Cancer Prevention and Screening Needs Assessment:

Breast cancer is the most common cancer among American women except for skin cancers. About 1 in 8 (12%) women in the US will develop invasive breast cancer during their lifetime.

Current American Cancer Society estimates for breast cancer in the United States are:

- About 231,840 new cases of invasive breast cancer will be diagnosed in women
- About 60,290 new cases of ductal carcinoma in situ (DCIS) will be diagnosed (DCIS is non-invasive and is the earliest form of breast cancer)
- About 40,290 women will die from breast cancer
- Approximately 3,100 women will be diagnosed in the State of Connecticut; Connecticut has the highest incidence of breast cancer in the United States

Breast cancer is the second leading cause of cancer death in women. The chance that breast cancer will be responsible for a woman's death is about 1 in 36 (about 3%). Death rates from breast cancer have been declining since about 1989 with larger decreases in women younger than 50. Earlier detection through screening, increased awareness as well as improved treatment is believed to be the source of these decreases.

In recent years, incidence rates have been stable in white women but have increased slightly in African American women. In 2013, the American Cancer Society (ACS) released data showing that between 2005 and 2009, Connecticut had the highest per capita incidence of breast cancer in women in the country. ACS now estimates that more than 450 women in Connecticut will die this year from breast cancer. Nationally, more than 40,000 additional women will also lose their lives to the disease.
Hartford Hospital Cancer Institute objectives to address these issues include:

Objectives:

- Provide low to no cost screening in the greater Hartford community.
- Increase public understanding about breast health and breast cancer.
- Motivate positive behavior changes to reduce incidences and mortality from breast cancer.
- Fulfill Commission On Cancer and NAPBC requirements as an accredited Cancer Program

Situation Analysis:

Hartford Hospital’s Mobile Mammography coach was out in the community for 113 days during the 2014 year. Screening events are advertised through various means to reach the community. On Saturday, October 4, 2014, Hartford Hospital provided screening services at the Simpson Waverly Elementary school health fair. This event was advertised on local radio stations, newspaper and through outreach workers. There were scheduled appointments, however walk in availability was allowed. Hartford Hospital offered free clinical breast exams, colorectal FIT screening, smoking cessation and prostate screening in addition to mammograms on the Mobile Mammography coach.

Patients were given the option to have a clinical breast exam by a Nurse Practitioner from Women’s Health before receiving their mammogram. These exams took place in the school’s nursing office. If a patient chose to have a clinical breast exam, the nurse would review her findings with the patient and recommend appropriate follow up as needed. A copy of the results was given to each patient. Referral information was provided if they did not have a primary care physician.

Patients who chose to have a mammogram were registered by our bi-lingual registrar on the coach. Once registration is completed, patients are escorted by the mammography technician to the back of the coach to receive a mammogram. There are two private dressing rooms that open directly into the mammography suite.
Eligible uninsured women were referred to the early detection program. The Connecticut Breast and Cervical Cancer Early Detection Program (CBCCEDP) is a comprehensive screening program available throughout Connecticut for medically underserved women. The primary objective of the program is to significantly increase the number of women who receive breast and cervical cancer screening, diagnostic and treatment referral services. All services are offered free of charge through the Connecticut Department of Public Health's contracted health care providers located statewide.

Follow up Plan:

- Patients are mailed a letter with mammography results from the Radiology department.
- Patients who are recommended for further follow up are contacted and navigated through the process of receiving additional imaging services or referral to a Clinician.
- Uninsured patients are referred to the breast program, early detection program or a Hartford Hospital financial counselor.

For the year 2014, there were a total of seven breast cancers detected as a result of the Mobile Mammography screening mammogram. This is the highest number of cancers detected since the conception of the program in 2005. The Mobile Mammography team looks forward to the years to come and the ability to serve more and more women.

![Yearly Mammograms (2005-2014)](image)

The chart shows annual numbers from 2005 to 2014

Since program inception, Mobile Mammography has conducted 10,998 mammograms and continues to serve the community. Next steps include:
- Program expansion;
- Increase number of mammograms and screening sites;
- Continue support from community partners and;
- Seek prospective funders.

