

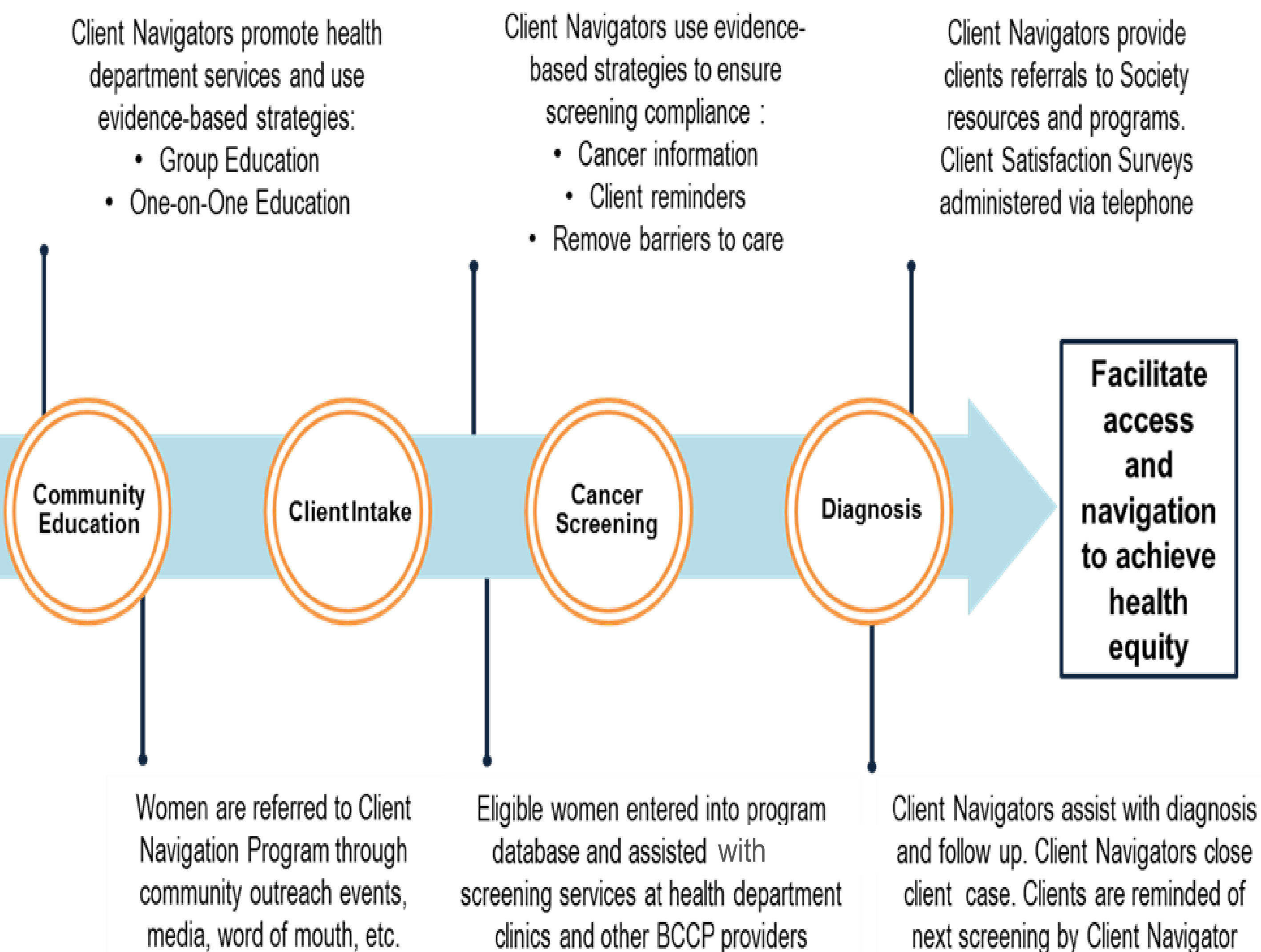
Promoting Breast and Cervical Cancer Screening Through Client Navigation in Georgia: Impact Assessment

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Background

Georgia's client navigation program provides population-based education and promotes breast and cervical cancer screening compliance among underserved women. The program implements evidence-based interventions including small media, group education, one-on-one education, client reminders and reduction of structural barriers (Jeon, Jones & Jimenez, 2017).

Figure 1. Client navigation program process and activities



Methods

The program collected data about program activities, client characteristics, client satisfaction survey and stories about clients who successfully completed cancer care plans. Statistical data analysis was performed, and cancer screening rates were calculated.

