

**Breast Cancer Control Advisory Board
Regular Quarterly Meeting**

**April 28, 2015
Minutes**

Attending Board Members:

Sarah Faitak, Dr. Ronda Henry-Tillman, Dr. Hope Keiser, Dr. John Lynch, Sharon Parrett, (via teleconference), Alicia Storey, and Debra Walden.

Absent Board Members:

Dr. Jerri Fant

Arkansas Department of Health (ADH):

Alysia Dubriske, Rachel Johnson, Joanne Jones, David Kern, Marisa Nelson, Geray Pickle, Cheryl Roland, Linda Faulkner, Reginald A. Rogers, Melinda Russell, Dr. Patricia Scott and Brandy Sutphin.

Other Organizations:

Royce Pinkard (Hewlett Packard (HP)), Mrs. Jessie Smith (HP), Heather Bailey (The Communications Group (TCG)), Lisa Van Hook (TCG), and Noessa Kennedy (TCG)

I. Call to order:

Dr. Ronda Henry-Tillman, Co-Chair, called the meeting to order at 4:59 p.m.

A. Welcome and Introductions:

Joanne Jones, Arkansas Department of Health (ADH) Community-Clinical Linkage Domain Lead/ BreastCare Program Director, introduced Linda Faulkner as a new member of the BreastCare Program team.

B. Comments from members of the public

There were no comments from the public.

II. Board Business

A. Review and Approval of Minutes from January 27, 2015, quarterly meeting

Sarah Faitak made a motion, seconded by Dr. John Lynch that the minutes from the January 27, 2015, meeting be approved. The minutes were approved by a voice vote without further discussion.

B. Review and Approval of Minutes from March 19, 2015, special meeting

Dr. Lynch made a motion, seconded by Dr. Hope Keiser that the minutes from the March 19, 2015, meeting be approved. The minutes were approved by a voice vote without further discussion.

C. 2014-2015 BreastCare Non-Federal Revenues and Expenditures

Ms. Jones said the program has spent 49 percent of its budget through the first three quarters of the fiscal year, through March 31, 2015. She noted that during the last fiscal year at this time, 66 percent had been spent. Dr. Lynch asked if money left over at the end of the fiscal year would be carried over into the next fiscal year. Geray Pickle, Chronic Disease Prevention and Control Branch (CDPCB) Fiscal and Administration Lead, said the report covered the first nine months of the fiscal year and that remaining funds would be carried over into the next year. Debra Walden asked about a charge of \$7,654 for March on page 11 of the report. Ms. Pickle said it was a Tobacco Tax Revenue administrative fee taken out monthly.

D. BreastCare Third Quarter Enrollment Report

Cheryl Roland, BreastCare Program Data Manager, gave the enrollment report. During the third quarter, the program enrolled 1,182 women and through the first three quarters of the fiscal year, the program has enrolled 3,916 women. She said the enrollment for the quarter was 63 percent of last year at this time and enrollment through the first three quarters of FY2015 was 50 percent of what it was last year and that these figures were trending upward. Since last year, the income level of women assisted was increased to 250 percent of the Federal Poverty Level. She said the Program has been able to reach more women because of that. The result is that 67 women were enrolled in the program, and four were found to have cancer. All four women have been navigated to treatment.

E. Health Education Report

Marisa Nelson, CDPCB Health Educator, reported on BreastCare outreach activities. The BreastCare Program has started hosting mobile mammography meetings each quarter to increase collaboration between the BreastCare Program and hospital operators of five mobile units – UAMS, Baxter Medical Center, St. Bernard, Mercy Rogers, and Forth Smith Mercy. The BreastCare Program is looking to support events the units sponsor by using targeted social media to produce more publicity. Ms. Nelson said the BreastCare Program is also trying to work with another mobile mammography unit based in Memphis which serves Northeast Arkansas.

Ms. Nelson said the Program is trying to reach women in the Hispanic community who have rarely been screened or never been screened. The main activities are to increase awareness of the BreastCare Program within healthcare, immigrant, and other organizations that work within the Latino population.

It might be more difficult to reach individual women, so the Program is focusing on reaching organizations with which Latina women might have frequent contact. Target counties have been selected using race and ethnicity statistics provided by CDPCB Epidemiology and Surveillance Lead, Dr. Sarah Adolph. BreastCare Contact lists for these target counties have been developed for distribution to hospital indigent programs, literacy councils, and English-as-a-Second-Language programs in school districts, adult education programs, Catholic churches, free or low-cost clinics and non-

profit organizations. Information cards, presentations and flyers on how women may be referred to the BreastCare Program are being developed for these organizations.

The BreastCare Program is working with The Communications Group to run BreastCare ads in four Spanish newspapers across the state in time for the Cinco de Mayo celebration. Radio ads are running at Spanish stations in Sevier, Howard, Benton, Pulaski, Washington and Sebastian counties. These ads use a family perspective to encourage the whole family to help women get the screenings they need. Ms. Nelson said she herself received at least five calls prompted by the radio ads. BreastCare staffers are also trying to develop partnerships and find organizations to take the place of Esperanza y Vida to provide one-on-one contact with Hispanic women.

