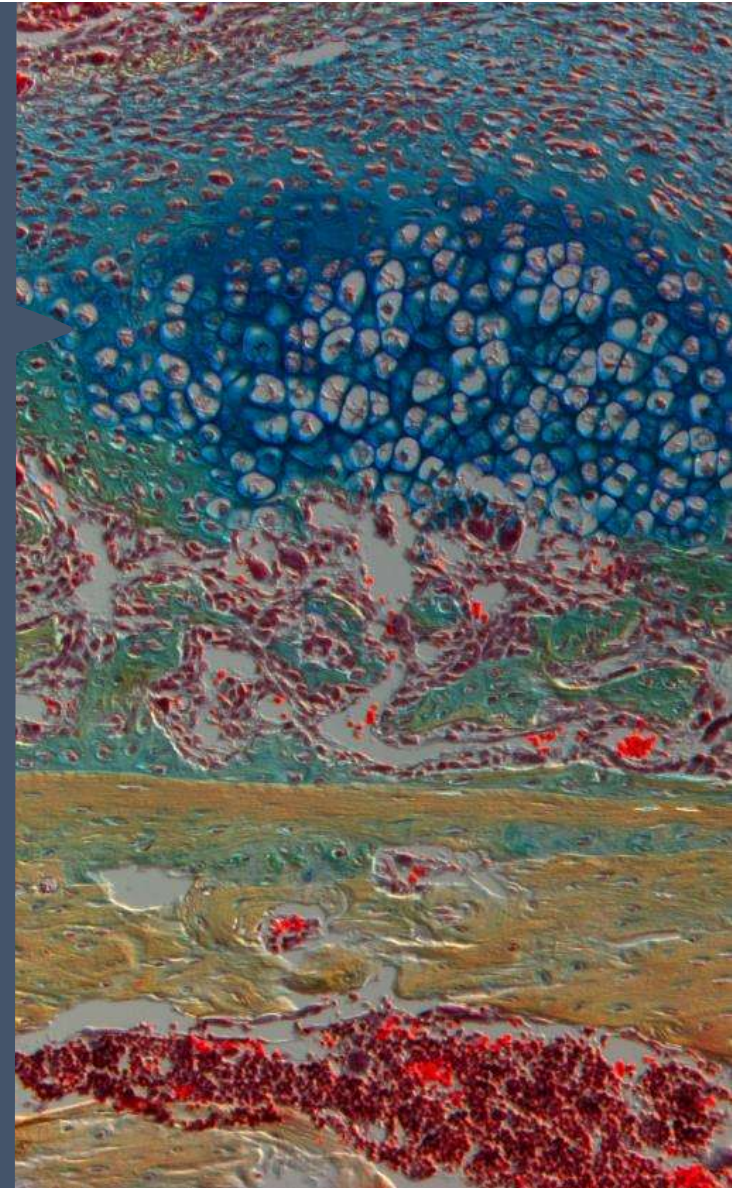




## Beatrice W. Walters Breast Health Outreach and Navigation Program

Sheila D. Willis, Lead Community Health Representative/Patient Navigator  
NYU Langone Health  
Perlmutter Cancer Center



# CHWs and Breast Health Navigation

# The Beatrice W. Walters Breast Health Outreach and Navigation Program



- What is the Walters Navigation Program?
- We are a **breast screening and breast health** program serving the 5 boroughs of NYC through **outreach** building relationships through community partnerships to connect to the audiences we want to reach and encourage women to get screened.
- We **educate** women about breast health and provide resources for breast cancer screening, diagnosis, and information on the latest treatment options available including clinical trials.
- We **navigate** providing personalized support and assistance to a woman as she enters and moves through the health care system and address any barriers that may arise.



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# Mission



Beatrice Welters Breast Health Outreach & Navigation Program

- The **Beatrice W. Welters Breast Health Outreach and Navigation Program** educates women about **breast cancer** and the critical **importance of screening**. The program also assists women in navigating the healthcare system through **one-on-one guidance** and **direct interaction**.
- Through the **Welters Program**, Patient Navigators/CHWs identify women who could benefit from breast cancer screening through outreach and educational programs in community venues that women routinely visit. Our Patient Navigators also help women secure breast health services, such as free or low-cost mammograms, and provide them with active support, from diagnosis and treatment to survivorship.

