511
17. Floyd	Thursa Sloan	606-886-2788
18. Franklin	Debbie Fleming	502-564-5559
19. Fulton	Dawna Fields	270-472-1982
20. Gallatin	Dianne Coleman	859-567-2844
21. Grant	Maggie Deavy	859-363-2076
22. Graves	Jimmye Saunders	270-247-3553
23. Green	Jaclyn Hodges	270-932-4341
24. Harlan	Ken Howard	606-573-3700 X20
25. Harrison	Tony Hall	859-588-8517
26. Hart	Melissa Hawks	270-781-8039 X130
27. Hickman	Alice Thompson	270-753-3381
28. Jackson	Lynnett Renner	606-598-5564 X174
29. Jessamine	Andrea Brown	859-885-4149 X1025
30. Kenton	Maggie Deavy	859-363-2076
31. Knott	Darlene Cornett	606-785-3144
32. Knox	Rita Miracle	606-546-3486
33. Laurel	Brandi Gilley	606-864-5187

34. Lawrence	Kay Runyon	606-638-4389
35. Lee	Vivian Smith	606-464-2492
36. Leslie	Ruby Campbell	606-672-2393
37. Lewis	Pam Elliot	606-776-2632
38. Lincoln	Lee Ann Taylor	606-365-3106
39. Madison	Christie Green	859-626-4225
40. Magoffin	Abbie Conley	606-349-6212
41. Marshall	Terri DeLancey	270-252-2716
42. Martin	Michael Shoemaker	606-298-7752
43. McCracken	Janice Downs	270-444-9631
44. Meade	Melissa Phillips	270-422-3988
45. Menifee	Margi Conn	606-674-6396
46. Mercer	Emily Steer	859-734-2229 X147
47. Monroe	Betty Ford	270-487-6782
48. Montgomery	Pam Spradling	859-497-2437
49. Morgan	Margi Conn	606-674-6396
50. Nicholas	Jane Whitehead	859-234-8750
51. Ohio	Jamie Rafferty	270-683-2560
52. Oldham	Liz Burrows	502-222-3516 X143
53. Owen	Katherine Gilson	502-484-5736
54. Owsley	Deana McIntosh	606-593-5181
55. Perry	April Sandlin	606-436-2196
56. Powell	Kathy Neal	606-663-4360
57. Rowan	Margi Conn	606-674-6396
58. Scott	Tony Hall	859-588-8517
59. Shelby	Katie Myatt	502-633-1243
60. Todd	Sherry Moody	270-265-2362
61. Washington	Rod Mattingly	859-336-3989
62. Wayne	Sandra Jones	606-348-9349
63. Whitley	Katherine Lay	606-549-3380
64. Wolfe	Andrea Oliver	606-668-3185

**Total number of women in Kentucky who are between 21-64 years and are below 200 % annual federal poverty guidelines**

County	Total number of Women	Estimated KWCS* Eligible Women	KWCS* Coalitions
Adair	1612	806	No
Allen	1857	929	No
Anderson	1179	590	No
Ballard	679	340	Yes
Barren	3268	1634	No
Bath	1317	659	Yes
Bell	4259	2130	No
Boone	3671	1836	Yes
Bourbon	2030	1015	Yes
Boyd	4473	2237	No
Boyle	2325	1163	No
Bracken	831	416	No
Breathit	2470	1235	No
Breckinridge	1744	872	No
Bullitt	3562	1781	Yes
Butler	1230	615	No
Caldwell	987	494	Yes
Calloway	3158	1579	Yes
Campbell	3988	1994	Yes
Carlisle	505	253	Yes
Carroll	1096	548	Yes
Carter	2365	1183	Yes
Casey	1869	935	No
Christian	6249	3125	Yes
Clark	3248	1624	No
Clay	3703	1852	No
Clinton	1357	679	No
Crittenden	807	404	No
Cumberland	737	369	Yes
Daviess	6246	3123	No
Edmonson	1147	574	No
Elliott	1310	655	No
Estill	2088	1044	Yes
Fayette	21887	10944	Yes
Flemming	1618	809	Yes
Floyd	5314	2657	Yes
Franklin	3155	1578	Yes
Fulton	963	482	Yes
Gallatin	856	428	Yes
Garrard	1602	801	No
Grant	2119	1060	Yes
Graves	3311	1656	Yes
Grayson	2346	1173	No
Green	961	481	Yes

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**Total number of women in Kentucky who are between 21-64 years and are below 200 % annual federal poverty guidelines**

Greenup	2841	1421	No
Hancock	810	405	No
Hardin	5495	2748	No
Harlan	4299	2150	Yes
Harrison	1593	797	Yes
Hart	2082	1041	Yes
Henderson	3172	1586	No
Henery	1456	728	No
Hickman	402	201	Yes
Hopkins	3586	1793	No
Jackson	1916	958	Yes
Jefferson	41230	20615	No
Jessamine	3244	1622	Yes
Johnson	2531	1266	No
Kenton	7427	3714	Yes
Knott	2175	1088	Yes
Knox	5183	2592	Yes
Larue	1066	533	No
Laurel	5044	2522	Yes
Lawrence	2188	1094	Yes
LEE	1269	635	Yes
Leslie	1832	916	Yes
Letcher	3232	1616	No
Lewis	1957	979	Yes
Lincoln	2294	1147	Yes
Livingst	458	229	No
Logan	1958	979	No
Lyon	513	257	No
Madison	7670	3835	Yes
Magoffin	2193	1097	Yes
Marrion	1960	980	No
Marshall	1868	934	Yes
Martin	2631	1316	Yes
Mason	1759	880	No
McCracken	4850	2425	Yes
McCreary	2951	1476	No
McLean	773	387	No
Meade	2306	1153	No
Menifee	771	386	Yes
Mercer	1627	814	Yes
Metcalfe	900	450	No
Monroe	1594	797	Yes
Montgomery	2730	1365	Yes
Morgan	1307	654	Yes
Muhlenberg	3202	1601	No
Nelson	2386	1193	No
Nicholas	807	404	Yes

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Ohio	1829	915	Yes
Oldham	1506	753	Yes
Owen	853	427	Yes
Owsley	909	455	Yes
Pendleton	1258	629	No
Perry	3534	1767	Yes
Pike	6854	3427	No
Powell	1775	888	Yes
Pulaski	5184	2592	No
Robertson	310	155	No
Rockcast	2251	1126	No
Rowan	3156	1578	No
Russell	2090	1045	No
Scott	2614	1307	Yes
Shelby	2109	1055	Yes
Simpson	1601	801	No
Spencer	1185	593	No
Taylor	2302	1151	No
Todd	976	488	Yes
Trigg	1096	548	No
Trimble	979	490	No
Union	1673	837	No
Warren	8252	4126	No
Washington	1015	508	Yes
Wayne	2279	1140	Yes
Webster	1268	634	No
Whitley	4385	2193	Yes
Wolfe	1450	725	Yes
Woodford	1462	731	No
	343192	171596	
Note:			

1. Data Source: US Census Bureau
2. Estimates were made based on the U.S. Census 2000
3. KWCSPP: Kentucky Women's Cancer Screening Program
4. According to CDC, there are 160,000 women in Kentucky who are eligible to be screened through KWCSPP.
5. A rough estimate of program eligible women is half of the estimated population and assume that the other half of the population have Medicaid, private health insurance and other third party payors.
6. Limitations in US Census Bureau Data will not allow to make estimates for population below 250% annual federal poverty guidelines.

