

Breast Cancer Control Advisory Board (BCCAB)
Meeting Minutes
August 22, 2023

Attending Board Members:

Co-chair Dr. Jerri Fant, Dr. Danna Grear, Dee Collins, Sharon Parrett, Alicia Storey and Dr. Hope Keiser

Absent Board Members:

Dr. Ronda Henry-Tillman

Arkansas Department of Health (ADH):

Amanda Hunter, Rhonda Brown, Toney Bailey, Kimberly Hills, Cheryl Roland, Michael Koch, Angela Brown, Jessica Nease, Rebecca Hallmark, Christy Jackson, Reginald Rogers, Brandy Stuphin, Dr. Bala Simon, Rachel Johnson, and Meg Mirivel

Other Organizations:

No representatives attended the meeting.

I. Call to order:

Dr. Jerri Fant, co-chair, called the meeting to order at 5:00 pm.

II. Review and approval of meeting minutes from May 23, 2023, quarterly meeting.

Dr. Jerri Fant asked for a motion to approve the minutes from May 23, 2023. Dr. Danna Grear made the motion to approve the minutes and Dee Collins seconded, which was approved on a voice vote.

A. Comments from members of the public

There were no public comments.

III. Reports

A. BreastCare Non-Federal Revenues and Expenditures July 1, 2022, through June 30, 2023

Michael Koch, Cancer Section Budget Analyst, presented the fourth quarter report. Mr. Koch reported the final budget report for FY23 and it showed total expenditures of \$3,103,068 and a total revenue of \$3,089,978. Mr. Koch said that although the program overspent a little, there were savings that were able to be used. Mr. Koch said the program went just a little bit over in salary and fringe due to unexpected raises that he could not plan for when the original budget was prepared. Most expenses still come from clinical services, which for the year expended \$1,818,475 and administration expenses totaled \$925,582.

B. FY2023 Fourth Quarter Enrollment Report

Cheryl Roland, BreastCare Data and Information Systems Administrator, presented the fourth quarter enrollment report. Ms. Roland reported we had 11,572 women enrolled into the program, which was 937 more women than last year. Ms. Roland reported the number of cancer and precancer diagnoses. A discussion was held regarding making revisions to this table on the report. Dr. Fant made a motion to change the report and Dr. Danna Grear seconded with the motion approved. Ms. Roland said the requested changes would be made by the next meeting.

C. Contracts

Rhonda Brown, Cancer Section Chief, presented the fourth quarter contract report for FY23. St. Francis Community Clinic in Northwest Arkansas reported total eligible women was 1,220. Of these 382 received a CBE, 65 had a Pap test, 45 had a HPV test, 16 received mammogram referrals and 712 received multiple services. Forty-three women were navigated for screening and 10 for diagnostics.

Ms. Brown reported the cancer screening rates for 12 clinics collected by the Arkansas Foundation for Medical Care. The baseline was 46.8% and for fourth quarter 48.9%. Cervical cancer screening rates for the 12 clinics showed a baseline of 53.8% and fourth quarter 54.1%.

St. Bernard's mobile mammography served 12 different counties, participated in 35 events including six worksites and 29 after-hours events. They had 402 referrals, 336 screened, 21 BreastCare enrollees, 25 BreastCare women screened (four were previously enrolled), five diagnostics and one breast cancer diagnosis.

UAMS Mobile Mammography served seven different counties and participated in nine events including two worksites and three after-hours events. They had 114 referrals, 87 screened, 23 BreastCare enrollees, 19 screened, one diagnostic and one breast cancer diagnosis.

D. FY2023 Fourth Quarter Social Media Outreach Report

Meg Mirivel, Director, Office of Health Communications presented the fourth quarter social media report. Ms. Mirivel said Facebook posts focused on two cancer screening events in April and reached over four thousand people. It was shared six times and had 10 reactions. Ms. Mirivel said general information on eligibility requirements reached almost six thousand people with six comments, 12 shares and 15 reactions. A third general information post reached over 3,500 people and had three comments, eight shares and 11 reactions. Ms. Mirivel said the same posts were made on Instagram as Facebook. However, the posts got the least amount of interaction there and that the agency relies more on Facebook and Twitter because the audience is much larger on those platforms. Ms. Mirivel reported the same posts were made on Twitter. The first post regarding the screening events had 1,006 impressions with 13 total engagements including two link clicks. The second post had almost 1,000 impressions with eight total engagements and three people clicking on the post to expand it. The third post had 868 impressions, 11 total engagements and four link clicks.

IV. Other Business

Dr. Jeri Fant will check on her reappointment with the Governor's Office.

Reginald Rogers asked Kimberly Hills to send the board members the contact information for the Governor's appointment office and include board members with appointment expiration dates within the next year. Mr. Rogers encouraged early submission of appointment applications.

The board vacancy for Radiation Oncology was discussed. Board members will try to identify interested persons.

Rhonda Brown informed the board of a planned press release for Breast Cancer Awareness Month in October and plans to work with ADH Office of Health Communications to increase social media during October. Board members asked that the social media content include recognition of Breast Cancer Awareness Month and messaging encouraging woman who have missed cancer screening to get back to screening.

VI. Closing

Dr. Jerri Fant made the motion to adjourn, and Dr. Danna Gear seconded with no opposition. The meeting adjourned at 5:51pm.

The next BCCAB Quarterly Meeting is scheduled for November 28, 2023