



# Disability and Health Program

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We envision the inclusion of all  
women in affordable, accessible  
screening and equal treatment  
of breast cancer in Arkansas.



# History & Research of Barriers to Breast Care for Women with Disabilities

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# Barriers to Health Care

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1. Structural or Physical Access to Facility/Equipment.
2. Financing Issues
3. Health Promotion
4. Provider Knowledge/Attitude

Breaking Down the Barriers to Health Care for Women with Disabilities National Summit, December 2004.



# Structural/Physical Access to Facility/Equipment

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- ❑ Transportation
- ❑ Inaccessible parking
- ❑ Inaccessible bathrooms
- ❑ Inaccessible exam equipment

Thierry, JM (2000) Observations from the CDC: Increasing Breast & Cervical Cancer Screening among Women with Disabilities. *Journal of Women's Health & Gender-Based Medicine*, 9 pgs 9-12.

Mele, Archer & Pusch ( July/August 2005) Access to Breast Cancer Screening Services for Women with Disabilities. *Journal of Obstetric, Gynecologic, & Neonatal Nursing* pgs 453-464.



# Financing Issues

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- ❑ Medicare
- ❑ Deductibles
- ❑ Medications
- ❑ Limited number of covered visits

Mele, Archer & Pusch ( July/August 2005) Access to Breast Cancer Screening Services for Women with Disabilities. *Journal of Obstetric, Gynecologic, & Neonatal Nursing* pgs 453-464.



# Health Promotion

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- ❑ Inaccessible Materials
- ❑ Do not target women with disabilities
- ❑ Knowledge & confidence of the patient

Thierry, JM (2000) Observations from the CDC: Increasing Breast & Cervical Cancer Screening among Women with Disabilities. *Journal of Women's Health & Gender-Based Medicine*, 9 pgs 9-12.

Mele, Archer & Pusch ( July/August 2005) Access to Breast Cancer Screening Services for Women with Disabilities. *Journal of Obstetric, Gynecologic, & Neonatal Nursing* pgs 453-464.



# Provider Knowledge/Attitude

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- ❑ Previous negative experiences with providers
- ❑ Felt non-disability related medical concerns were ignored
- ❑ Do not receive same standards of care as non-disabled peers

Mele, Archer & Pusch ( July/ August 2005) Access to Breast Cancer Screening Services for Women with Disabilities. *Journal of Obstetric, Gynecologic, & Neonatal Nursing* pgs 453-464.

Beth Israel Deaconess Medical Center. (2006). Disparities in breast cancer treatment for women with disabilities. Retrieved February 25, 2007, from

<http://www.hms.harvard.edu/news/pressreleases/bid1106breastcancer.html>

Verger, P., Aulagnier, M., Souville, M., Ravaud, J.F., Lussaulat, P.Y., Garnier, J.P., Paraponaris, A. (2005) Women with disabilities: General practitioners and breast cancer screening, *American Journal of Preventive Medicine*, 28(2), 215-220.

# Arkansas Statistics

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Behavioral Risk Factor Surveillance System

