



Women All Over  
Arkansas are  
Saying Yes to a  
Mammogram

  
*BreastCare*  
ANNUAL REPORT 2001

## A Decade of Growth

- 1992** Arkansas Breast and Cervical Cancer Control Program (BCCCP) received federal funding for capacity building from the Centers for Disease Control and Prevention
- 1995** BCCCP received federal dollars for the implementation of screening and diagnosis of breast cancer (no treatment) and to provide professional and public education and awareness
- 1997** Arkansas General Assembly passed the Breast Cancer Act of 1997, resulting in the *BreastCare* program
- 1999** *BreastCare* began a comprehensive program for Arkansas that included screening, diagnosis and breast cancer treatment for underserved women
- 2001** *BreastCare* women diagnosed with breast or cervical cancer become eligible for the full array of Medicaid services while being treated for cancer, due to the federal Breast and Cervical Cancer Treatment Act of 2000

## An Arkansas Program for Arkansas Women

*BreastCare*, a program of the Arkansas Department of Health, was created after the Arkansas General Assembly passed the Breast Cancer Act of 1997. This public health program was created in response to Arkansas' ongoing threat of breast cancer, the most common form of cancer in women after skin cancer. *BreastCare* provides screening, diagnosis, treatment and surveillance activities for Arkansas women as well as public and professional education.

The Governor's Breast Cancer Control Advisory Board established the following guidelines for program eligibility for Arkansas women:

- 40 years of age and over
- Income at or below 200% of the Federal Poverty Level
- Do not have health insurance or whose insurance does not cover these tests
- Arkansas residents

*"I just want you all to know that if it had not been for BreastCare of Arkansas, I would have not gotten my mammogram."*

*BreastCare* Client

Early detection and treatment are the best weapons against breast and cervical cancer and we're helping Arkansas take an active role in the battle. For women who qualify, Arkansas' *BreastCare* program can provide free mammograms, free clinical breast exams, free pelvic exams and Pap tests and free follow-up treatment if it is needed (a small co-pay may be required for follow-up treatment). In addition, as of December 2001, women who are eligible for *BreastCare* and are diagnosed with breast or cervical cancer can also utilize the full array of Medicaid services while being treated for breast cancer.

## Breast Health Guidelines from the American Cancer Society

"Numerous studies have shown that early detection saves lives and increases treatment options. The declines in breast cancer mortality have been attributed, in large part, to the regular use of screening mammography. The American Cancer Society recommends that women age 40 and older:

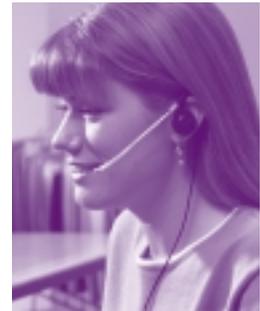
- have an annual mammogram
- have an annual clinical breast examination by a healthcare professional and
- perform monthly breast self-examination."

Source: *Cancer Facts & Figures 2002*

## It All Starts with a Phone Call

The *BreastCare* telephone center can be reached at 1-877-670-CARE (2273), 7 a.m. to 7 p.m., Monday through Friday for breast and cervical cancer information, online enrollment, mammogram and Pap test appointments, and medical provider information.

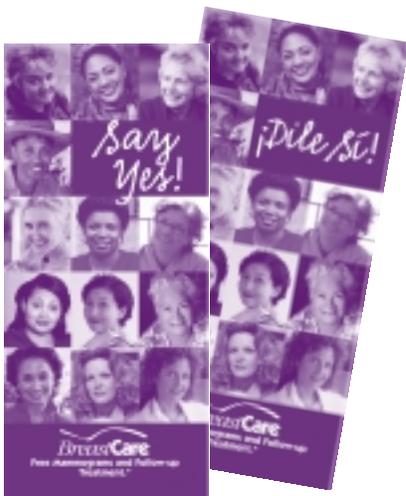
The *BreastCare* call center personnel determine a woman's eligibility for *BreastCare* and make an initial appointment for an



exam while she is still on the telephone. She is then scheduled for a mammogram. If a mammogram is abnormal, the woman will receive further tests and treatment if necessary. If a woman who is eligible for the program has already had breast cancer diagnosed, she is eligible for further diagnostics and treatment through *BreastCare*.

*BreastCare* maintains a list of alternate, low-cost community resources and providers for women who are not eligible for the program. All women who reach the call center will be assisted in obtaining the services they need and will receive educational information about breast and cervical health.