### 2014 Mobile Mammography sites:

<table>
<thead>
<tr>
<th>Month</th>
<th>Type</th>
<th>Total Screenings (#)</th>
<th>Insured (#)</th>
<th>Uninsured (#)</th>
<th>Days Out (#)</th>
<th>Cancellations (#)</th>
<th>New Sites (#)</th>
<th>Uninsured Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>Public: 3 Private: 1</td>
<td>41</td>
<td>35</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>14.60</td>
</tr>
<tr>
<td>Feb.</td>
<td>Public: 2 Private: 4</td>
<td>57</td>
<td>48</td>
<td>9</td>
<td>6</td>
<td>5</td>
<td>2</td>
<td>15.79</td>
</tr>
<tr>
<td>Mar.</td>
<td>Public: 4 Private: 3</td>
<td>54</td>
<td>38</td>
<td>16</td>
<td>7</td>
<td>4</td>
<td>2</td>
<td>29.62</td>
</tr>
<tr>
<td>Apr.</td>
<td>Public: 3 Private: 6</td>
<td>129</td>
<td>106</td>
<td>23</td>
<td>9</td>
<td>4</td>
<td>0</td>
<td>17.83</td>
</tr>
<tr>
<td>May</td>
<td>Public: 5 Private: 7</td>
<td>114</td>
<td>104</td>
<td>10</td>
<td>12</td>
<td>3</td>
<td>2</td>
<td>8.77</td>
</tr>
<tr>
<td>Jul.</td>
<td>Public: 1 Private: 4</td>
<td>48</td>
<td>47</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>2.08</td>
</tr>
<tr>
<td>Aug.</td>
<td>Public: 8 Private: 5</td>
<td>165</td>
<td>112</td>
<td>53</td>
<td>13</td>
<td>1</td>
<td>2</td>
<td>32.12</td>
</tr>
<tr>
<td>Sep.</td>
<td>Public: 4 Private: 6</td>
<td>118</td>
<td>97</td>
<td>21</td>
<td>10</td>
<td>3</td>
<td>1</td>
<td>17.79</td>
</tr>
<tr>
<td>Oct.</td>
<td>Public: 10 Private: 5</td>
<td>200</td>
<td>152</td>
<td>48</td>
<td>15</td>
<td>1</td>
<td>3</td>
<td>24.00</td>
</tr>
<tr>
<td>Nov.</td>
<td>Public: 3 Private: 9</td>
<td>180</td>
<td>167</td>
<td>13</td>
<td>12</td>
<td>0</td>
<td>2</td>
<td>7.22</td>
</tr>
<tr>
<td>Dec.</td>
<td>Public: 7 Private: 0</td>
<td>63</td>
<td>42</td>
<td>21</td>
<td>7</td>
<td>3</td>
<td>1</td>
<td>33.33</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Public: 56 Private: 57</td>
<td>1,320</td>
<td>1,053</td>
<td>267</td>
<td>113</td>
<td>30</td>
<td>18</td>
<td>Uninsured Rate 20.2%</td>
</tr>
</tbody>
</table>
**Colorectal Cancer**

Colorectal cancer is the third most commonly diagnosed cancer and the third leading cause of cancer death in both men and women in the United States. The American Cancer Society estimates that 136,830 people will be diagnosed with colorectal cancer and 50,310 people will die from the disease. In the past decade, there has been unprecedented progress in reducing colorectal cancer incidence and death rates in the US largely due to the prevention and early detection of colorectal cancer through screening. However, in 2010 only 59% of people age 50 or older, for whom screening is recommended, reported having received colorectal cancer testing consistent with current guidelines. Between the years of 2008-2012, approximately 8,800 people were diagnosed with colon and rectal cancer in the State of Connecticut. There were nearly 230 cases in the city of Hartford alone.

**Hartford Hospital Cancer Institute objectives to address these issues include:**

**Program Objectives:**

- Provide an evidence-based and culturally appropriate community outreach program aimed at reducing disparities in colorectal cancer screenings
- Collaborate with Hartford HealthCare’s system-based partners to conduct community outreach to various demographic and demographic subgroups in Hartford HealthCare’s service area
- Provide colorectal cancer education to Hartford HealthCare staff through internal outreach (in reach)

**Situation Analysis:**

Hartford Hospital provides free fecal immunochemical testing to the community regardless of an individual’s insurance status. The fecal immunochemical test (FIT) is more convenient because it does not require special dietary restrictions and usually requires the collection of fewer stool samples. Upon completing of these tests, patients return the kit to their doctor or to a laboratory for evaluation. Patients who have a positive FIT are referred for a colonoscopy to rule out the presence of polyps or cancer.
There were 625 individuals reached with the colorectal cancer educational message. This was done through educational presentations and outreach screening events held in the community. Approximately 325 individuals were referred for colonoscopies. Individuals in the community who are at least 50 years old or have a family history of colon cancer are informed of different colorectal screening options.

If patients are insured, they are referred for a colonoscopy and given the information for local gastroenterologists or navigated to federally qualified health centers, depending on which insurance they have. If individuals do not have insurance or are not interested in having a colonoscopy, they are referred for a FIT kit. If FIT kit results are abnormal, patients are referred for appropriate follow-up including colonoscopy. Staff will also navigate potential patients to find a primary care physician as there are times during this process when primary care is needed.

Individuals in the community are offered FIT kits using the guidelines of the CDC colorectal cancer screening program. If they have received a colonoscopy or other colorectal screening within the last year, they are not offered a FIT kit as not to over screen. There are some unique circumstances in which an individual may be offered a kit outside of the screening criteria. Patients are referred for colorectal screening through the CDC Early Detection program and our Cancer Center Outreach Department. The Early Detection program receives continuous referrals throughout the year from community partner providers such as our Brownstone Clinic onsite and Federally Qualified Health Centers in the greater Hartford community.

All hospitals within the Hartford HealthCare system worked collaboratively to plan for events and provide a consistent message across each site. From this work, Dress in Blue Day across the Hartford Healthcare system was coordinated. This was done so that each site and its community would understand the importance of knowing their family history, risk factors and the importance of colorectal screening. Giveaways such as a family tree, bracelets and pens were provided to the community in each region.