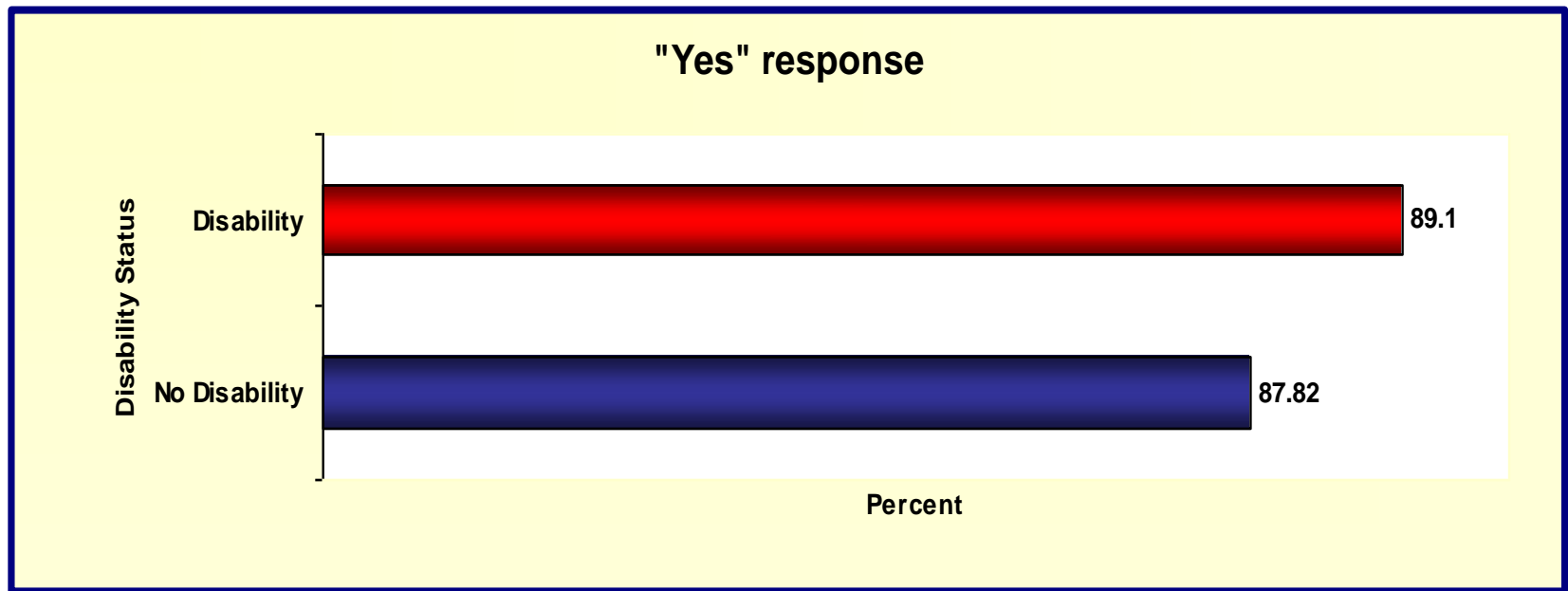
Women 40+ years of age

\* 2000-2007 data combined

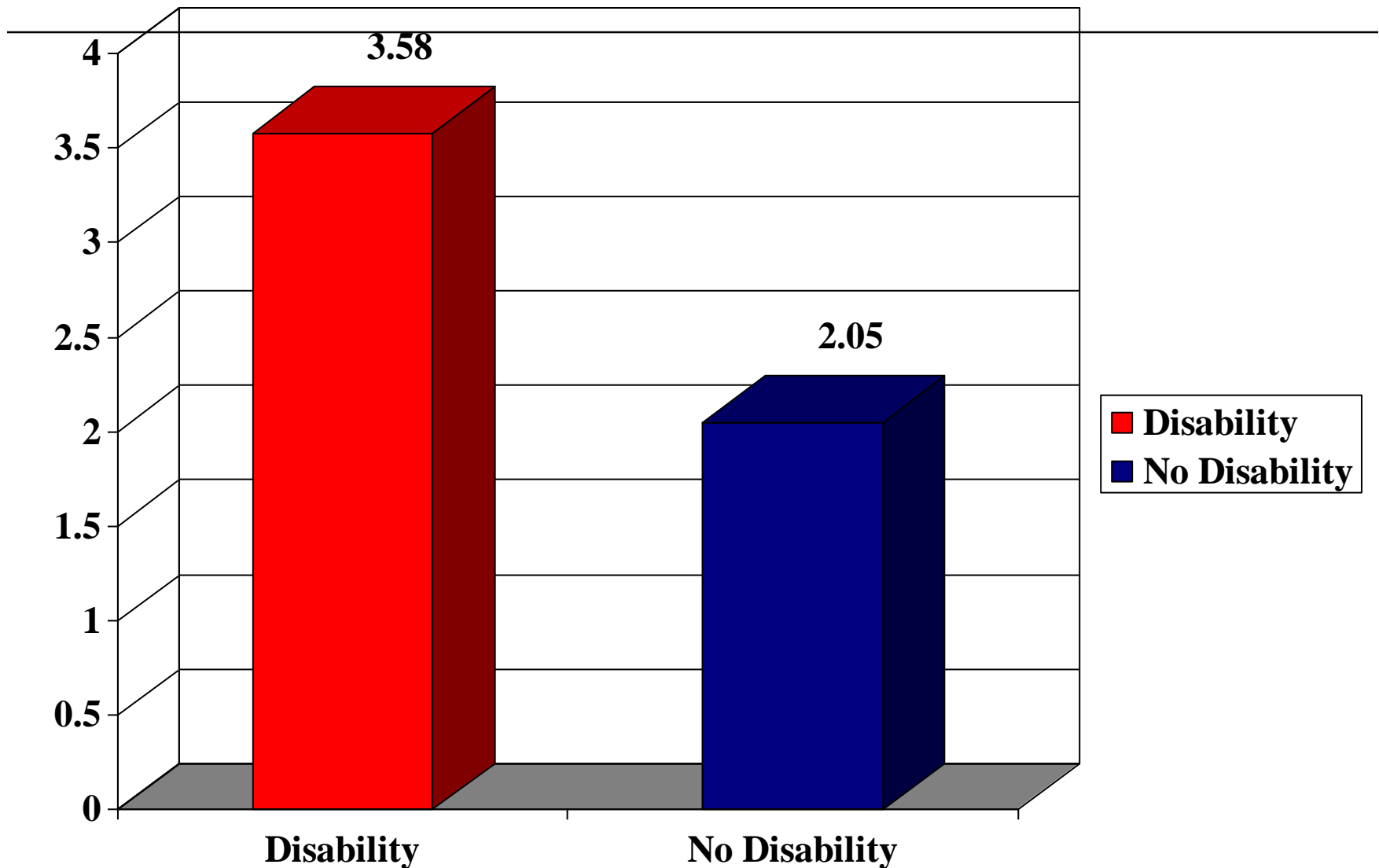
6424 women without disabilities (65%)

3411 women with disabilities (35%)