Results

Navigators educated and navigated a higher number of racial/ethnic minorities, including African Americans and Hispanics, over time. The program reduced barriers, including cost, lack of information and knowledge, and language barriers. Reminders for cancer screening were conducted through phone calls (11,030), letters/postcards (15,189), office visits (918) and home visits (57). Breast and cervical cancer screening rates increased over time (Figures 2 and 3).

Figure 2. Breast cancer appointment and screening rates

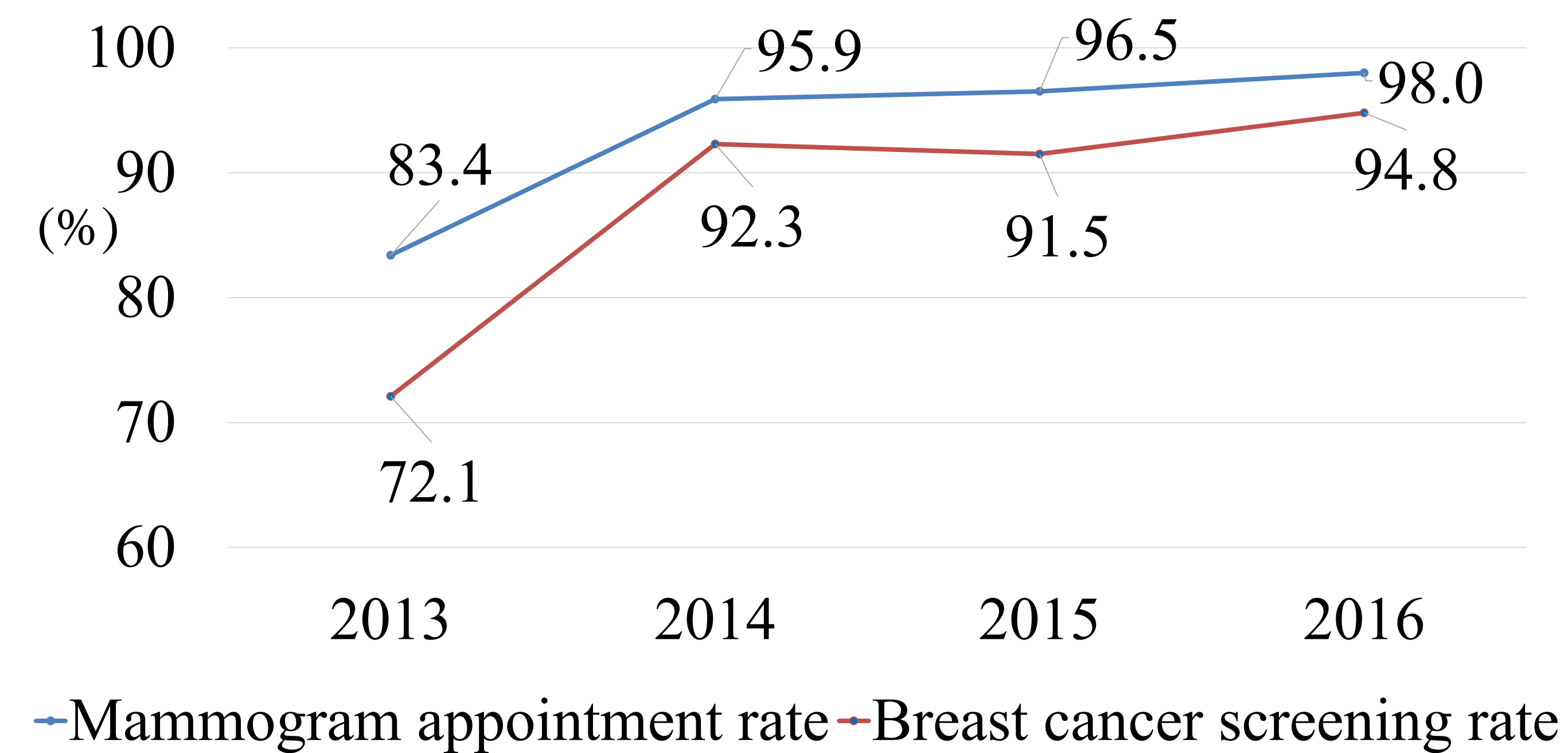
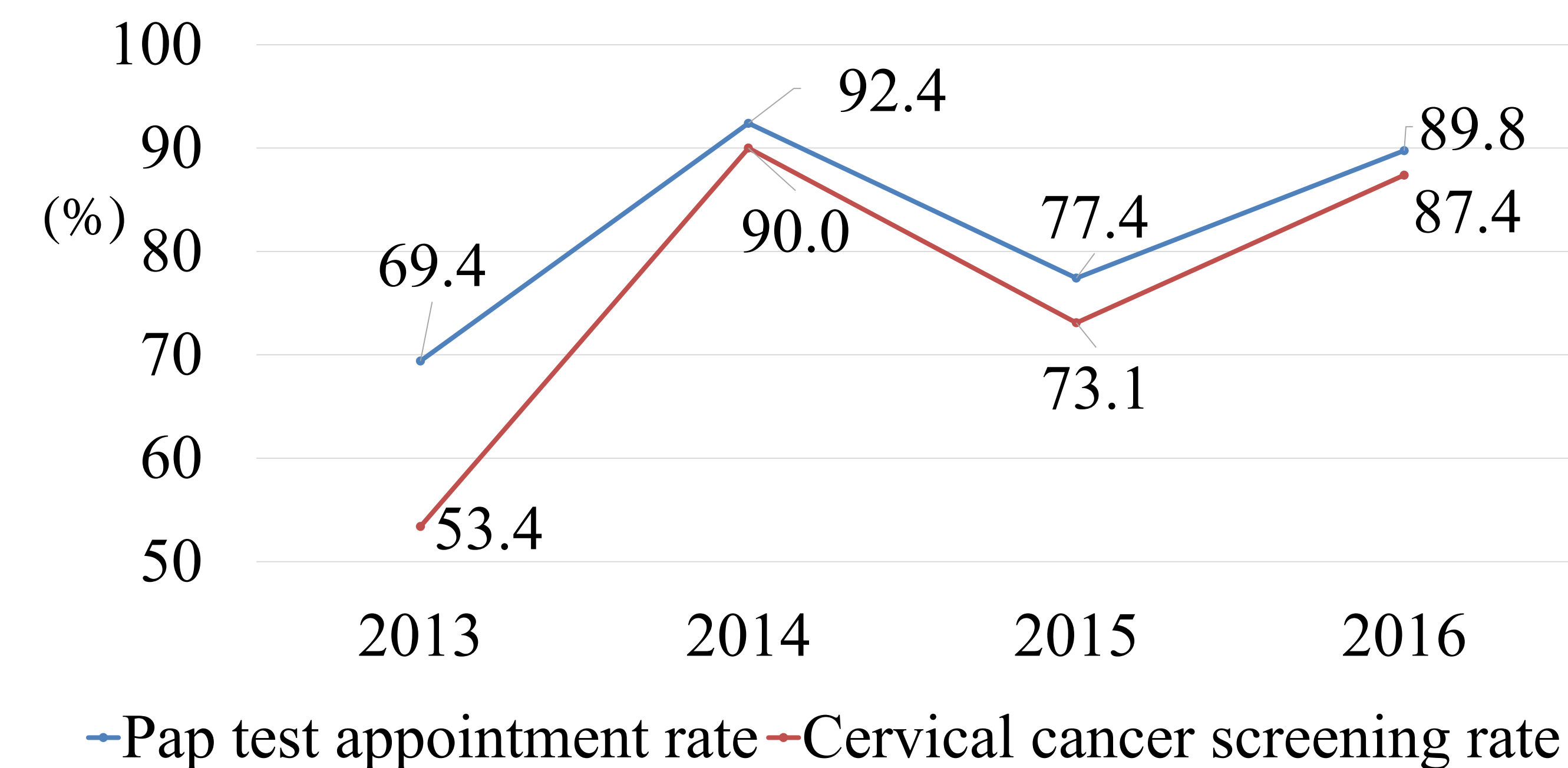


Figure 3. Cervical cancer appointment and screening rates



Results (Continued)

The percentage of participants who completed the cancer care plans progressively increased over time. In 2016, 95.7% of the clients who initiated cancer screenings received diagnoses (94.9% negative; 0.8% positive). The percentage of lost communication decreased from 7.2% in 2013 to 1.1% in 2016.

Conclusion

The findings demonstrate the efficacy of these evidence-based interventions in facilitating access to cancer care, thus reducing health disparities and enhancing cancer control efforts in Georgia.

References

Jeon JY, Jones P, & Jimenez OL. (2017). American Cancer Society Client Navigation Program Impact Assessment, American Cancer Society, United Way, and Georgia Department of Public Health, Atlanta, Georgia. Report is available at: <http://dph.georgia.gov/BCCP>

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