## Reaching Out to Arkansas Women



### Statewide Public Information Campaign

In 2001, focus groups with eligible women showed a lack of awareness about the services provided by *BreastCare* and also uncovered barriers to seeking these services. In response, the messages and media strategy were changed dramatically, and the results have been phenomenal. You may have heard our messages on radio (in English and Spanish) or seen our television commercials featuring women saying “Say Yes to a Mammogram.”

The public information campaign, which started in late 2001, significantly increased phone calls from qualified applicants. *BreastCare* was able to increase the frequency of the message by asking media outlets to provide a “value-added” schedule of free spots in combination with the program’s paid schedule.

### Community Outreach

In addition to advertising, *BreastCare* has an extensive grassroots effort administered by the state health department and implemented in partnership with local organizations around the state. This public education effort brings *BreastCare* into churches, homes, health fairs, worksites, health clinics, beauty salons and other places where women can talk one-on-one with *BreastCare* representatives, pick up brochures about the program or sign up on the spot for a free exam and mammogram.

In 2001, over 50 local outreach and education events were conducted. At these events, 76 new women were enrolled into *BreastCare*, over 3700 brochures about breast health were distributed and 402 breast self-exam demonstrations were conducted.

Recently *BreastCare* began a system to award mini-grants (under \$10,000) to community organizations, churches, Hometown Health coalitions, and local hospitals to conduct outreach programs promoting enrollment for low-income mainstream and minority women.



## Providers Make it all Possible

Local providers in partnership with *BreastCare* make breast and cervical cancer screening possible for women in every corner of the state. Of the 111 mammography facilities in Arkansas, 90 are *BreastCare* providers. Our goal is to have every provider on board soon. *BreastCare* mammography providers include:

**Arkadelphia**, Baptist Medical Center - Arkadelphia  
**Ash Flat**, Sharp Imaging Center  
**Ashdown**, Little River Memorial Hospital  
**Batesville**, White River Medical Center  
**Benton**, Saline Memorial Hospital  
**Bentonville**, Mercy Health Center  
**Berryville**, Carroll Regional Medical Center  
**Blytheville**, Baptist Memorial Hospital - Blytheville  
**Booneville**, Booneville Community Hospital  
**Bryant**, Bryant Medical Complex  
**Calico Rock**, Community Medical Center  
**Camden**, Ouachita County Medical Center  
**Cherokee Village**, Eastern Ozarks Regional Health System  
**Clarksville**, Johnson Regional Medical Center  
**Conway**, Conway Regional Medical Center  
**Crossett**, Ashley County Medical Center  
**Dardanelle**, Dardanelle Hospital  
**DeQueen**, Columbia DeQueen Regional Medical Center  
**Dumas**, Delta Memorial Hospital  
**El Dorado**, Medical Center of South Arkansas, South Arkansas Medical Associates  
**Eureka Springs**, Eureka Springs Hospital  
**Fayetteville**, North Hills Breast and Imaging Center  
**Forrest City**, Baptist Memorial Hospital - Forrest City  
**Fort Smith**, The Diagnostic Center, Sparks Women's Center,  
**Gravette**, Gravette Medical Center Hospital  
**Hardy**, Hardy Medical Center  
**Harrison**, North Arkansas Regional Medical Center  
**Heber Springs**, Baptist Memorial Hospital - Heber Springs  
**Helena**, Helena Regional Medical Center  
**Hope**, Columbia Medical Park Hospital  
**Hot Springs**, National Park Medical Center, St. Joseph's Regional Health Center  
**Johnson**, Willow Creek Women's Hospital

