



Mammography Outreach Partnership

www.healthcouncils.org



Purpose

Target audience:

- women aged 40-49
- women of all ages with disabilities

Target area selected due to:

- breast cancer incidence rates
- rate of metastatic breast cancer at diagnosis
- self reported use of mammograms
- Medically Underserved Areas

Partner with local agencies to identify lay educators and presentation sites as well as tailor the project to the local community

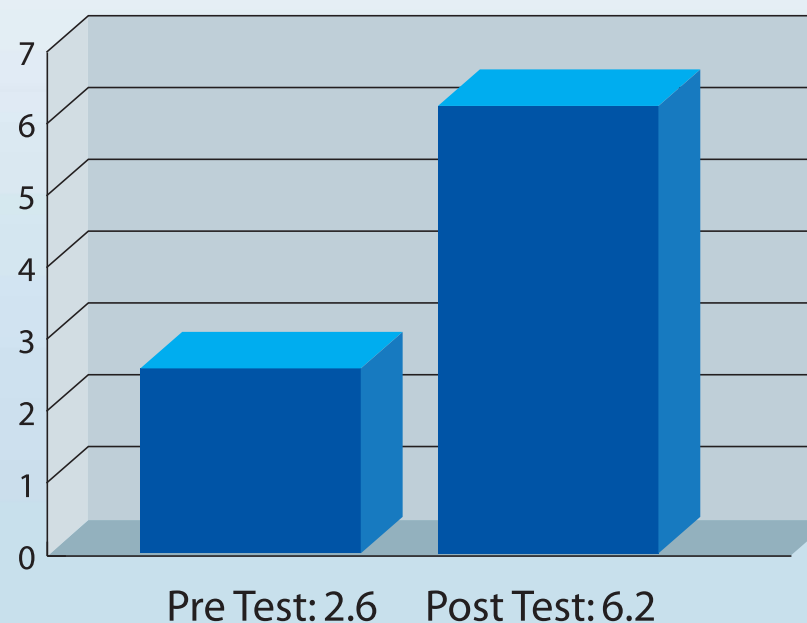
Objectives

- Assess local mammography resources
- Identify and train lay educators
- Market project with print ads in local papers and via community fliers
- Conduct educational presentations to small groups of women

Accomplishments

- Number of community partners: 17
- Lay educators trained: 7
- Presentations held: 44
 - ranging in size from 2 to 12 women
 - using 26 presentation sites
- Number of participants: 202
 - 63% were aged 40-49
 - 23% were disabled
 - 60% were minorities

Average Test Scores



Lessons Learned

- Involve a variety of community agencies and groups in planning and promoting project
- Allow more time to raise community awareness and build momentum (grant was only for five months)
- Use persons already trained as community educators or who have training skills
- Secure several lay educators to make scheduling more flexible
- Give educators "leads" of possible presentation sites, but let them make arrangements
- Insure that local resources exist for vouchers for free or low cost mammograms