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## Bourbon Cancer Coalition

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<b>Project Name:</b> Contact with Providers
<b>Purpose:</b> To educate and raise awareness of screening resources to providers of women in Bourbon County.
<b>Target demographic:</b> Providers of services in Bourbon County.
<b>Age Group Targeted:</b> 40-64 year old women
<b>Projected outcome:</b> <ul style="list-style-type: none"> <li>• To educate and increase awareness of resources for women in the age group 40-64 relating to breast and cervical cancer screenings.</li> <li>• The Physicians, Dentists, and Pharmacists receive information on how to navigate women through the LHD to access federal treatment dollars, use of Susan G. Komen funds and other resource avenues available for women with breast and cervical health issues.</li> </ul>
<b>Cost associated with funding this program:</b> \$200
<b>Incentives to encourage turnout:</b> N/A
<b>Time needed to prepare for program:</b> 10 hours
<b>Was external funding needed for this program? If so why:</b> No
<b>Staff support needed to run program? If yes, how many and why:</b> No
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> Just started using the tracking sheets in clinic. DNK
<b>How many KWCSF eligible women were screened?</b> N/A
<b>How many total participants took part in this event:</b> 25 providers were given information
<b>Was the event a Success? If so in what way(s):</b> Physicians are referring women to the LHD for breast health when patient has no insurance or financial means to pay for services.
<b>Areas to consider for possible improvements:</b> A time for physicians to ask questions of the procedures in place to refer women.

## Calloway County Cancer Coalition

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<b>Project Name:</b> Greater Hope Health Fair
<b>Purpose:</b> Provide Breast and Cervical Cancer information and refer women for screenings.
<b>Target demographic:</b> African American women
<b>Age Group Targeted:</b> All ages were invited; target population was 40 to 64
<b>Projected outcome:</b> Raise awareness of breast and cervical cancer in the African American women of Calloway County and have women in the targeted age group get pap smear and mammogram screenings.
<b>Cost associated with funding this program:</b> \$150.00
<b>Incentives to encourage turnout:</b> Educational materials from health department. Other participants provided refreshments.
<b>Time needed to prepare for program:</b> One hour
<b>Was external funding needed for this program? If so why:</b> Yes, for staff salary
<b>Staff support needed to run program? If yes, how many and why:</b> Three total staff: one RN to attend event and one RN and one clerk to put together copies, info board, etc. If two total: one clerical staff to collate educational materials and one RN to assist and attend the event.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 5
<b>How many KWCSF eligible women were screened?:</b> 5
<b>How many total participants took part in this event?:</b> 15
<b>Was the event a Success? If so in what way(s):</b> Yes, this was the first event hosted by this African American church, so to be a part of the event in itself was a success. Although only 15 women who would be considered program eligible attended, others attended and took info for their mothers and grandmothers. So, many more in the community are now aware of the cancer screening program and we will be invited back into this facility.
<b>Areas to consider for possible improvements:</b> Ensure that you have good advertisements for this event.

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<b>Project Name:</b> Ellis Center Tea Party
<b>Purpose:</b> Provide cancer screening information and pap smears, etc. to low income women living in government housing.
<b>Target demographic:</b> Women living in government housing
<b>Age Group Targeted:</b> 40 to 64 year old women
<b>Projected outcome:</b> Women in attendance will have cancer screenings.
<b>Cost associated with funding this program:</b> Salary of one RN, incentives totaling \$100
<b>Incentives to encourage turnout:</b> <ul style="list-style-type: none"> <li>• Pink tote bags and educational handouts</li> <li>• Tea and other refreshments provided by KY Cancer Program</li> </ul>
<b>Time needed to prepare for program:</b> Two hours
<b>Was external funding needed for this program? If so why:</b> Yes, salaries. Plus, KY Cancer Program provided refreshments.
<b>Staff support needed to run program? If yes, how many and why:</b> One RN
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 9
<b>How many KWCSF eligible women were screened?:</b> 8
<b>How many total participants took part in this event?:</b> 11
<b>Was the event a Success? If so in what way(s):</b> Yes, the women in attendance came into the health dept. for screenings and they told other women about the program who also came in for screening services.

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<b>Project Name:</b> Scrapbooking Party
<b>Purpose:</b> Increase awareness of the health department cancer screening program to encourage scrap bookers to tell friends, family and co-workers about the program.
<b>Target demographic:</b> All Women
<b>Age Group Targeted:</b> Women ages 40 to 64 for pap smears. We also informed women that family planning services are provided.
<b>Projected outcome:</b> More educated community with potential to speak at other events.
<b>Cost associated with funding this program:</b> Salary of RN to speak to the group and educational handouts.
<b>Incentives to encourage turnout:</b> None, we asked participants to attend.
<b>Time needed to prepare for program:</b> One hour
<b>Was external funding needed for this program? If so why:</b> Yes, salaries of nurses.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 3
<b>How many KWCSF eligible women were screened?:</b> 9
<b>How many total participants took part in this event? :</b> 20
<b>Was the event a Success? If so in what way(s):</b> Yes, 20 women attended the scrapbooking party, and they passed the message on to others which in turn brought in nine women in to be screened. We have been invited to other community events due to this participation.