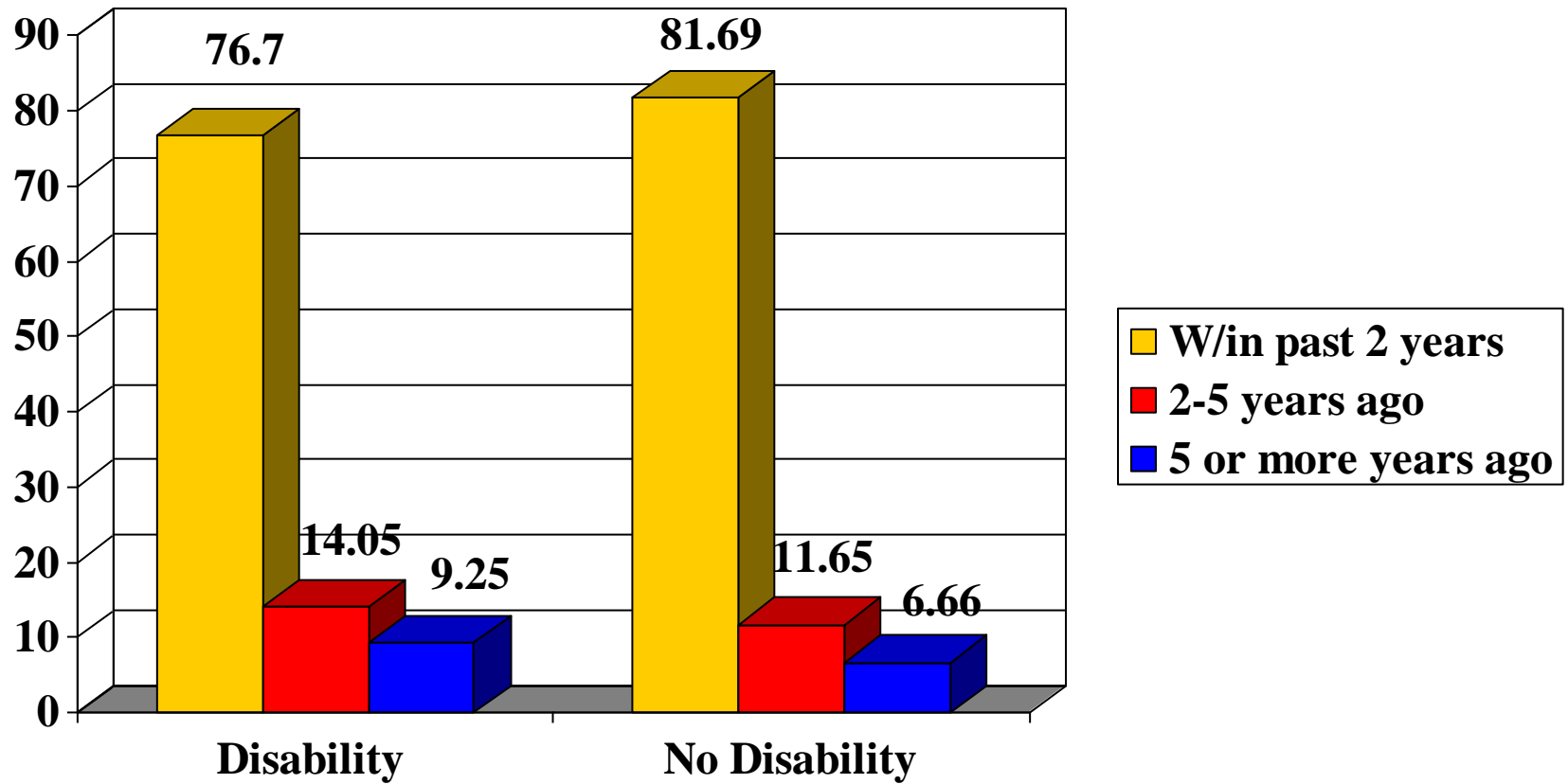
\*A mammogram is an x-ray of each breast to look for breast cancer. Have you ever had a mammogram?



