

MISSISSIPPI

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Adding Breast Cancer Screening to Your Football Playbook

NATIONAL PROGRAM OF CANCER REGISTRIES SUCCESS STORY

SUMMARY: In Mississippi, when public health considers disparities, the Mississippi Delta is the first place that comes to mind. While the Mississippi Delta certainly has its challenges in health and health outcomes, it is not the only place in Mississippi that is suffering needlessly. Jefferson County Mississippi, in the southwest part of the state, is the second poorest county in the nation. Breast cancer incidence and mortality data show a disparity in this majority African American population. The Breast Cancer Disparity Roundtable, of which the cancer registry is a part, examined the data and determined to begin work in Jefferson County around this disparity.

CHALLENGE: The Breast Cancer Roundtable was originally organized in 2017 by the Mid-South affiliate of Susan G. Komen. Members participating on the roundtable include physicians, nurses, researchers, the Mississippi Breast and Cervical Cancer Early Detection Program, the Mississippi Comprehensive Cancer Control Program, the Mississippi Cancer Registry, Susan G. Komen, and the American Cancer Society. The first statewide roundtable meeting took place on November 3, 2017. During the roundtable, Dr. Deirdre Rogers presented data on the burden of breast cancer in Mississippi. Incidence data from the Mississippi Cancer Registry showed lower incidence in Jefferson County, but the mortality data from the Mississippi State Department of Health's Vital Statistics Office showed high mortality. In addition, data from the 2011-2015 American Community Survey presented in the National Cancer Institute's State Cancer Profiles showed that Jefferson County had the second highest percentage of persons living in poverty in the United States. In conference calls with the Federally-Qualified Health Center in Jefferson County, the roundtable members learned that women had limited access to care and had to travel out of state, in many cases, to get care. The roundtable members wanted to plan an intervention in the community that would both provide screening, but would also connect the members of the community with the resources available through the Federally-Qualified Health Center and the breast and cervical early detection program. Additionally, Alcorn State University

in neighboring Claiborne County has a School of Nursing, so the roundtable wanted to involve the school in the community.

SOLUTION: The roundtable members decided to utilize football in its intervention since football is very important in the south. In collaboration with Alcorn State University and the Jefferson County Federally-Qualified Health Center, the roundtable set up a screening event on the campus of Alcorn State University during the tailgating before the homecoming game on October 7, 2018. Alcorn State provided space in the student health center on campus. Nurses and doctors from the roundtable provided the clinical breast exams to 28 women. Students from the Alcorn State University nursing school assisted with the screening event. The Jefferson County Federally-Qualified Health Center and the Mississippi Breast and Cervical Cancer Early Detection Program were also present to provide information on their services and tell the women where to get mammograms.

RESULTS: Women who were clinically screened and many more were provided information on the need for screening, the availability of the breast and cervical early detection program, the services available at the Federally-Qualified Health Center, and where they can go for mammograms. Additionally, women were able to share their stories. This information can be used by the roundtable in developing further interventions and working with the community.

SUSTAINING SUCCESS: In October 2018, the roundtable members meet to debrief on the event. This will provide an opportunity to learn what works and what does not work. This will also provide a chance to understand what the community was sharing as needs.

In November 2018, the second annual statewide roundtable meeting took place. The results of this event will be shared and further interventions that build on the success of this activity will be developed and planned to be carried out in the following 12 months.

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