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<b>Project Name:</b> Men and Women’s Health Screening Event
<b>Purpose:</b> Raise awareness of the Calloway County Breast and Cervical Cancer Program.
<b>Target demographic:</b> Low income adults
<b>Age Group Targeted:</b> 40 to 64 year old men and women
<b>Projected outcome:</b> Make appointments for never or rarely screened women to visit the health department and get a pap and preventive health exam.
<b>Cost associated with funding this program:</b> \$750.00
<b>Incentives to encourage turnout:</b> Free cholesterol checks, Dermascans and heel scan for bone density
<b>Time needed to prepare for program:</b> Two hours
<b>Was external funding needed for this program? If so why:</b> Yes, the hospital provided free screenings and used their funding for this event. This was a joint venture.
<b>Staff support needed to run program? If yes, how many and why:</b> One RN and one clerk from the health department as well as other RNs, APRNs, MDs and lay persons from the hospital.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 5
<b>How many KWCSF eligible women were screened?</b> 5
<b>How many total participants took part in this event:</b> 76 women participated in the event
<b>Was the event a Success? If so in what way(s):</b> Yes, low income persons in the community were given the opportunity to receive free health screenings; which many of the participants would not have received otherwise. Every event is a success if one woman who has never or rarely been screened gets a pap smear.
<b>Areas to consider for possible improvements:</b> More advertisement for the event.

## Calloway County Cancer Coalition

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<b>Project Name:</b> Women's Health Day
<b>Purpose:</b> Provide health information and pap smears to never or rarely screened women at the Calloway County Health Department.
<b>Target demographic:</b> Low income women
<b>Age Group Targeted:</b> 40 to 64 year old women
<b>Projected outcome:</b> Raise awareness of women's health issues and provide pap smears to women who have never or rarely been screened.
<b>Cost associated with funding this program:</b> Salary of staff along with \$150.00 for advertising and incentives.
<b>Incentives to encourage turnout:</b> Choice of a pink cooler or a pink picnic blanket. Also had a drawing for a grand prize for a pink beach chair and tote full of information.
<b>Time needed to prepare for program:</b> One work day
<b>Was external funding needed for this program? Yes If so why:</b> Salaries
<b>Staff support needed to run program? If yes, how many and why:</b> One APRN to provide exams, two RNs to screen and two clerical staff to register
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 2
<b>How many KWCSF eligible women were screened?</b> 4
<b>How many total participants took part in this event?</b> 18
<b>Was the event a Success? If so in what way(s):</b> Yes, 18 women were seen and received pap smears and other health department screenings along with valuable information. Four (4) of those women were never or rarely screened.
<b>Areas to consider for possible improvements:</b> More ad time, mailers, advertise gifts. We have this event yearly, so for this year in order to have a new approach we are going to have a mother/daughter event. We are going to promote this to the area elementary, middle and high schools to encourage the daughter to come to the event for an HPV vaccine and the mother can come to the event for a pap. We are also going to promote this as a women's family day/night and encourage grandmothers to also attend to receive a pap. We want to have videos running throughout the event with women's health issues and have a guest speaker. Refreshments and incentives for attendance will be planned. This event is still in the planning stages.

## Christian County Cancer Coalition

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<b>Project Name:</b> 1 <sup>st</sup> Annual Mature Woman Health Screening
<b>Purpose:</b> Breast and Cervical Cancer Screening
<b>Target demographic:</b> Women in Christian County
<b>Age Group Targeted:</b> 40-64 year old women
<b>Projected outcome:</b> We hoped to have at least 10 women since this was our first time having this event.
<b>Cost associated with funding this program:</b> Cost of gift cards, gift baskets
<b>Incentives to encourage turnout:</b> \$10.00 gift cards from Wal-Mart; chance to win a gift basket from Bath and Body Works; and a \$50.00 donated gift certificate from local beauty salon
<b>Time needed to prepare for program:</b> Two months
<b>Was external funding needed for this program? If so why:</b> No
<b>Staff support needed to run program? If yes, how many and why:</b> Yes, since this was the first time with the program, we needed lots of ideas of how to make this event a success. Since we had such a great turnout, we now know that we will need clerical staff support next year to help with scheduling mammograms which took some time away from getting some of the clients seen quickly.
<b>Was the event a Success? If so in what way(s):</b> Yes absolutely!! We had a total of 18 women who were seen and qualified for the program! We were all very pleased! Each woman was grateful for the gifts and this event gave us a great opportunity for teaching since many did not know that we offer screenings for women between those ages at all.
<b>Areas to consider for possible improvements:</b> More sponsorship, running the ad in the paper earlier, more radio spots, and the possibility of going to the area churches to speak about the importance of screenings in ladies groups. Another possible improvement would be to consider starting earlier to allow for procuring more donated prizes.
<b>Other helpful comments:</b> Get started earlier, that is for sure!!!

## Fleming County Cancer Coalition

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<b>Project Name:</b> Supermarket or Grocery Store Event
<b>Purpose:</b> Target women in the never or rarely screened groups
<b>Age Group Targeted:</b> Ages 40 to 64
<b>Projected outcome:</b> To have these women come into the health dept. for cancer screening.
<b>Cost associated with funding this program:</b> \$500.00
<b>Incentives to encourage turnout:</b> Green tote grocery bags that say "Think Pink, Go Green" (in pink font) with pink ribbon on the bag.
<b>Time needed to prepare for program:</b> One month, meeting with coalition and discussing the event, and ordering the bags. We also ran the event in two local grocery stores sales ads in hopes women would spot the event while reviewing the ad.
<b>Was external funding needed for this program? If so why:</b> No
<b>Staff support needed to run program? If yes, how many and why:</b> We have two grocery stores in our town. Our coalition divided up and set up at both stores with two to three people at each store. We provided the event on a Friday afternoon from 2:00 pm to 4:30 pm.
<b>How many never or rarely screened women(women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> <ul style="list-style-type: none"> <li>• Number of women screened: 84</li> <li>• Number of Never and Rarely Screened: 10</li> <li>• Number of KWCSF eligible women screened: 14</li> </ul>
<b>Was the event a Success? If so in what way(s):</b> Yes, the event was considered a success.
<b>Areas to consider for possible improvements:</b> Possible improvements would be to do something with our senior citizens. We have a senior center in Fleming County and we could do this event there utilizing the grocery totes.
<b>Other helpful comments:</b> Talk to all women and assist them in completing the screening paper. Offer a door prize as an incentive for attending. Everyone that was screened received a grocery tote bag. Also be aware of the newspaper cost for running the ad as it can be costly. Use screening form to obtain name, phone number, age, last pap and last mammogram and insurance status. Be available to answer questions and connect with these ladies.