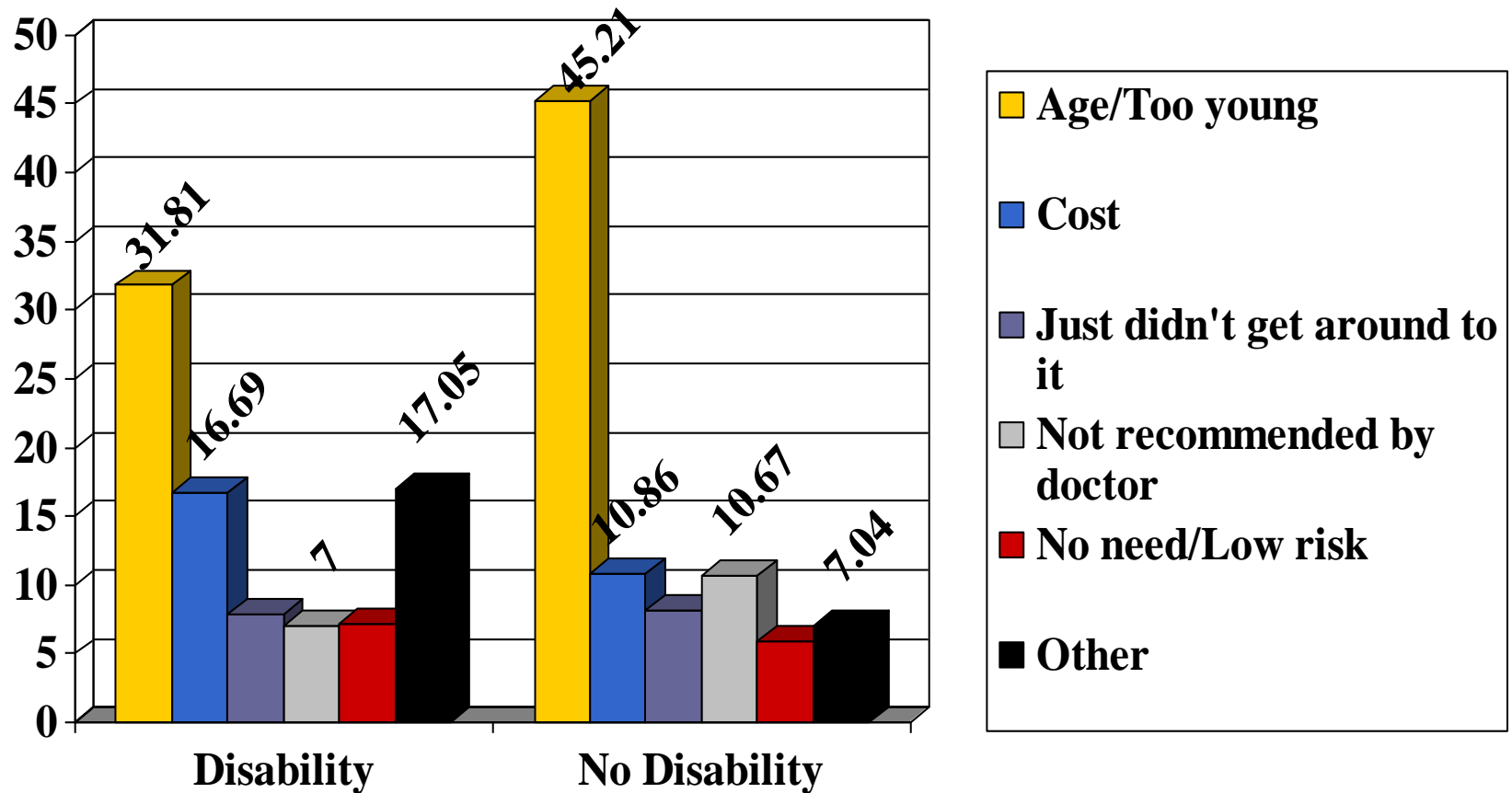
**\*Have you ever had breast cancer?**



**\*How long has it been since you had your last mammogram?**

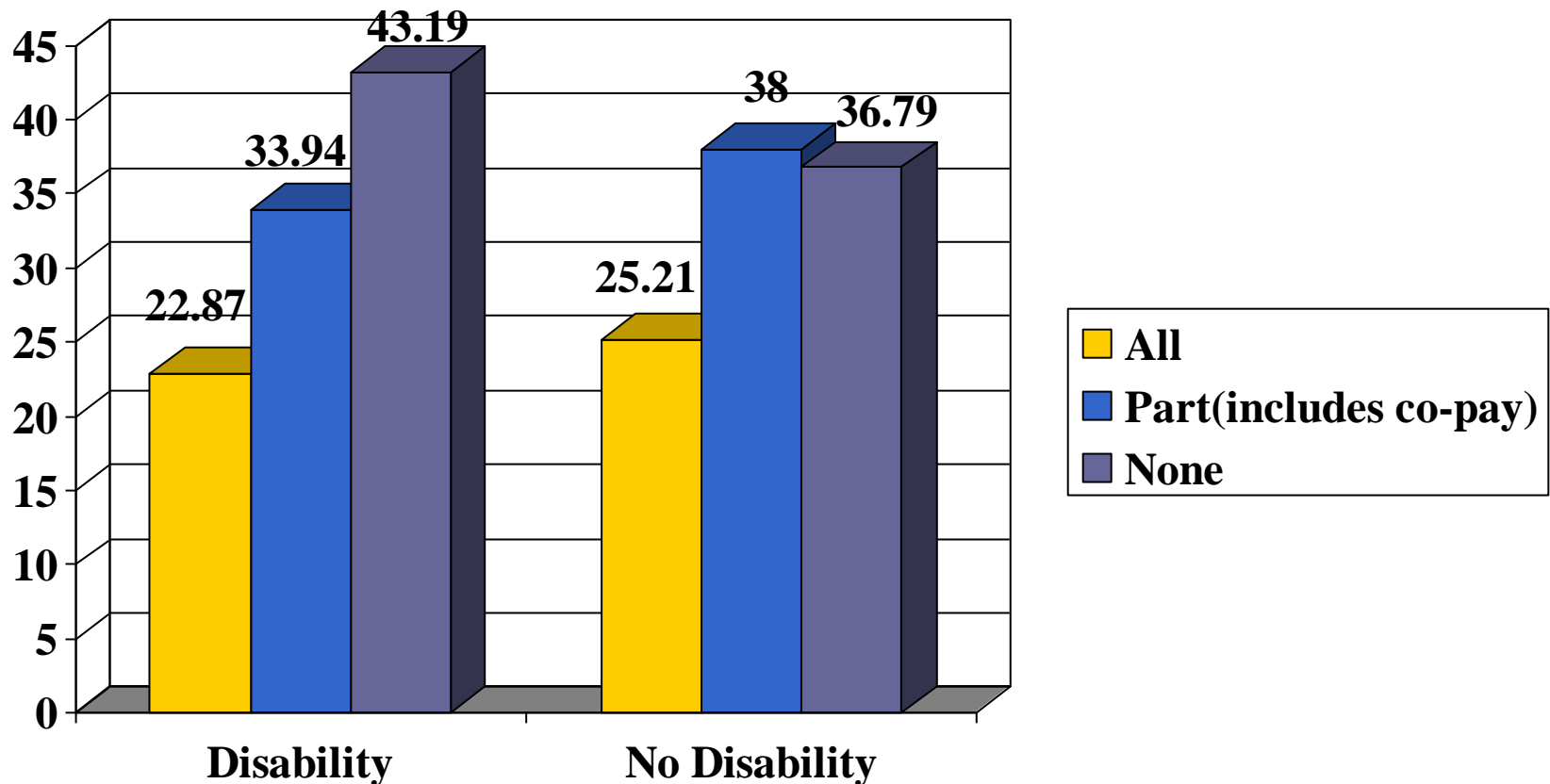


# What is the most important reason why you haven't had a mammogram?



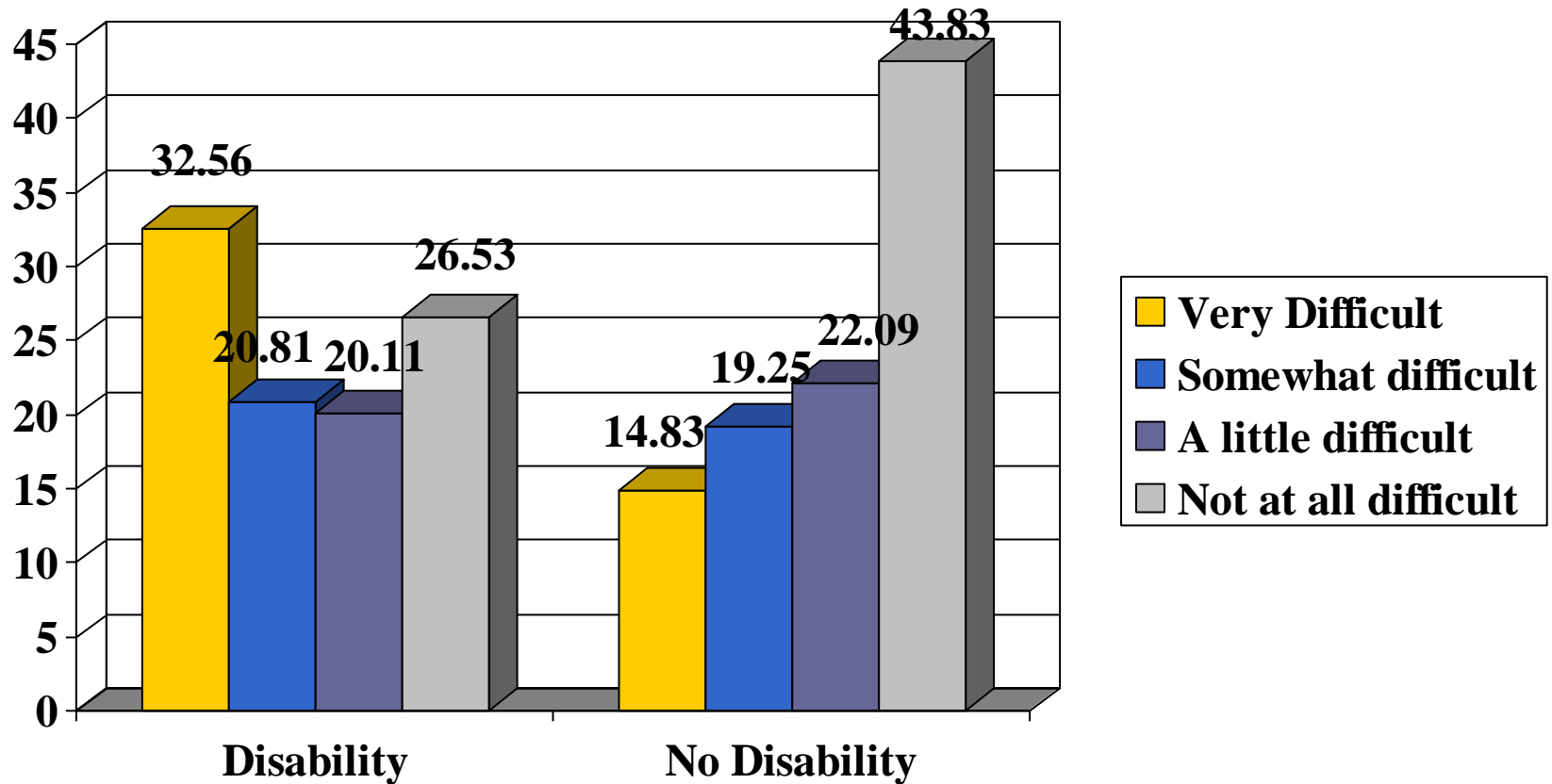
