

**Breast Cancer Control Advisory Board (BCCAB) Meeting
August 06, 2019 Minutes**

Attending Board Members:

Co-chair Dr. Ronda Henry-Tillman, Co-chair Dr. Jerri Fant, Dr. John Lynch, Alicia Storey, Dee Collins, and Sarah Faitak and Sharon Parrett via teleconference

Absent Board Members:

Dr. Hope Keiser

Arkansas Department of Health (ADH):

Toney Bailey, Dr. Appathurai Balamurugan, Rebecca Hallmark, Kimberly Hills, Amanda Hunter, David Kern, Michael Koch, Len Ragsdell, Reginald Rogers, Cheryl Roland, Dr. Hattie Scribner, and Brandy Sutphin

Other Organizations:

No representatives attended the meeting.

I. Call to order:

Dr. Henry-Tillman, co-chair, called the meeting to order at 1700, 5:00p.m.

A. Comments from members of the public:

No comments from the public.

II. Review and Approval of Minutes from April 23, 2019 quarterly meeting.

Dr. Rhonda Henry-Tillman made a motion to approve the minutes from April 23, 2019 and all Boards Members approved it on a voice vote.

Reports

A. Breast Care Non-Federal Revenues and Expenditures July 1, 2018 - June 30, 2019.

Michael Koch, Cancer Section Budget Analyst, presented the end of the fiscal year 2019 report for the state. This year's 2019 total Revenue was \$3,130,840, and the total expenditures were \$2,574,022. Mr. Koch mentioned that this is on track for what was originally budgeted. The estimate was \$3,200,000. Mr. Koch mentioned that the largest cost was and always is the clinical expenses. The Breast- Care Program tries to spend in the range of 70% expenses. In May the program did not meet the 70% goal, due to the fact that one vendor had sent in multiple invoices in May which increased non-clinical expenses for April. Percent of expenditures spent in May on clinical services was 65.5% and in April it was 77.3%.

B. FY2019 4th Quarter Report/Enrollment - Cheryl Roland

Cheryl Roland, Breast Care Data and Information Systems Administrator, presented the enrollment report. Total- enrollment for fiscal year (FY) 2019 was 11, 442 women, which is an increase of 1,552 from FY18. Federal enrollees totaled 7, 620 which is an increase of 1,149 women over FY18. State enrollees totaled 3, 822, which is an increase of 403 women, over the previous year. Ms. Roland also presented the number of diagnoses for breast cancer, cervical cancer, cervical precancer and hyperplasia for FY19. The number of diagnoses for breast cancer was 37 compared to 28 last year. Cervical cancer- diagnoses totaled two. Fifty-nine women were diagnosed with cervical precancer and 27 were diagnosed with a form of hyperplasia.

C. Contracts - Dr. Hattie Scribner

Dr. Hattie Scribner gave an update on Breast Care contracts. The consensus committee completed the scoring process on June 24th for Health System Change Request for Applications (RFA) to target the Marshallese/Hispanic populations in Northwest Arkansas. One sub-grant was selected to receive \$60,000. Currently, the sub-grant is being routed for ADH approval and then it will be sent for legislative review. The second RFA was for mobile mammography in which the committee requested additional information from the organization.

In FY19, UAMS mobile mammography served 25 counties, participated in 65 events including 23 worksites, and 4 after-hour events. There were a total of 1,556 referrals and 1,351 screenings with 307 women enrolled into Breast- Care program. Out of the 307 women enrolled, 250 received screenings (81.4% screening rate) and eight were diagnosed with breast cancer.

Dr. Scribner noted that there was an action item from the previous meeting regarding a price estimate for television and radio advertisements. Dr. Scribner met with the Office of Health Communications to establish a contract, which is required before the program can do any type of advertisements. A contract was executed in July for \$75,000. The Office of Health Communications said that it will be about \$ 8,000 to \$ 12,000 or more to do a television commercial and this amount is based on the fact if we have volunteers and no more than one to three sites.

Dr. Scribner stated that now since we have a contract in place it's easier for Health Communications to work with the program to develop commercials or any type of marketing materials. Recently, Dr. Scribner worked with Health Communications to develop Marshallese pamphlets, which resulted in the co-branding of the Arkansas Coalition of Marshallese (ACOM) logo. The new Marshallese pamphlets were distributed to providers in Northwest Arkansas when Dr. Scribner attended the "Stroll the Atolls" Marshallese event on July 26th.

D. FY2019 4th Quarter Report - Social Media Outreach Report:

Amanda Hunter gave fiscal year 2019 4th quarter social media and outreach reports. Amanda said since the last meeting, the posting time was changed from 6:00 to 7:00 am, because most people are not up at that time. Changing the time, resulted in an increase in followers, and the program now has 34 new followers and 24 new likes. People are more engaging and clicking on it, and sharing it on their pages, which has allowed more people to see it. The program Facebook pages are reaching the 35-64 age group in Central Arkansas.

II. Action Item from April 23, 2019 meeting

Dr. Jerri Fant proposed a motion for the Breast Care Program to spend up to \$100,000 for advertising for both radio and television in under-served counties. The ads should be started in the month of September through October for Breast Cancer Awareness month. The ads should be either radio or television or both if funding allows. All board members attending the meeting voted in favor of the motion.

VI. Other Business:

A. Reginald Rogers, ADH Legal Counsel, announced that Board Members whose terms are expiring in January 2020 and who would like to be reappointed need to contact the Governor's Office. Board members, whose terms are expiring are Dr. Rhonda Henry-Tillman, Dr. Hope Keiser and Dee Collins.

B. Board Members decided to reschedule the next meeting to November 12, 2019.

VII. Closing

Dr. Fant made the motion to adjourn and it was seconded by Dr. John Lynch. There was no opposition and the meeting adjourned at 6:22 pm.

The next regular quarterly meeting is set for November 12, 2019.