## Gateway District Cancer Coalition

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<b>Project Name:</b> Gateway District CA Coalition
<b>Purpose:</b> Promote CA awareness within our district and identify priorities and opportunities for additional CA control activities.
<b>Target demographic:</b> Never or rarely screened women living in Bath, Menifee and Morgan counties.
<b>Age Group Targeted:</b> 40-64 year old women
<b>Projected outcome:</b> Increase number of CA screening provided to women in targeted age group
<b>Cost associated with funding this program:</b> Advertisements, incentives provided to women participating in Women's Health Days at each health department.
<b>Incentives to encourage turnout:</b> Daily calendars with health tips, t-shirts, pens, key chains, free passes to Curves workout centers, Mary Kay makeover.
<b>Time needed to prepare for program:</b> Four hours at each targeted facility.
<b>Was external funding needed for this program? If so why:</b> No.
<b>Staff support needed to run program? If yes, how many and why:</b> Yes, Health Educator and Dietician to assist with setup of programs and to provide information on nutrition, physical activity and tobacco cessation.
<b>How many never or rarely screened women(women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 7
<b>How many KWCSF eligible women were screened? and how many total participants took part in this event:</b> <ul style="list-style-type: none"> <li>●KWCSF 58</li> <li>●Total participants 70</li> </ul>
<b>Was the event a Success? If so in what way(s):</b> Yes, it was definitely a success. The participants and the groups that provided services enjoyed themselves and are looking forward to returning next year.
<b>Areas to consider for possible improvements:</b> Encourage participants to arrive 30 minutes before their scheduled appointments so they can participate in all the offered programs

## Green County Cancer Coalition

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<b>Project Name:</b> Survivor Survey
<b>Purpose:</b> To acquire a volunteer base for Coalition activities and events
<b>Target demographic:</b> Cancer survivors
<b>Age Group Targeted:</b> All
<b>Projected outcome:</b> We anticipated approximately 10 or 16 percent of the surveys being completed and returned with a few of those expressing interest in serving as a Green County Cancer Coalition member and volunteer.
<b>Cost associated with funding this program:</b> \$145.00 for postage to mail survey and for return postage, \$200 for (4) Wal-Mart Gift Cards.
<b>Incentives to encourage turnout:</b> All surveys returned were entered into a drawing for a chance to win (1) of (4) \$50.00 Wal-Mart gift cards.
<b>Time needed to prepare for program:</b> Very little. First, we needed to acquire a list of survivors in the county (We used our Relay for Life Committee's list for survivor activities); secondly, develop a list of survey questions (Green County Coalition would be happy to share ours with you); thirdly, mail the surveys out.
<b>Was external funding needed for this program? If so why:</b> No
<b>Staff support needed to run program? If yes, how many and why:</b> Staff and volunteers for mailings
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> Unknown. We've only had the chance to use our new volunteer list once.
<b>How many KWCSF eligible women were screened? and how many total participants took part in this event:</b> N/A
<b>Was the event a Success? If so in what way(s):</b> Yes, the surveys were a success! We actually received 41 completed surveys for a 25% completion/return rate. From the surveys we compiled a list of 14 Cancer Coalition volunteers. We recently held a Cancer Awareness Day at our local grocery store and were able to use our new members and held a much larger event than we have held in the past. Hopefully from this we were able to reach some never or rarely screened women.
<b>Areas to consider for possible improvements:</b> By just surveying survivors we probably missed out on a large portion of the community that would like to help with our initiative. Caregivers would probably like the opportunity to volunteer as well.
<b>Other helpful comments:</b> We publicized the surveys that we were sending out to let the community know to be on the lookout for them. We also made sure we put our local name on everything so they would be more likely to return it. After the event, we took pictures of our gift card winners and put their photo in the local newspaper.

## Jessamine County Cancer Coalition

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<b>Project Name:</b> Women's Health Screening Day (WHSD)
<b>Purpose:</b> The purpose of this event is to get women living and/or working in Jessamine County to receive general routine health screenings.
<b>Target demographic:</b> Low-income women living and/or working in Jessamine County.
<b>Age Group Targeted:</b> 18 and older
<b>Projected outcome:</b> 100 women
<b>Cost associated with funding this program:</b> <ul style="list-style-type: none"> <li>• In-kind Staff time x 2: \$840</li> <li>• In-kind door prize: \$300</li> <li>• In-kind food: \$300</li> <li>• In-kind advertisement: \$200 (save-the-date post cards sent to previous participants and newspaper ad)</li> </ul> Total cost from cost center 830 = \$100 for booth educational information
<b>Incentives to encourage turnout:</b> \$300 worth of door prizes plus free lunch. Door prizes were donated by partnering agency. Food was donated by local government agency.
<b>Time needed to prepare for program:</b> Partnering agencies met one time a month for six months for one hour for planning, five hours day of event, about 10 hours for in-office preparation for event (phone calls, letters, advertizing, promotion)
<b>Was external funding needed for this program? If so why:</b> Yes, Donation for door prizes to incentivize the participants and also for food and advertisements.
<b>Staff support needed to run program? If yes, how many and why:</b> We have two health department staff who work on this program. Both staff recruited outside health care professionals to attend WHSD to offer free health screenings to the public. We also work very closely with partnering agencies that assume particular duties for this event to help make it a success.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> Due to the nature of this event (education only) and the reporting, JCHD is uncertain how many women were screened after this event. However, 16 women were identified as never or rarely screened and were given specific information about how to receive these services through the health department.

**How many KWCSF eligible women were screened? and how many total participants took part in this event:**

First questions see above. Second question...we had 110 women participate in the overall WHSD.

**Was the event a Success? If so in what way(s):** Yes, we had 110 women participate in general screening services that may have never received these screenings. We were also able to reach roughly 15% of these women and determine them to be never or rarely screened. We gave them educational material and information on how to receive their cancer screening for free or low cost.

**Areas to consider for possible improvements:** We need to develop a reporting tool that will allow us to track our patients that come into the HD for services to find out how they heard about the services to see if our community outreach is being successful. One idea we had, after the event, was to schedule the ladies on site for an apt with the APRN to receive their cancer screening.

