

Saint Peter's University Hospital, through its Community Mobile Health Services, provided a variety of health services to 13,067 people at 243 community sites, staffing 381 health screening and education stations in 2012. Saint Peter's is located in New Brunswick, New Jersey, in an urban area where 27.9% of the residents live below the poverty level which represents more than three times the poverty level for the State of New Jersey. The low education level and language barriers of this primarily Latino and African American population put them at high risk for poor health care management.



The Breast Health Outreach and Education Program provides individuals with information needed to promote cancer risk reduction, prevention behaviors and early detection strategies. The goal of this program is to increase awareness of breast health and breast cancer among women of all ages and cultures. The

outcome expected is a continual decline of breast cancer incidence and mortality in the area.

Saint Peter's Community Mobile Health Services has a strong commitment to improve the health status of residents in central New Jersey through educational programs offered in a variety of venues. This department is a positive and recognizable symbol of high quality care within the community as demonstrated by the magnitude of our breast health outreach to women.

Our Breast Health Outreach and Education Program offers breast health education to women throughout the life cycle, from the adolescent to the mature



woman and is taught to them in the communities in which they live, work, and go to school.



The goal is to begin breast cancer awareness during adolescence by offering individuals the opportunity and resources required to manage their breast health. This is the time when young women are forming their identity and establishing lifelong health habits. The objective is to teach them that “The Key to the Cure is Early Detection”. The nurses in the program, in a dual role as healthcare provider and educator, is to reach these teenagers and other women and help them to establish self-care habits that could save their lives in later years. Educating young women about breast cancer and the need for breast self-examination is an essential first step toward building awareness for lifelong good health.

Community Mobile Health Services utilizes sports programs to reach out to high school and college females. This has proven to be overwhelmingly successful. Over 18,000 female student athletes have been educated since 2007. “The Key to the Cure is Early Detection” is used as the



basis for all of the education we provide. The goal is to have every participant increase her knowledge of breast health and breast cancer and to have her encourage someone age 40 or older to have a mammogram. The presentation is approximately 15 minutes, followed by an interactive question and answer session to address any concerns from the students. The presentation encompasses awareness of breast cancer prevalence, risk factors, and a review of the tools used for early detection including monthly breast self-examination, annual clinical breast exam and

yearly mammography starting at age 40. In conclusion, each participant is asked to take a quiz to assess the knowledge they have received. Students are also asked to sign a pledge that they would share this information with someone and encourage them at age 40 or older to have a mammogram.

This breast health education program also includes adult women. During the middle years (40-50 year olds) when the highest number of cancer is diagnosed, many individuals find themselves “too busy” to take care of themselves. Their own needs are often neglected because they often place the



needs of their family or careers first. This is a critical time for annual mammography where missing even one year could lead to late versus early detection of breast cancer. This program is offered in a variety of corporate settings where we educate, encourage and coordinate for women to receive a mammogram. In addition, the mature woman is also included in Saint Peter's quest to educate women about breast health. This program provides education, support and resources to recapture the importance of breast health during their senior years. This is when many individuals may no longer feel the need to invest in their health and experience a sense of worthlessness. Another priority of the program is to clarify the mixed messages people receive



regarding breast cancer screening guidelines.

“Pink Tea Talks” were instituted to offer women breast health education in a social setting. They are very successful. All attendees complete a quiz measuring their knowledge about breast health. Next, they view a

PowerPoint presentation containing what they need to know about breast cancer. The presentation is followed by a question and answer session. Upon completion of the program women are asked to take a brief quiz confirming the knowledge they have received. Assistance is offered to anyone requesting to make mammography appointments. A tracking process through the use of a promise card is in place to quantify the number of mammograms completed. Information is received from the participants allowing us to reach out to them one month prior to their mammography due date as a reminder to make the appointment. Follow-up phone calls are then made to confirm that the mammography has been completed. The investment and interest that is made to this population creates for them a renewed interest in breast health.

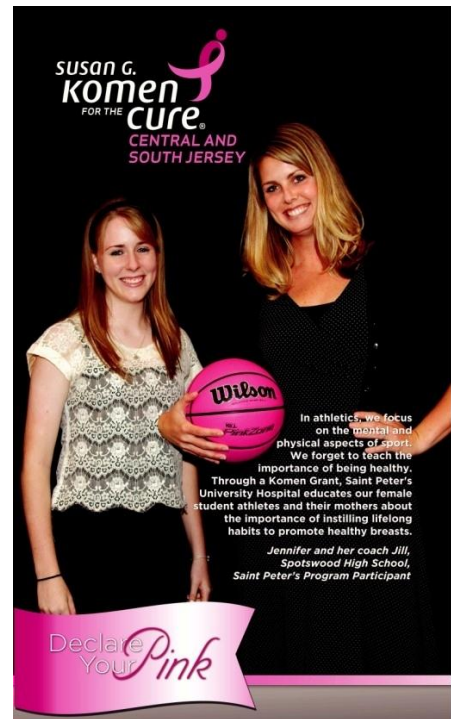
Each year this program has grown both in number of individuals served and number of sites visited. New Jersey State Interscholastic Athletic Association (NJSIAA), which is the organization that provides the structure for all high school programs in New Jersey, has worked closely with us in reaching out to the officials, athletic directors, coaches, health teachers, school nurses and students about breast health. An example of one of the positive outcomes of this program is that it has been recognized by the local Komen affiliate as a “best practice” and has been promoted by them to their national organization as a nationwide model with a mentoring program offered to other organizations. We were able to measure positive outcomes of participation in this program by a written quiz confirming an increased knowledge of breast health by the women who participated, the return of the promise cards by women pledging to obtain a mammogram, the pledges by the students to share the information they have learned about breast health with others, and their



advocacy in organizing fundraisers to fund efforts to fight breast cancer. Mammography tracking is the proof that the program is resulting in positive healthcare behaviors.

Through this community outreach program, Saint Peter's nurses remain in the forefront of educating the women of today in breast health wherever they are living and working. With our primary goal of promoting breast health and breast cancer awareness across the female life span, the program addresses a need in the community with proven measurable improvement in health care knowledge, attitudes, access and use of health resources.

Since the program's inception in 2007 through 2013, with funding from the Central and South Jersey affiliate of the Susan G. Komen Foundation, our nurse educators have visited over 153 schools in New Jersey and educated more than 18,296 students. This effort encompassed student athletes from seven different athletic conferences and 10 different counties. In addition, over 12,402 women at 269 community sites, including active adult communities, senior centers, community health fairs, community days, corporate settings, malls, churches, temples and mosques, health expos, hotels, courthouses, and county fairs, have also been educated about breast health.



Additional positive outcomes include our partnership with organizations such as NJSIAA and their officials, the athletic directors, coaches and school nurses at the 136 schools where we educated students, the partnerships with the 245 diverse community sites where we educated the older women, and the extensive press coverage about the program with articles published in

nursing magazines, athletic newsletters, newspaper, television and radio interviews which highlighted the need for breast health awareness.

This Saint Peter's program presents a unique approach to optimizing educational opportunities for women throughout their life span in the community where they live. Nursing has taken the lead to improve the opportunity for women of all ages to take control of their breast health. The goal is for them to become an active participant in health promotion, both for themselves and others. Knowledge is power and Saint Peter's nurses have used this program to reach out and give women the tools they need to take control of their health.