If you wanted to have a mammogram,  
would you have to pay for all, part or none  
of the cost?

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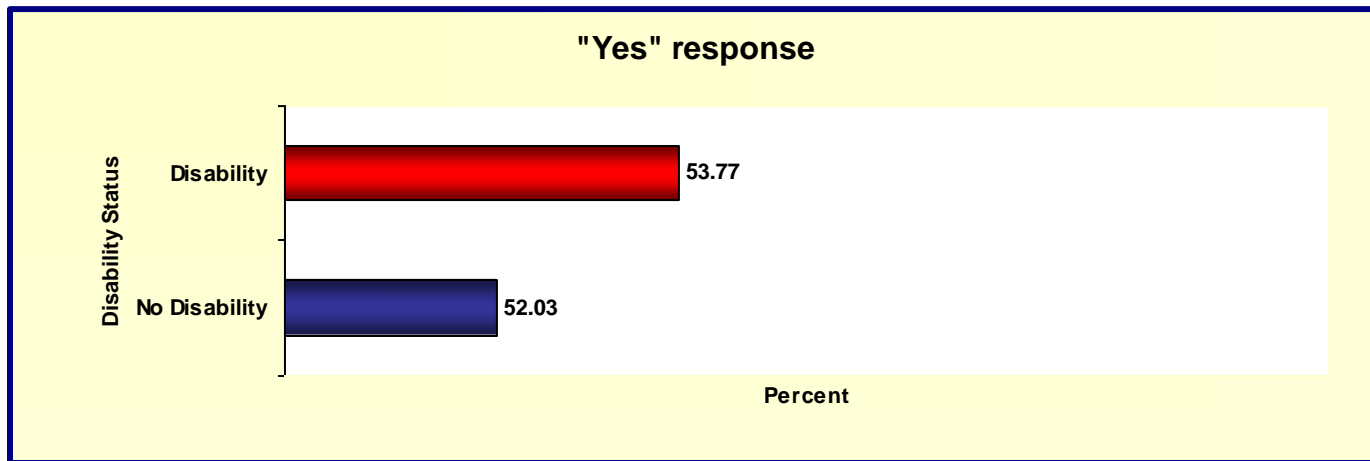
**\*How difficult would it be for you to pay for the cost of the mammogram test?**