## Lawrence County Cancer Coalition

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<b>Project Name:</b> Woman-to-Woman – Tel-a-Gal
<b>Purpose:</b> The Lawrence County Health Department and Lawrence County Extension Service partnered together to train women to be advocates for the KWCSF. These women were trained to encourage and educate other women about the importance of regular checkups and screenings for breast and cervical cancer.
<b>Target demographic:</b> Women in the western rural areas of Lawrence County. Lawrence County is the third largest county in the state and our health department is located on the far eastern side of the county line. Past recruitment campaigns revealed limited numbers of participants from this area of the county.
<b>Age Group Targeted:</b> 21-64 year old women
<b>Projected outcome:</b> These women trainers will recruit never or rarely screened women for the KWCSF and increase total participation in the KWCSF program. Also, the trainers will continue to promote the KWCSF after completion of the project.
<b>Cost associated with funding this program:</b> \$2,550.00
<b>Incentives to encourage turnout:</b> Yes, Wal-Mart and Food City gift certificates were provided for the trainers and participants. The trainer with the highest number of recruited women for participation in the KWCSF received a special \$50 Wal-Mart gift certificate. The training event also included a fun and educational dinner at a local Bed and Breakfast establishment in the rural town of Blaine.
<b>Time needed to prepare for program:</b> Two months to prepare and six months to implement the entire program.
<b>Was external funding needed for this program? If so why:</b> Yes, funding was provided by the Susan G. Komen Breast Cancer Foundation with cost sharing also provided by the Lawrence County Health Department and the Lawrence County Extension Service.
<b>Staff support needed to run program? If yes, how many and why:</b> Yes, the Health Educator with the Lawrence County Health Department prepared the Susan G. Komen grant. The Health Educator and the Family Consumer Science Agent with the Extension Service planned, implemented and evaluated the program.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> Eight (8) eligible never or rarely screened women received a Pap smear.
<b>How many KWCSF eligible women were screened? and how many total participants took part in this event:</b> Twelve (12) eligible women were screened as a result of this program.
<b>Was the event a Success? If so in what way(s):</b> Yes the event was a success resulting in 12 new women participating in the KWCSF. Also, the KWCSF and this program was promoted through several media venues during the six months of this program and we had a 5% increase in screening mammograms from the previous year.
<b>Areas to consider for possible improvements:</b> Consider recruitment of possible trainers from several areas of the county.

## Lexington Fayette County Cancer Coalition

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**Project Name:** Community Breast and Cervical Screening

**Purpose:** The purpose is to provide two annual community based activities/events to promote same day screening mammograms and pap tests to women primarily 40 and older who do not have the financial means to pay for cancer screenings or who are never or rarely screened. The community based screenings have been very successful in reaching these women and continue to grow in numbers of women screened with each successive event. It is scheduled on a Saturday in the spring and the fall. Three Nurse Practitioners with support staff are scheduled to provide cancer screening visits at the Health Department clinic and then transportation is provided to UK Markey Cancer Center for a same day mammogram. The community based screenings are a collaboration involving the Lexington-Fayette County Health Department, the University of Kentucky Markey Cancer Center, Sister Fighting BACC, Hermana a Hermana Program of the Brenda D. Cowan Coalition, Kentucky Pink Connection; Kentucky Cancer Program and the Mayor’s Task Force on Health and Wellness. It requires planning, partnership, coordination, marketing and outreach efforts by our coalition to ensure we are reaching the population we need to target. The event is marketed and appointments are scheduled in advance with reminder calls to ensure the best show rate. Follow up on abnormal results is provided by the Nurse Case managers at the local level and according to the KY DPH and KWCSF guidelines.

**Target demographic:** Women who fall below 250 percent of the federal poverty level; are uninsured or underinsured, disparate populations of Hispanic, Appalachian, African American, foreign born, women who partner with other women, homeless, and never or rarely screened women. The Fayette County area has outreach staff in the community who are organized and work directly to target these populations in our community for breast and cervical cancer screening and education; but this event gives them an additional resource to recruit women for a special Saturday clinic targeting this effort. Cancer screening visits are offered routinely in our Public Health Clinics, but this event allows women same day mammogram screening.

**Age Group Targeted:** The focus is on KWCSF eligible women ages 40-64. These women are the ones for whom we may more likely provide both breast and cervical screening services, but all women ages 21-64 are eligible to participate.

**Projected outcome:** Our targeted goal is to do same day screening on 60 women. To reach a projected outcome we schedule 85-95 appointments for screenings with an expected 20% no show rate. We have consistently screened 50- 65 women per event over the last two years. We want to reach a significant percentage of women in the minority and disparate populations or women who have not had a pap test 5 years or more. Follow up on abnormal results is provided by the Nurse Case managers at the local level and according to the KY DPH and KWCSF guidelines.

**Cost associated with funding this program:** The services are advertised as low cost, provided on a sliding fee scale, and based on household income. UK is one of our contracted providers for KWCSF services and will

cover breast and cervical screening and follow up services resulting from our screening event. Clinic staffing for providing the services from 8-3PM includes salaries of three APRNs, seven registration staff, six nurses, and two CHAs are absorbed by the Health Department; UK Markey Cancer Center provides four mammogram technicians and support staff. KCP provides staff for coordination and planning. Lunches are provided for staff and each agency historically takes turns in sharing this cost. UK Markey's National Breast Cancer Foundation Grant will be billed by the health department for the costs not covered through the KWCSF. Essentially the screening is "free" but we don't advertise it as such because we are obligated to bill insurance for those who present with coverage for those services. Transportation for women who need it to and from the health department to the Mammogram provider is provided by two volunteers.

Marketing costs are covered with Coalition funds, although this year KCP included the event in their annual October Breast Cancer Awareness newspaper insert and we did not need extra newspaper ads. Two local TV stations did free interview spots on their noon shows. Most of the marketing was accomplished with preprinted flyers and community outreach staff efforts. Follow up costs for abnormal results are covered by KWCSF contracts in place at the health department for women who qualify.

**Incentives to encourage turnout:** We encourage turnout by supporting our outreach workers in the community with marketing tools to advertise and schedule appointments in advance at health fairs and community events. Flyers are widely dispersed in target areas with contact numbers to call and schedule an appointment for the event about three weeks in advance. Another incentive is the perceived value and convenience of receiving the mammogram the same day as the clinical breast exam and pap smear. We provide transportation from the health dept Clinic to UK Markey Center to have the mammogram through volunteer drivers. We try to decorate the lobby and provide small gift bags to women who turn out for a more inviting atmosphere. We also have used KCP Prevention Pays incentives in the past. Some of our outreach partners offer additional incentives upon completion of their follow up such as gift cards or gift packs when all follow up is concluded.

**Time needed to prepare for program:** We start with planning meetings three months in advance that includes our community partners, UK, KCP, Mayors Task Force, Hermana a Hermana, Kentucky Cancer Program representative, KWCSF Coalition outreach workers, LFCHD Clinic staff, and our internal marketing staff. Decisions to be made involve, date time and place; marketing strategies, appointment scheduling; lunches, staffing needs, clinic flow and case management with follow up.

**Was external funding needed for this program? If so why:** Staff salaries and lunches are not covered with coalition funding. UK Markey's National Breast Cancer Foundation Grant will be billed by the health department for the costs not covered by KWCSF coalition funds. Essentially the screening is "free" but we don't advertise it as such because we are obligated to bill insurance for those who present with coverage for those services.