Ms. Jones said BreastCare is trying to work with mobile providers to produce a web portal so they can share their screening schedules, so women and healthcare providers can go to one place to find out screening times and locations.

Dr. Keiser asked if the BreastCare Program was working through large Hispanic centers, such as one located in Jonesboro. Ms. Nelson said the Program was working with Hispanic groups and centers and immigrant resource centers across the state. She said that DeQueen was an area which was not currently covered by a mobile provider and that the Program was looking to see how to cover that gap.

Alicia Storey said that as mobile units are being deployed across the state and find women who have an abnormal screening, follow-up efforts should be made to provide diagnostic testing. If it was difficult to get women screened in some places, it will be difficult to get them diagnostics and treatment as well, she said.

Sharon Parrett asked if St. Vincent Hospital in Hot Springs was being helpful in getting women in DeQueen screened. Ms. Jones said the Health Department was not successful so far in working with CHI St. Vincent in Hot Springs and that the partnership needed to be strengthened. Ms. Parrett offered to help with CHI St. Vincent Hospital in Hot Springs.

Ms. Jones said the health department was also working with the Clinton School of Public Service to do an extensive survey of women who are eligible for breast cancer screening in the state and also of providers, so that the health department could better plan its BreastCare programs.

She said this calendar year, the BreastCare Program has made people aware the program can cover diagnostic breast cancer services for symptomatic women (palpable mass) over 21 but under 40 years of age. Three instances of cancer were found in this age group. Previously, diagnostic services were only covered through Medicaid 07 if cancer was detected. Rachel Johnson, BreastCare Nursing Program Coordinator, said she has seen an increase in calls from women in their late 20s and early 30s who access the program through Local Health Units. After enrollment, they would be referred to a health-care provider. Sarah Faitak suggested that an e-mail blast be produced so that

women who seek help through Komen grants may be aware of the information. Ms. Jones said the program is looking into new promotions for informing people.

III. Other Board Business

A. Contractor Reports were introduced by Linda Faulkner

1. Hewlett Packard (HP)

Royce Pinkard of HP introduced Mrs. Jessie Smith, a new member of the HP team serving the Program. He indicated in the HP report how payments to providers were trending to match enrollment numbers and that the volume of calls from providers seeking billing assistance and provider training and outreach were tracked.

2. The Communications Group (TCG)

Heather Bailey and Noressa Kennedy discussed TCG report to the board and the BreastCare Program annual report which was just produced. Ms. Kennedy highlighted results of the Program's posts to Facebook, a social media device. The posts are "organic," which is considered free advertising. BreastCare Facebook posts have generated 549 "Likes" so far in FY2015. When a person likes and shares a post, the like and share are also communicated to his or her followers so the impact is broadened. The greatest number of page likes came in February with 28 likes, comments and shares for an estimated reach of 370 people from a post on February 18. The highest reach came from a post on March 22 with 20 likes, comments and shares as well as a reach of 696 people. The highest number of clicks, when viewers clicked a link to seek more information, came from a post on February 8, which saw 18 clicks, 14 likes, comments and shares, for a reach of 321 people. Photos on posts, such as that on February 8, produced the greatest engagement. This past quarter saw an increase in likes from the age group 25-34, likely due to targeting in January Cervical Cancer Awareness, which has a younger target population.

Lisa Van Hook and Ms. Bailey presented TCG's timeline for producing the Josetta Wilkins Award program which will be in a different format this year. Ms. Wilkins and other program participants, including award winners, will be interviewed and videotaped. TCG will produce a 20-minute program and with TV partnerships, and proposed integrated online and social media promotion, outreach will be extended considerably beyond Central Arkansas. The videotaped ceremony promotion is projected to reach 220,000 Arkansans multiple times during the month of June, resulting in more than one million impressions.

B. Other Updates -- BreastCare Program Staff

Ms. Jones said the BreastCare Program will present a map every six months showing the number of women treated under a program starting in March 2014 with Arkansas General Assembly appropriation of \$2 million. Since the beginning of the program last spring, 130 women have been assessed with a breakdown of 37 percent from Northwest Arkansas; 19 percent from the Northeast; 31 percent from Central Arkansas; eight percent from the Southeast and five percent from the Southwest. She said, of this total, 16 women are receiving treatment for breast cancer; five are being treated for cervical cancer or pre-cancer conditions. Fifty-six women have been eligible for treatment; 22 have completed treatment and 16 have been referred to insurance coverage. Ms. Jones said money will carry over from one year to the next year. Alicia Storey asked how word about the program to providers was being disseminated. Ms. Jones said the Program is working with oncologists and surgeons involved in a previous network for the Medicaid 07 program. Dr. Lynch said he has not heard of oncologists in Jonesboro receiving a letter about the program. Ms. Jones said she will produce a report on referral sources for the program. He said he would like to see a list of who received the information.

IV. Closing

Dr. Henry-Tillman adjourned the meeting at 5:50 p.m.

The next regular quarterly meeting of the board is July 28, 2015.