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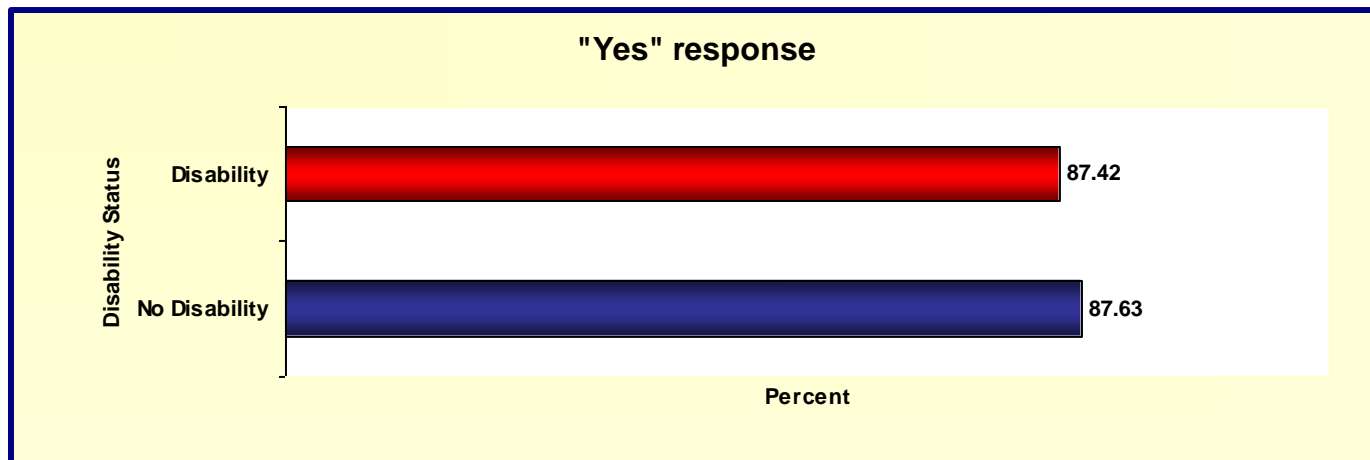
\*Are you aware that the Health Department offers free/low cost breast exams and mammograms?

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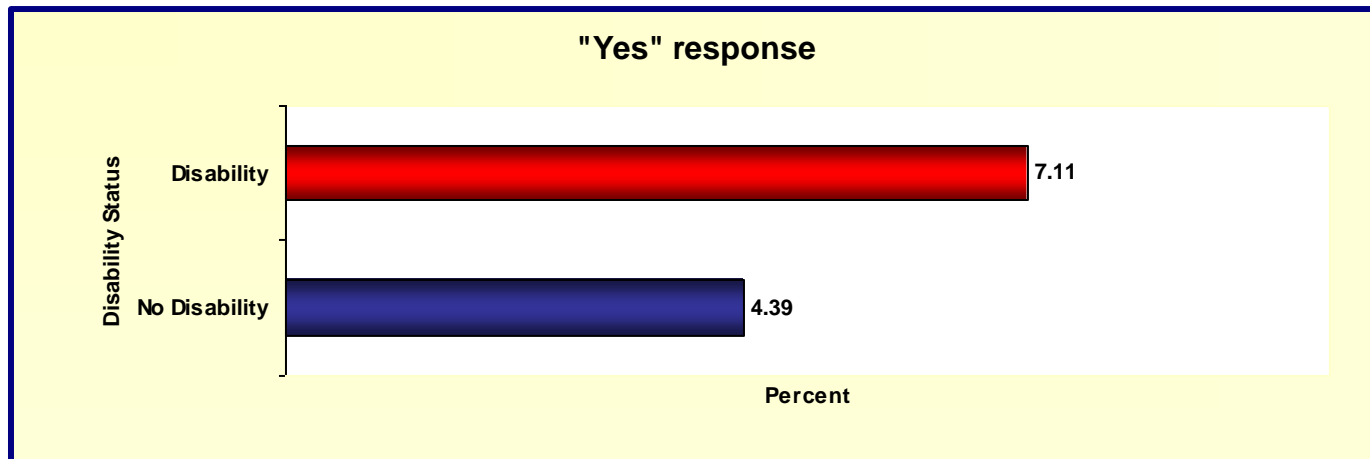
\*Do you have some type of health insurance plan?

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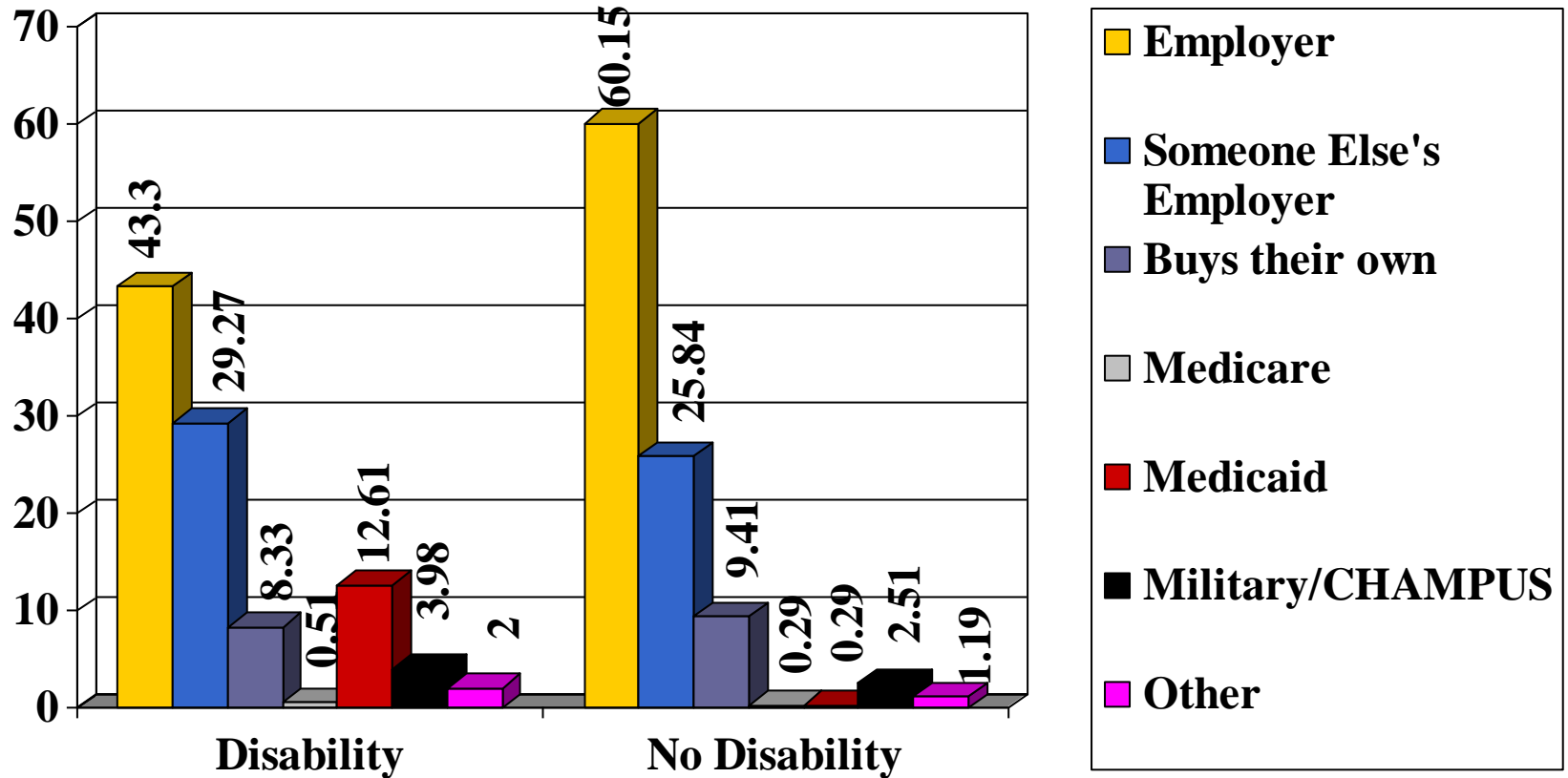


