



Overcoming Health Inequity in Breast Cancer Screening for Black and Brown women in Brooklyn, NY



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Introduction

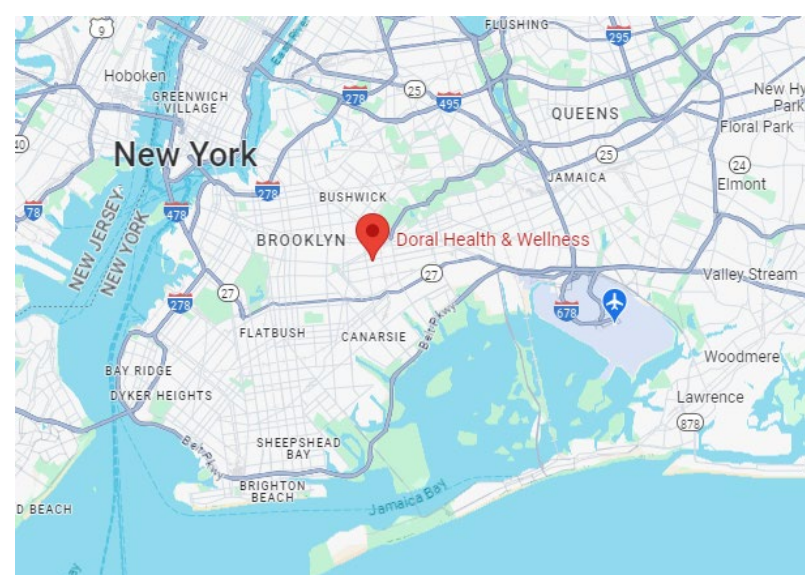
Doral Health and Wellness (Doral), an Article 28 clinic, serves diverse neighborhoods across Brooklyn, NY, primarily consisting of vulnerable Black and Brown communities facing daily health equity challenges.

There is a prevalence of health disparities in Brooklyn, particularly in Brownsville, ranking highest in NYC for poverty, unemployment, and other adverse health indicators.

Health disparities in Breast Cancer and Screening:

- Higher mortality rate from Breast Cancer for Black women¹
- Black women are diagnosed at a younger age²
- Black women are diagnosed more often with advanced features (triple-negative and advanced stage disease)¹

Doral organized and coordinated a mobile breast cancer screening event, with the support from CINQCARE, to engage the community and promote healthcare access and equity.



Objectives

- ✓ Promote health equity
- ✓ Bring care to the community
- ✓ Promote breast cancer screening awareness
- ✓ Close quality and care gaps
- ✓ Find early-stage cancer patients
- ✓ Empower community members

Strategies & Methods



Collaborative Efforts:

Doral Health and Wellness and CINQCARE partner to boost breast cancer screening awareness



Culturally Tailored Outreach:

Engaging black and brown women, Doral utilized community-based and friendly team, delivering a tailored message.



Linguistic Focus and Educational Interaction :

Multilingual and educational ways to encourage participation



Community Engagement and Marketing:

Leverage community trust, and community patient navigators



Multiple and Timely Reminders:

Reminders a month, week and day before the event



Accessible Service Delivery:

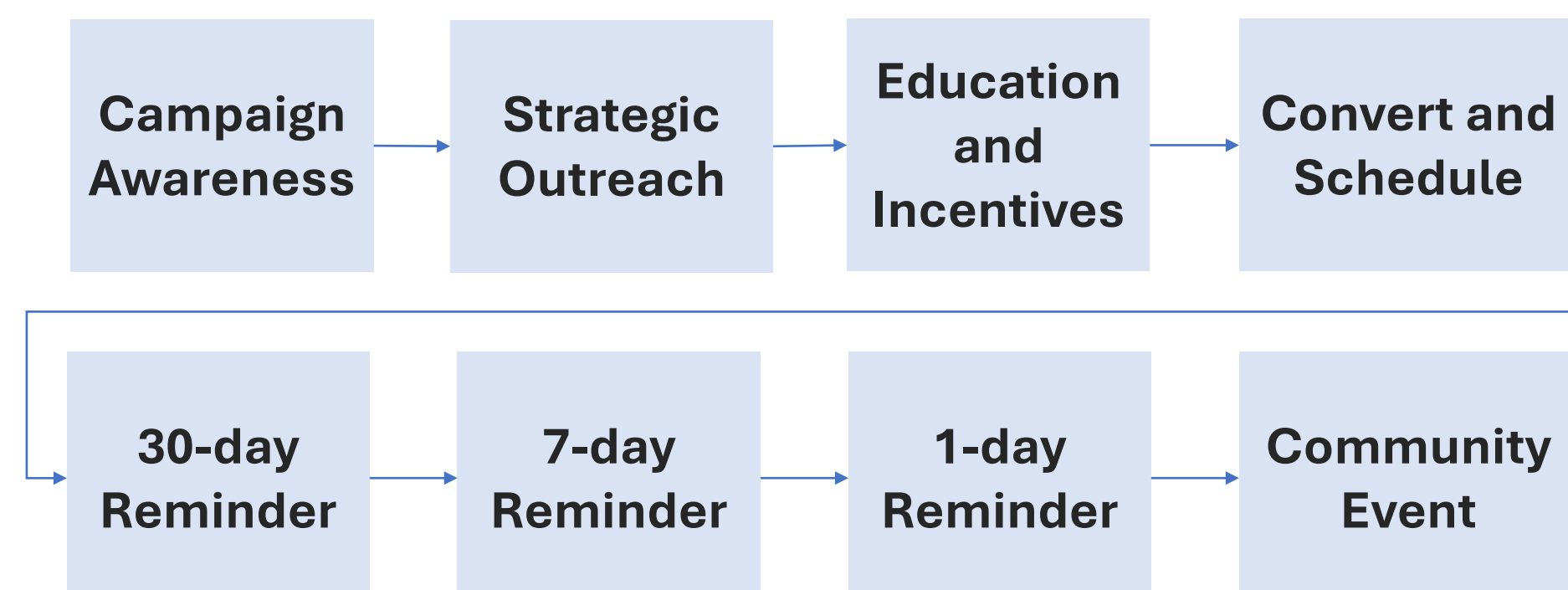
Transportation assistance & mobile mammography van



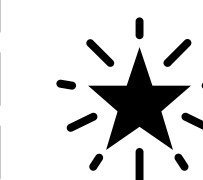
Reward & Recognition:

Encouragement and incentives for keeping appointment

End-to-End Outreach

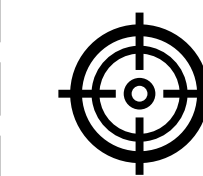


Results



Overwhelming Response:

A blockbuster event with community recognition



Created High Demand :

Mammography van bookings exceeded capacity



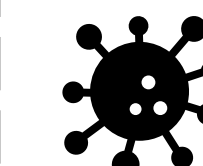
Ultra Low No-Show Rates:

95% patients showed up for the screening



Quality and Care Gap Closure:

Gap closure for quality and care coordination



Early Cancer Findings:

24% Positive findings to guide future care



BCS Quality Measure Performance:

86% screening rate (90th percentile) for CINQCARE cohort vs. 52% for Medicaid / 72% for Commercial populations (NCQA)³

Learnings



Cultural Competence:

Turnout was greatly influenced by culturally competent/linguistically appropriate outreach



Enhanced Access:

Bringing care to the community reduced barriers to access, e.g., extended transportation and time out of community



Patient Education, Reward and Empowerment:

Personalized education that conveyed a compelling reason for screening – use of “do you know...?”
Reward and encouragement validated the importance of the personal decision to seek screening.

Priority Area: Build Capacity of Health Care Organizations and the Workforce to Reduce Health Care Disparities

1. <https://www.bcrf.org/blog/black-women-and-breast-cancer-why-disparities-persist-and-how-end-them> 2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6941147/#R32> 3. <https://www.ncqa.org/hedis/measures/breast-cancer-screening/>