**Jonesboro**, St. Bernards Medical Center  
**Lake Village**, Chicot Memorial Hospital  
**Little Rock**, St. Vincent Breast Center, St. Vincent Health System, Baptist Breast Center, University of Arkansas for Medical Sciences, Radiology Consultants  
**Magnolia**, Magnolia Hospital  
**Malvern**, Hot Spring County Medical Center  
**Mena**, Mena Medical Center  
**Monticello**, Monticello Medical Clinic  
**Morrilton**, St. Anthony's Health Care Center  
**Mountain Home**, Outpatient Imaging Center, Baxter Regional Medical Center  
**Mountain View**, Stone County Medical Center  
**Nashville**, Howard Memorial Hospital  
**Newport**, Harris Hospital, Newport Hospital  
**North Little Rock**, Baptist Breast Center - Lakewood, Baptist Memorial Hospital  
**Osceola**, Baptist Memorial Hospital - Osceola  
**Piggott**, Piggott Community Hospital  
**Pine Bluff**, AHEC - Pine Bluff, Pine Bluff Imaging, Jefferson Regional Medical Center  
**Pocahontas**, Randolph County Medical Center  
**Rogers**, St. Mary's Memorial Hospital  
**Russellville**, St. Mary's Regional Medical Center  
**Searcy**, Central Arkansas Hospital, White County Medical Center, Arkansas Radiology Group  
**Sherwood**, St. Vincent Medical Center  
**Springdale**, Radiology Consultants, Northwest Women's Breast Center, Northwest Medical Center Hospital  
**Stuttgart**, Stuttgart Regional Medical Center  
**Texarkana**, Christus St. Michael HealthSystem, Wadley Regional Medical Center  
**Van Buren**, Crawford Memorial Hospital  
**Walnut Ridge**, Lawrence Memorial Hospital  
**Warren**, Bradley County Medical Center  
**West Memphis**, Outpatient Radiology Clinic, Crittenden Memorial Hospital  
**Wynne**, Crossridge Community Hospital

List includes *BreastCare* mammography providers as of June 2002. *BreastCare* contracts with over 300 providers of other services throughout the state.

## A Network of Caring

The Arkansas Department of Health has a unique network of regional Care Coordinators working with **BreastCare** clients around the state. Care Coordinators are nurses who help **BreastCare** have a presence in hometowns across the state and serve as liaisons between the Health Department office in Little Rock and the local healthcare providers that perform the actual screenings and treatment of women in need. These nurses also help clients navigate the healthcare and social services systems, in an effort to make the diagnosis and treatment process more manageable. They also offer education and outreach to existing and potential **BreastCare** providers.

### Care Coordinators

**Debby Vodrazka Harris, RN**  
Northwest Region Care Coordinator

**Lisa Southard, RN**  
Northeast Region Care Coordinator

**Lisa Waller, RN**  
Central Region Care Coordinator

**Marlene McLeod, RN**  
Southwest Region Care Coordinator

**Fran Kirk, RN**  
Southeast Region Care Coordinator

*“Educating other professionals on the benefits that their patients can receive from the **BreastCare** Program is extremely satisfying to me.”*

*BreastCare* Coordinator

## The Josetta Wilkins Award



Representatives from the EncorePlus program receive the Josetta Wilkins Award from Janet Huckabee (third from right) at the Arkansas Governor's Mansion

The **BreastCare** Advisory Board selects an individual and an organization each year to receive the Josetta Wilkins Award in honor of their work to raise awareness and educate women about breast health in Arkansas.

The 2001 individual award recipient was Dr. David Bourne, recognized for his efforts to secure federal



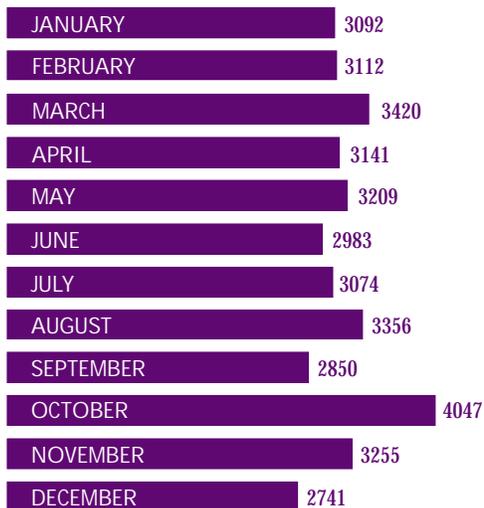
Dr. David Bourne

funding for the Breast and Cervical Cancer Control capacity building program in the 1990's. He is the medical director of the Breast and Cervical Cancer Control Program at the Arkansas Department of Health. The 2001 organization award was given to the Stephens YWCA EncorePlus program, a breast and cervical cancer education and service program helping women get early detection screenings and medical treatment.

The award was named for Josetta Wilkins, PhD, a breast cancer survivor and a leading advocate of breast health, who played a key role in the legislation to fund **BreastCare**.

