



HOSPITAL SYSTEMS CAPACITY BUILDING INITIATIVE: COMMUNITIES OF PRACTICE



2019-2020 Collaborative Action Plan



AIM STATEMENT: The Camden city BHE project aims to improve tailored interventions to better reach our population by understanding breast health disparities data for women ages 40-75 who have never been screened or not screened in the past 2 years by pulling data from 5 Camden zip codes in Camden city by December 31, 2020. The process begins with implementing 1 online anonymous survey and ends with complete data for 5 Camden city zip codes.



VISION STATEMENT: By partnering together for the next 5 years, MD Anderson at Cooper will achieve and address breast health equity to increase screening and decrease late stage diagnosis for the rarely, never-screened women ages 40-75 within Camden City, New Jersey.



Evidence Based Intervention 1: Small Media

- Develop communications plan with consistent messages for all partners, including social media messaging
- Postcard to encourage unscreened women to call MD Anderson Coopers navigator and schedule an appointment. Specifically women ages 40-75 who have never been screened or not screened in the past 2 years who speak English or Spanish.



Evidence Based Intervention 2: Patient Education¹

- Small group education about benefits of screening and ways to overcome barriers to screening
- One-on-one education through churches for faith-based outreach



Evidence Based Intervention 3: Reduce Barriers

- Electronic health record (EHR) maximization and bridge
- FluFIT: Increase colorectal cancer screening rates by offering stool-based testing kits to eligible patients during annual flu shot activities.
- Leadership roundtable and updates
- Develop communication plan

¹These activities were delayed because of COVID-19.

Impact of COVID-19 on Collaborative Action Plan

MD Anderson's Collaborative Action Plan was impacted by COVID-19 in the following ways:

- Mammography screening was delayed for 3 months in 2020 and resumed in June