\*At any time in the past year, were you without health insurance?

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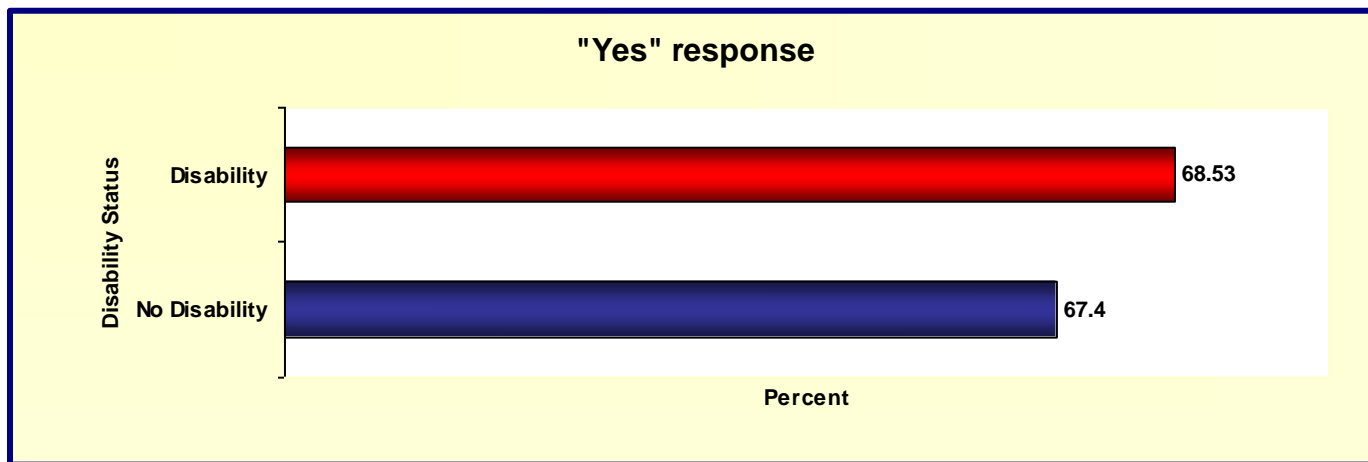


# \*What type of health insurance do you have?



In the past month, have you noticed any posters, billboards, commercials, or advertisements with a message about having a mammogram test?

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# ***The Right to Know Campaign: Increasing Breast Cancer Awareness for Women with Physical Disabilities***

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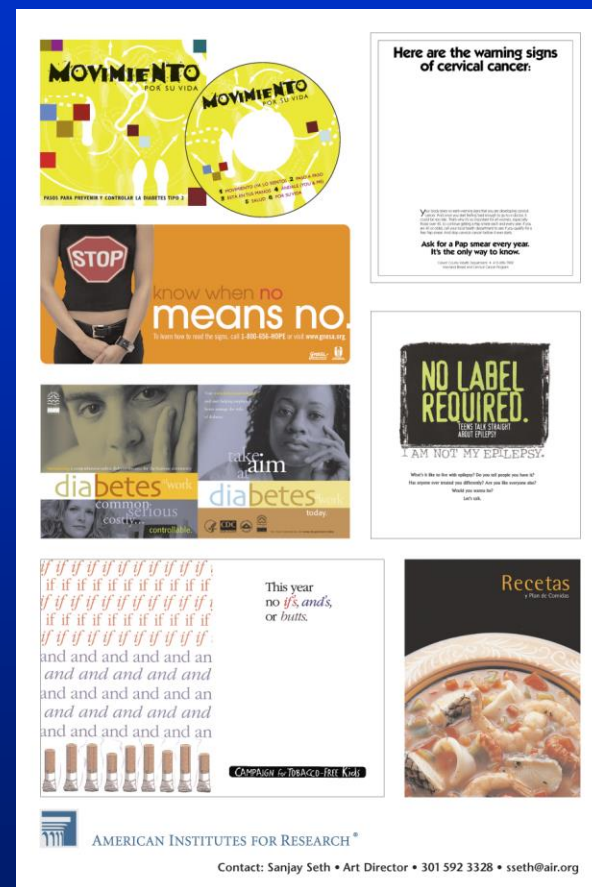
**Centers for Disease Control and Prevention  
National Center on Birth Defects  
and Developmental Disabilities**