**Staff support needed to run program? If yes, how many and why:** Three to four outreach workers in the community to specifically market the event three - four weeks in advance. They also were present at the event to welcome women as they entered the lobby. Health department clinic staff included seven registration staff, seven nurses, three APRNs ;one housekeeping staff; two CHAs who are qualified to serve as interpreters during the event; two volunteers for transportation; We also had two data entry staff to receive calls and screen women who were making appointments because they are very familiar with the services. UK had four mammogram technicians performing the mammograms and two staff from UK and KCP who coordinated services at the UK site.

**How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:** 1 woman (2%) indicated they had never had a pap smear before 17 women (32%) had not had a pap smear in 5 years or greater.

**How many KWCSF eligible women were screened?** 56

**How many total participants took part in this event:** We screened a total of 57 women at the October 2010 event. One of the women had Medicaid insurance.

**Was the event a Success? If so, in what way(s):** The success of the screening event is measured by the number of minority and underserved women who are screened. This was determined by tracking sheets filled upon arrival in the lobby on each woman. 55 tracking sheets were collected and were reported on the Coalition Quarterly report form. The tracking sheets list age, ethnicity and length of time since last mammogram or pap smear, how they heard about the event, last colonoscopy and whether they smoke. The statistics were tabulated after each screening event is complete for review in our after Action Planning meeting. One of the key factors was asking good screening questions to assure the women are appropriately scheduled.

The highlights from this event were as follows;

- 80% of the women screened were between the ages of 40-59
- 49% was their first visit to the health department
- 82% of the women never had a breast exam before
- 44% had never had a mammogram before
- 32% had not had a pap test in 5 years or more
- 47 % were Caucasian
- 30% were African American
- 19% were Hispanic
- 2% were Arab American
- 20% reported needing assistance with transportation

**Areas to consider for possible improvements:**

We cut our appointments off at 85 because we were concerned about placing too much pressure on our staff to provide quality services for the time we had blocked; but we found that because our clinic flow and registration was so effective we could have actually seen 10 more patients effectively.

- We are considering offering flu shots at the next fall event.
- We would like to set up a looping video demonstrating how to perform a self-breast exam in the lobby to view while waiting.

**Other helpful comments:** We had diagnostic mammogram appointments available to give to the patients whose breast exam was abnormal and could not obtain a screening that day.

- Other suggestions were to offer Dermascans, bone density screening, dental screenings, HIV testing, glucose screenings, massages and chiropractic services. We have opted not to offer these extra services in the past at our facility so we can focus on the screening a larger volume of women for breast and cervical cancer but it could be something to consider to draw more women to an event.



## Lincoln County Cancer Coalition

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<b>Project Name:</b> Lincoln County Cancer Coalition Women's Health Fair
<b>Purpose:</b> Screening health fair.
<b>Target demographic:</b> Women-adult.
<b>Age Group Targeted:</b> Adult women.
<b>Projected outcome:</b> Increase screening rates for never or rarely screened women for the KWCSF program.
<b>Cost associated with funding this program:</b> Minimal for advertising; used free community announcements in paper, on radio, flyers copied in house, taken to doctors' offices, and emailed to Family Resource Centers. Other costs would be the screening program costs.
<b>Incentives to encourage turnout:</b> Goodie bags with pens, plastic bracelets, Emory boards, mini calendars and t-shirts. Door prizes were donated by vendors.
<b>Time needed to prepare for program:</b> Health dept. staff-in office time for prep, two - five hours. One hour before and after for set-up and clean-up.
<b>Was external funding needed for this program? If so why:</b> Vendors set-up. Also provided other free screenings (blood pressure, oxygen saturation, Dermascan). Health dept. also provided free glucose, body fat, bone density (machine from state) and hemoglobin screenings. In-kind support was provided by vendors with their time and donated door prizes.
<b>Staff support needed to run program? If yes, how many and why:</b> Yes. Six for other screenings (including vendors); four for physicals (two nurses and two nurse practitioners); three for front office paper work; one (Health Dept. Director) to facilitate the day.
<b>How many never or rarely screened women(women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 2
<b>How many KWCSF eligible women were screened? and how many total participants took part in this event:</b> <ul style="list-style-type: none"> <li>•KWCSF eligible-10</li> <li>•Total participants-50</li> <li>•16 physicals</li> <li>•12 Pap smears</li> </ul>
<b>Was the event a Success? If so, in what way(s):</b> Yes. Good turnout. Several screenings. Good partnerships. Maximized community resources.
<b>Other helpful comments:</b> Maximize community resources such as home health agencies. They did oxygen saturation and blood pressures for us as well as provided door prizes. A coalition member assisted and ran the Dermascan machine.

## Lincoln County Cancer Coalition

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<b>Project Name:</b> Lincoln County Cancer Coalition Lunch & Learn
<b>Purpose:</b> To educate the community on Breast & Cervical Cancer screening guidelines, the KWCSF program and the importance of early detection.
<b>Target demographic:</b> Women-adult
<b>Age Group Targeted:</b> Adult women
<b>Projected outcome:</b> Increase awareness of KWCSF, cancer coalition, screening guidelines, general breast cancer information.
<b>Cost associated with funding this program:</b> Approximately \$1,000 <ul style="list-style-type: none"> <li>(Most of this approximate value would come from \$300-\$500 for food and an estimate of worth of door prizes, which each coalition members brings one or two of (about \$200). The reminder of this \$1,000 estimate comes from the 830 coalition money for flyers and advertising for the event (about \$300)).</li> </ul>
<b>Incentives to encourage turnout:</b> Lunch provided and door prizes
<b>Time needed to prepare for program:</b> At two monthly coalition meetings the planning takes place. One hour before the program and one hour after the program for set-up, clean-up, etc. Coalition chair, (health dept.), also puts in a couple hours office time to work out details of the program, make calls, send emails, gather information.
<b>Was external funding needed for this program? If so why:</b> Yes. The Central KY Cancer Program is on the coalition and provides money for food for our events in which food is provided. Also, each coalition member brings one or two door prizes with them. KCP handles materials for registration and evaluation.
<b>Staff support needed to run program? If yes, how many and why:</b> Yes, one health dept. staff coordinates the coalition and the event. Four - five other general community volunteer coalition members assist with set-up, clean-up, decorating, registration, door prizes, food set-up and serving, exhibits, etc.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> Unsure
<b>How many KWCSF eligible women were screened? And how many total participants took part in this event:</b> This was not a screening event. The coalition does screening events, but this was an educational event with no screenings on site at this particular event. Twenty (20) people in attendance at this event. This event has been done two-three times with great success.
<b>Was the event a Success? If so in what way(s):</b> Yes, good attendance, good coalition collaboration, good information/educational presentation avenue to catch a wide variety of people. It was our hope to approach as a "train-the-trainer" to inform those to spread the KWCSF screening message.
<b>Areas to consider for possible improvements:</b> Have a sign-up/qualify sheet at the registration table to call eligible participants for an appointment for a physical examination to increase the never or rarely screened rate.
<b>Other helpful comments:</b> We have a great coalition that helps make our events a great success with added volunteer time, door prizes and money for food.