# Results Show We're Making a Difference

## Calls to *BreastCare* 2001



## The Bottom Line

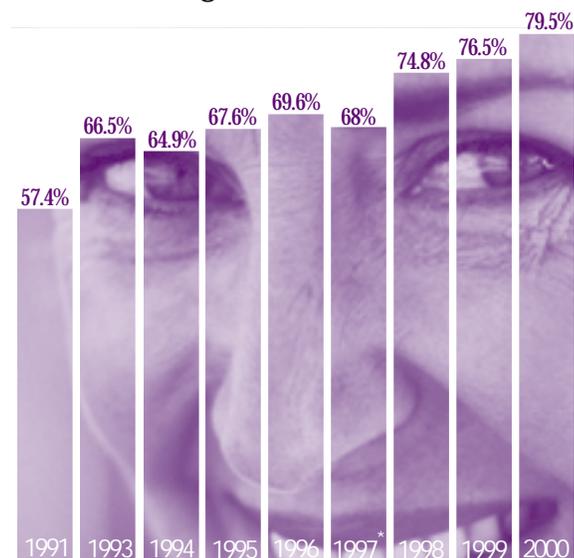
In 2001

- Over 10,000 women enrolled
- 9,085 screening mammograms given
- 12,599 women served
- Over \$2.3 million spent on covered services

Since *BreastCare* began

- Over 30,000 women received a free mammogram
- Over 400 cases of breast cancer diagnosed
- \$4.5 million spent on covered services

## Arkansas Women Who Have Ever Had a Mammogram and Breast Exam



\*Enactment of Arkansas Breast Cancer Act of 1997  
 No data reported for 1992  
 Source: Centers for Disease Control and Prevention  
<http://apps.nccd.cdc.gov/brfss/>

## Arkansas Women Who Have Had a Mammogram Within 2 Years



\*Enactment of Arkansas Breast Cancer Act of 1997  
 No data reported for 1992  
 Source: Centers for Disease Control and Prevention  
<http://apps.nccd.cdc.gov/brfss/>

## The Breast Cancer Control Advisory Board

*BreastCare* is administered by the Arkansas Department of Health with guidance from the eight-member Breast Cancer Control Advisory Board appointed by Governor Mike Huckabee.

### **Ms. Jane B. McDaniel, RN, Board Chair**

St. Bernards Medical Center  
Jonesboro, AR  
Representing Arkansas Nurses Association  
Term expires 1/1/04

### **Ms. Annette Connaway, Board Vice-Chair**

Connaway and Associates  
Roland, AR  
Serving as Women's Health Advocate  
Term expires 1/1/03

### **Ms. Leila Alston**

Baptist Health  
Little Rock, AR  
Representing the Komen Foundation  
Term expires 1/1/04

### **Ms. Chris Dent**

Little Rock, AR  
Representing the Arkansas Hospital Association  
Term expires 1/1/05

### **Dr. Sam Landrum**

AHEC Medical Center  
Ft. Smith, AR  
Representing Arkansas Medical Society  
Term expires 1/1/03

### **Dr. Larry Mendelsohn**

LR Hematology/Oncology Associates  
Little Rock, AR  
Representing Medical Oncology  
Term expires 1/1/04

### **Dr. Al Nelson**

Little Rock, AR  
Representing Radiation Oncology  
Term expires 1/1/05

### **Ms. Janice Thompson**

Lockheed-Martin  
Camden, AR  
Representing American Cancer Society  
Term expires 1/1/05

## BreastCare Team Arkansas Department of Health

### **Barbara Hager, MPH, CHES**

Program Leader

### **Lisa Weaver**

State Program Manager

### **Margie Wilson, MPA**

Federal Program Manager

### **Kenesha Carbage**

Data Entry

### **Dianne Crippen, RN**

Nursing Coordinator

### **Dawn Dandridge**

Accountant

### **Angela Grimmitt, BS, CHES**

Public Education and Outreach Coordinator

### **Lucy Im, MPH**

Epidemiologist

### **Tina Patterson, RN**

Nursing Coordinator

### **Shelia Presley**

Secretary

### **Fred Rosenberger**

Data Manager

### **Linda Wilson**

Minority Health Outreach Coordinator

Note: Care Coordinators are listed on page 8.

Thank you to the Arkansas Affiliate of the Susan G. Komen Foundation for its support of *BreastCare* and this report.



*BreastCare*  
Say Yes to a Mammogram!

1-877-670-CARE  
[www.arbreastcare.com](http://www.arbreastcare.com)



Administered by the  
Arkansas Department of Health

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