While out in the community, the Cancer Center outreach staff offers educational information about colorectal cancer, screening and how to obtain a screening. There are times when patients are referred to the Early Detection program as they are screened and found to be eligible. Other patients may not be eligible, if this is the case; they are individually navigated through the Hospital to receive proper screening.
Hartford Hospital continues to provide culturally appropriate educational presentations and information to the greater Hartford community. Many agencies that Hartford Hospital partners with were chosen due to their work with disparate populations. The outreach staff is bi-lingual and have years of experience working with individuals from various socio-economic backgrounds. This type of work encourages system change as it brings all types of stakeholders and patients together to achieve a healthier environment.

Picture of super colon

Hartford Hospital continues to seek new partnerships to reach people from various cultures and socioeconomic backgrounds. One partnership that is promising is the future work that will take place with the Mashantucket Pequot Health services which is on the Mashantucket reservation. Colorectal education is an area of interest as stated by the Tribal Counsel.

Hartford Hospital was invited to attend Pow Wow and plans to host the super colon at an event. The super colon is a 20- foot life size replica of a colon in which people are able to walk through and view 3-dimensional representations of Crohn's disease, colorectal polyps and the different
stages of colon cancer. Visitors learn about the importance of colorectal screening, prevention tips, risks, symptoms and treatment options.

In-reach Strategies
Meetings for Hartford HealthCare in-reach strategies take place on a regular basis. Hartford HealthCare and the Connecticut Department of Public Health collaborated to use social media as well. Colorectal educational information was posted on Facebook and Twitter on a weekly basis. The same information was displayed on the television screens in each hospital; this appealed to patients, visitors and staff. Onsite television monitors are a good source of information for people who may not use social media. Other outreach strategies are listed below:

**Educational Presentations and/or super colon appearance**

<table>
<thead>
<tr>
<th>The Hospital of Central Connecticut-Family Fun Fest event</th>
<th>Northend Senior Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martin Luther King School</td>
<td>American Cancer Society</td>
</tr>
<tr>
<td>CREC Medical Professions and Teacher Preparation Academy</td>
<td>The Links of Hartford</td>
</tr>
<tr>
<td>Hartford High School</td>
<td>Northend Church of Christ</td>
</tr>
<tr>
<td>Betty Knox</td>
<td>System Wide Dress in Blue</td>
</tr>
<tr>
<td>Mary Mahoney Village</td>
<td>Grace Seven Day Adventist Church</td>
</tr>
<tr>
<td>Dutch Point</td>
<td>Institute for Hispanic Families</td>
</tr>
<tr>
<td>Manchester Senior Center</td>
<td>Citadel of Love Church</td>
</tr>
<tr>
<td>Hartford Hospital</td>
<td>Avery Heights</td>
</tr>
<tr>
<td>Moylan Elementary School</td>
<td>CRT</td>
</tr>
<tr>
<td></td>
<td>Southend Senior Wellness Center</td>
</tr>
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</table>
### Hartford Hospital Community Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Attendance</th>
<th>Target Audience</th>
<th>Location</th>
<th>National Guidelines Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head and Neck Screening</td>
<td>April 2014</td>
<td>80</td>
<td>Greater Hartford residents</td>
<td>Brownstone Clinic</td>
<td>ACS</td>
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<tr>
<td>A diagnosis of Ductal Carcinoma in Situ</td>
<td>April 2014</td>
<td>15</td>
<td>Community</td>
<td>Hartford Hospital</td>
<td>NCCN/ACS</td>
</tr>
<tr>
<td>Speaker: Ramon Jimenez, MD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you at Risk for Breast Cancer</td>
<td>May 2014</td>
<td>25</td>
<td>Community</td>
<td>Hartford Hospital Wellness Center</td>
<td>NCCN/ACS</td>
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<tr>
<td>Speaker: Patricia DeFusco, MD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skin Screening</td>
<td>May 2014</td>
<td>50</td>
<td>Community</td>
<td>Helen&amp; Harry Gray Cancer Center</td>
<td>ACS</td>
</tr>
<tr>
<td>Prostate and Colorectal Screening</td>
<td>June 2014</td>
<td>34</td>
<td>Community</td>
<td>Hindu Temple</td>
<td>ACS</td>
</tr>
<tr>
<td>Cancer Educational presentation</td>
<td>June 2014</td>
<td>100</td>
<td>Hartford community</td>
<td>Clark School</td>
<td>ACS</td>
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<tr>
<td>Speaker: Dorely Roldan, Outreach Educator</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Breast Cancer presentation</td>
<td>October 2014</td>
<td>50</td>
<td>Hartford community</td>
<td>Mt. Olive Church Ministries</td>
<td>ACS</td>
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<td>Speakers: Dorely Roldan, Outreach Educator</td>
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</tr>
<tr>
<td>Prostate and Colorectal Screening</td>
<td>October 2014</td>
<td>25</td>
<td>Hartford community</td>
<td>Spanish American Merchants Association</td>
<td>ACS</td>
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