## Montgomery County Cancer Coalition

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<b>Project Name:</b> Women's Health Days
<b>Purpose:</b> To provide clinical breast and cervical screenings
<b>Target demographic:</b> Rarely or never screened; KWCSF eligible woman
<b>Age Group Targeted:</b> 21-64
<b>Projected outcome:</b> That at least 25% of the appointments scheduled will service women who are rarely or have never been screened.
<b>Cost associated with funding this program:</b> \$915.96 was spent on advertisement, promotion and supplies to carry out the screening event.
<b>Incentives to encourage turnout:</b> Gift bags with spa accessories and educational information regarding breast and cervical cancer screening and information on the KWCSF were given to each woman screened.
<b>Time needed to prepare for program:</b> Began planning six weeks in advance. Two coalition planning meetings were held at six weeks and three weeks prior to the event. One day was set aside to purchase items for spa bags. Bags were assembled the following day.
<b>Was external funding needed for this program? Yes, If so why:</b> \$265 was donated from community partners to help with the expense of the spa bags. Since this event is held at least twice a year, more funded than what is allotted in need to fund the event.
<b>Staff support needed to run program? If yes, how many and why:</b> Yes, PIO developed media materials to advertise the event. Two health educators worked in preparation of the event to advertise as well as purchase items and assemble the bags. Four nursing staff conducted the screenings and one support staff was needed for scheduling purposes. .
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 7
<b>How many KWCSF eligible women were screened? :</b> 23
<b>How many total participants took part in this event? :</b> 25
<b>Was the event a Success? If so in what way(s):</b> Yes, 25 of the 32 appointments (78%) scheduled for the event were kept. 7 of the 25 (28%) were rarely or never screened women with another not being screened in 3 years. The spa bags were a huge hit. The ladies loved them.
<b>Areas to consider for possible improvements:</b> We will have ladies fill out an evaluation form to get specific tracking data such as where they heard about the screening event, were they referred and by whom and any comments about the program or materials received.

## Nicholas County Cancer Coalition

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<b>Project Name:</b> Nicholas County Women's Health Day
<b>Purpose:</b> Nicholas County Women's Health Day for future participants.
<b>Target demographic:</b> Persons of all ages, especially women who have never or rarely ever been screened for breast and cervical cancer and new members of the Cancer Coalition to perpetuate the cancer education needs of Nicholas County.
<b>Age Group Targeted:</b> 18-99 year old women
<b>Projected outcome:</b> We will see an increase in those clients who are rarely or never served by this coalition and new members of the NC Cancer Coalition to get screened.
<b>Cost associated with funding this program:</b> NC Women's Health Day at NCHC \$145.31 for supplies; ad: \$45; \$50 matching gift card for Crockett's; pens/notepads \$27
<b>Incentives to encourage turnout:</b> Gift card of \$25; candles; catered reception; pens; notepads, (in a gift bag for all participants)
<b>Time needed to prepare for program:</b> Two hours
<b>Was external funding needed for this program? If so why:</b> Crockett's grocery donated a \$50 gift card and NC Cancer Coalition donated the other \$50 gift card to equal a \$100 gift card.
<b>Staff support needed to run program? If yes, how many and why:</b> Greet, speak, assist with setup, prep, purchase, for both events. We also hold a health fair event in the community room during the NC Ladies Health Day which takes two to provide support; one to assist with the food and one to bring participants over from Health Center to the community room.
<b>How many never or rarely screened women(women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 14
<b>How many KWCSA eligible women were screened? :</b> 14
<b>How many total participants took part in this Event? :</b> 16
<b>Was the event a Success? If so in what way(s):</b> Yes, we gained two new members for the NC Cancer Coalition. We have been losing some of the ladies who used to be members due to age and health reasons. This will allow more successful events to be presented. The NC Women's Health Day was successful as more women were involved than attended last year.
<b>Areas to consider for possible improvements:</b> Finding ways to increase access to the clients who need the service would certainly help.

## Northern Kentucky Women's Cancer Coalition

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<b>Project Name:</b> Mobile Cervical Cancer Screening Outreach Project
<b>Purpose:</b> <ul style="list-style-type: none"> <li>• To establish a process for comprehensive cancer screening services on St. Elizabeth Healthcare's Mammogram Van</li> <li>• To link people to needed health services when otherwise unavailable</li> <li>• To inform, educate and empower people about health issues</li> <li>• To mobilize community partnerships</li> </ul>
<b>Target demographic:</b> Uninsured and underinsured women who never or rarely utilize cancer screening services
<b>Age Group Targeted:</b> 40 to 64 year old women
<b>Projected outcome:</b> To increase the number of never or rarely screened women who utilize cancer screening services
<b>Cost associated with funding this program:</b> Cost of advertising and of staff time. Cost of the mammogram van was in-kind through St. Elizabeth Healthcare
<b>Incentives to encourage turnout:</b> \$10 Kroger gift card
<b>Time needed to prepare for program:</b> Initial pilot project planning: 10 hours. Subsequent project time: two-three hours to preregister patients and to prepare all needed supplies plus the time at the project site
<b>Was external funding needed for this program? If so why:</b> No
<b>Staff support needed to run program? If yes, how many and why:</b> Two nurses are needed to complete paperwork with patients and one nurse practitioner is needed to complete the cancer screening services on site. Case management staff is also needed to track the mammogram and pap smear results and to follow up on the abnormal results.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 7
<b>How many KWCSF eligible women were screened and how many total participants took part in this event:</b> <ul style="list-style-type: none"> <li>• 10 KWCSF eligible women received a cancer screening exam and a mammogram</li> <li>• 27 total participants, 17 women received screening mammograms only</li> <li>• 21 of the 27 total participants were KWCSF eligible</li> </ul>
<b>Was the event a Success? If so, in what way(s):</b> The event was very successful. Our preplanning made the day go very smoothly for both the patients and the staff who were working the event. Of the patients who received

a comprehensive cancer screening exam on the mammogram van, 100% were KWCSF eligible and 70% were never or rarely screened for cervical cancer. Also, six of the patients screened had never had a mammogram or had not had a mammogram in five years or more.