**SAFER • HEALTHIER • PEOPLE™**

# Purpose

*The purpose of the project is to develop culturally relevant concepts, messages, and health promotion materials designed to increase breast cancer screening among women aged 40 years and older with physical disabilities*



**SAFER • HEALTHIER • PEOPLE™**

# Health Promotion Materials to Increase Breast Cancer Screening Among Women Aged 40 Years and Older Living With Physical Disabilities For Government Clearance





It may take more energy, but **it's worth it.**

— JUNE, BREAST CANCER SURVIVOR

June, who was born with cerebral palsy, knows first-hand that we're not immune to breast cancer just because we live with a disability. She tells us to ask for an accessible screening and not let the system decide what's best.

Finding her cancer early allowed June to go on with her life. Screening allowed her to take control. If you're over 40, check your breasts regularly, and have a mammogram and a clinical exam every 1-2 years. For more information, contact your local health department or visit [www.cdc.gov](http://www.cdc.gov).

**BREAST CANCER SCREENING  
THE RIGHT TO KNOW**



**SAFER • HEALTHIER • PEOPLE™**



## BREAST CANCER AFFECTS ALL OF US.

Breast cancer is the most common cancer in women. And living with a disability doesn't make you immune. If you're over 40, check your breasts regularly, and have a mammogram and a clinical exam every 1-2 years. For more information, contact your local health department or visit [www.cdc.gov](http://www.cdc.gov).



**BREAST CANCER SCREENING  
THE RIGHT TO KNOW**

# It's your life.

And no one can protect it better than you.

— JUDI, BREAST CANCER SURVIVOR



## BREAST CANCER

Breast cancer is the most common cancer in women. And living with a disability does not make you immune. Know the facts about breast cancer and why you need to make screening a regular part of your health care.

- An estimated 200,000 new cases of breast cancer will be diagnosed in American women this year.
- Women with disabilities are just as likely to be at risk for breast cancer as women without disabilities; the biggest risk factors are being a woman and aging.
- The lifetime risk for breast cancer is 1 in 8; the chances of getting breast cancer by age 50 are 1 in 54. By age 60, the chances are 1 in 23.
- Early detection is the key to surviving breast cancer. Nearly 97% of women whose breast cancer is diagnosed early survive for more than five years.
- Getting tested regularly for breast cancer is the best way for women to lower their risk. Mammography can help find cancer early when it's most treatable.

## GETTING SCREENED

As a woman living with a disability, you may face a number of challenges that make it difficult to get a quality mammogram and clinical exam. Here are some tips to make it easier.

When scheduling a mammography, ask:

- How should I dress?
- How do I prepare if I use a wheelchair or a scooter?
- Can the machine be adjusted so I can remain seated?
- How long is the appointment and can I have additional time if I need it?

Let the scheduling staff know that you can/cannot:

- Sit upright with or without assistance
- Lift and move your arms
- Transfer from your chair/scooter
- Undress/dress without assistance

When preparing for your mammogram, remember:

- Wear a blouse that opens in the front
- Wear a bra that you can easily remove
- Do not wear deodorant or body powder
- Talk to your healthcare provider about any disability-related concerns

If you're over 40, check your breasts regularly and have a mammogram and clinical exam every one to two years. For more information, visit [www.cdc.gov](http://www.cdc.gov).

To find affordable and accessible mammography services in your area, contact:



BREAST CANCER SCREENING  
THE RIGHT TO KNOW



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Tiene que **cuidarse**  
primero para poder cuidar a otros.

—HELEN, SOBREVIVIENTE DEL CÁNCER DE SENO

Helen, quien ha superado el cáncer de seno en dos ocasiones, desea ser una inspiración para todos. Pese a su artritis reumatoide crónica, vive una vida plena y activa. Helen desea que los gracias a los exámenes y a la detección temprana que la vida está viva, y nos recuerda que, para que podamos estar con nuestros seres queridos, primero debemos cuidarnos a nosotros mismos.

Si usted ya cumplió 40 años, hágase examinar los senos periódicamente y hágase una mamografía cada uno o dos años. Para obtener más información, comuníquese con el Centro Para la Vida Independiente en la Costa Central: (831) 757-2968 (Mov), (831) 757-3948 (TDD).

**EXÁMENES MÉDICOS PARA  
DETECTAR EL CÁNCER DE SENO  
EL DERECHO DE SABER**



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# Dissemination

## *Key Aspects*

- **Roll out national campaign (2008)**
- **Distribute campaign materials to key partners**
- **Conduct national awareness campaign**
  - **Advertising**
  - **Public relations**
  - **Community outreach**



# Dissemination

## *Campaign Web site*

- Launch the new “Right to Know” Web site (2008)
  - Campaign products
  - Spotlight on partners
  - E-cards
  - Quiz
  - Success stories





# Arkansas Capacity Goal

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Improve the ability of local health organizations to deliver breast cancer screening services to women with disabilities.



# Capacity Objectives

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- ❑ Assess the ability of local health organizations to deliver breast cancer screening services to women with disabilities
- ❑ Identify strengths and weaknesses
- ❑ Provide feedback, offer training and technical assistance



# Arkansas Communication Goal

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Raise awareness of breast cancer among women over 40 with physical disabilities.



# Communication Objectives

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- ❑ Educate women with disabilities on the risk of breast cancer
- ❑ Educate women regarding the availability and location of resources
- ❑ Educate non-traditional partners about the need for promotion of breast health