**Areas to consider for possible improvements:** Increasing the length of time of the event and have two nurse practitioners working so we can increase the number of patients screened.

**Other helpful comments:** List of needed supplies, policy and internal referral form is attached.

**HD TO BRING:**

Hand Sanitizer (gel and towelettes)

Table Sanitizer

Paper Towels

Table paper

Gowns and drapes

Speculums

Thin Prep kits

Biohazard bags

KY jelly

Gloves

Water sprayer

Exam light

BP cuff and stethoscope

FOBTs

Garbage bags

Scale

Camera

HD Tablecloth

NKWCC Banner

Gift Cards

Women's Health

Pamphlets

HD Pamphlets

Shower Cards

NP's write in schedule

Manila envelopes for charts

Paperclips

Pap and breast log

CSEM Packets

Accordion File

Uniform Percentage

Payment Schedule

PEFs

CH 5B

HD Referral Form

Medical Referral Form

Authorizations

CH – 12/CH - 3

ACH – 16

Memo of Understanding

ACH – 58

H & P Form

Pap Requisitions

Chart Packets Include:

Request for Cytology

Post card

What am I supposed to feel?

ACH – 58

ACH 40

NKWCC survey

Mammography worksheet

CH-5B

H&P-13

Avon Survey

CH-3

CH-12

**NORTHERN KENTUCKY INDEPENDENT DISTRICT HEALTH DEPARTMENT**

**INTERNAL REFERRAL FORM**

KENTON COUNTY HEALTH CENTER

2002 MADISON AVENUE

COVINGTON, KY 41014

859.431.3345

Please contact the Kenton County Health Department to schedule  
an appointment for the following services:

- |  |  |
|--|--|
| <input type="checkbox"/> HIV testing           | <input type="checkbox"/> Blood glucose             |
| <input type="checkbox"/> Cholesterol           | <input type="checkbox"/> Urinalysis                |
| <input type="checkbox"/> Wet Mount             | <input type="checkbox"/> Hemoglobin                |
| <input type="checkbox"/> Sickle Cell Screening | <input type="checkbox"/> Height, Weight & BMI      |
| <input type="checkbox"/> Family Planning       | <input type="checkbox"/> Medical Nutrition Therapy |

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Signature of Health Department Provider      Date

Your medical records from today's services will be available by contacting the  
Kenton County Health Center.

## Owsley County Cancer Coalition

<b>Contact Person:</b>	Deana McIntosh
<b>Telephone:</b>	606-593-5181
<b>Fax:</b>	502-564-8389
<b>Email Address:</b>	Deana.McIntosh@ky.gov

<b>Project Name:</b> Operation Find
<b>Purpose:</b> Outreach to Never or Rarely screened women
<b>Target demographic:</b> Adult women.
<b>Age Group Targeted:</b> Adult women.
<b>Projected outcome:</b> Increase screening rates for never or rarely screened KWCS program-eligible women.
<b>Cost associated with funding this program:</b> \$75.00 for themed basket, \$50.00 and \$25 gift cards
<b>Incentives to encourage turnout:</b> A basket filled with UK Basketball promotional items was on display.
<b>Was external funding needed for this program? If so why:</b> No.
<b>Staff support needed to run program? If yes, how many and why:</b> Yes. Three health department staff were utilized in various fashions and 10 community partners participated.
<b>How many never or rarely screened women (women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 80
<b>How many KWCS program eligible women were screened? and how many total participants took part in this event:</b> <ul style="list-style-type: none"> <li>•KWCS program eligible-80</li> <li>•Total participants-180</li> </ul>
<b>Was the event a Success? If so in what way(s):</b> Yes, we experienced a great turnout, provided many screenings and promoted great partnerships.
<b>Other helpful comments:</b> It is very important to have staff dedicated to the planning and implementing of any project. I utilized the UK Patient Navigator quite a bit and that program is ending in June. With the current budgetary constraints it will be difficult to duplicate this type of endeavor.



## Scott County Cancer Coalition

<b>Contact Person:</b>	Tony Hall
<b>Telephone:</b>	859-588-8517
<b>Fax:</b>	859-234-0393
<b>Email Address:</b>	tony.hall@ky.gov

<b>Project Name:</b> Scott County Ladies Health Day
<b>Purpose:</b> To get pap and mammography exams for ladies who have not been screened recently
<b>Target demographic:</b> Female
<b>Age Group Targeted:</b> 40 years old and older
<b>Projected outcome:</b> 10-12 appointments for the event
<b>Cost associated with funding this program:</b> \$150.00 Advertising and \$121.00 Food
<b>Incentives to encourage turnout:</b> Gift Bags \$102.00 and Television \$200.00
<b>Time needed to prepare for program:</b> 15.0 Hours
<b>Was external funding needed for this program? If so why:</b> Yes, Food was provided by Wedco
<b>Staff support needed to run program? If yes, how many and why:</b> Two staff members, pickup and order supplies. Mammograms were performed at the local hospital.
<b>How many never or rarely screened women(women that have not had a Pap smear in 5 years or greater), received a Pap smear as a result of this event:</b> 9
<b>How many KWCSF eligible women were screened? and how many total participants took part in this event:</b> 9
<b>Was the event a Success? If so in what way(s):</b> Yes, because we saw the number of ladies we sought after for the event to be screened.
<b>Areas to consider for possible improvements:</b> Two Nurse Practitioners for more ladies to be screened.

## **Kentucky Women's Cancer Screening Program**

### **Contributing Staff**

Roanya Rice, RN, BSN  
Recruitment Coordinator

Reeda Hewlett, RN  
Program Director

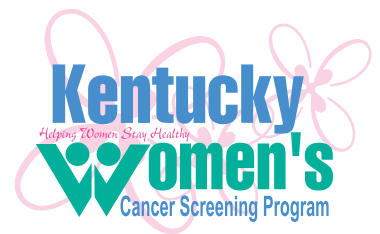
Sivaram Maratha, M.Sc, MPA  
Epidemiologist

### **Acknowledgement**

The Kentucky Women's Cancer Screening Program would like to thank Jordan C. Robinson for her work on the Kentucky Breast and Cervical Cancer Coalition "Defense Saves Lives" best practice manual.



Kentucky Women's Cancer Screening Program  
Department for Public Health  
Cabinet for Health and Family Services



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