# Achieving the Mission

## Outreach

- Leverage and build relationships with community-based organizations (CBOs) and Faith based organizations(FBOs).
- Place culturally congruent navigators at churches, salons, and other community sites.

## Education

- Develop and distribute educational materials.

## Navigation

- Navigate not only **to**, but **through**, screening, the treatment continuum, and ultimately, clinical trials as appropriate.

## Research

## Addressing social determinants of health(SDOH)

- SDOH is defined as the conditions of one's social environments such as where a person is born, live, learn, work, and worship. Income, location and accessibility to quality health facilities can also affect a person's access to quality healthcare that is affordable.
- SDOH can influence health inequities which follow unfair health practices providing less than adequate provisions of health care and information that would improve a person's overall health, wellness, and health equity.

## Where to reach community members:

- Faith-based organizations (churches, mosques, temples)
- Community centers and libraries
- Local events (health fairs, festivals)
- Beauty salons and barbershops
- Food banks and social service agencies
- Workplace wellness programs

# Building Trust in Your Community

## Key strategies:

- Be consistent and visible in the community
- Listen more than you speak
- Respect cultural beliefs and practices
- Address fears and misconceptions with empathy
- Share accurate, up-to-date information
- Follow through on commitments



# How do we connect with the community?

We seek out opportunities to be where they(the community) live and gather:

- Church Fairs
- Health Expos
- Community nights
- Women's Health facilities

## Why we do what we do

- As a CHW of breast health the top priority is educating women on what they can do to be proactive with their breast health. Knowledge and early detection save lives.
- The ultimate reason that you are sharing information as a CHW of breast health information is to advise the importance of early screening which when cancer is found at an early stage it is easier to treat. The hope is that finding an early-stage cancer proves a more successful outcome.

## Some services provided by CHWs include:

- Education and outreach in the community
- Guidance through screening and diagnostic exams
- Support through treatment and survivorship
- Assistance with financial, administrative, and emotional issues
- Addressing cultural barriers
- Addressing medical coverage issues

## Best practices for breast health education:

- Use plain language, avoid medical jargon
- Share stories and testimonials
- Provide visual aids and demonstrations
- Offer materials in multiple languages
- Create safe spaces for questions
- Bring screening information and resources
- Partner with healthcare providers (FHCs and Breast clinic)

# Understanding Terminology

- Benign not cancer - cells/mass does not grow outside the tissue
- Malignant - cancerous cells invades the tissue
- Metastatic - when the original cancer cells travel to other areas of the body/tissues/organs and begin to grow there

## How do we screen?

- Mammogram beginning at age 40
- Clinical breast during our annual physical exam or annual gyn exam
- Monthly self-breast examination

# Risk factors of breast cancer

**The main risk factors for breast cancer are things you cannot change being a woman, getting older, and having certain genetic changes.**

**Other risk factors include:**

- **Race and ethnicity**
- **Smoking**
- **Certain inherited genes**
- **Family history**
- **Breast density**
- **Certain benign breast conditions**
- **Starting menstruation (periods) before age 12 and going through menopause after age 55\***

**\*The increase in risk may be because of a longer lifetime exposure to the hormone estrogen and progesterone.**

## Risk factors (Continued)

- Hormone therapy after menopause
- Alcohol intake
- Obesity
- Limited exercise
- Not having children
- Gender (men can develop breast cancer, but it is about 100 times more common in women)

**\*It is important to remember that some women with breast cancer have no risk factors**



## Questions sometimes asked about mammograms

- Does it hurt? *There is a temporary compression of the breast and mild discomfort involved during this procedure*
- How often should a woman be screened? *A woman is screened annually, however there maybe a recommendation that repeat imaging be followed up in a noted timeframe with ultrasound or diagnostic mammogram*
- When should a woman schedule her mammogram? *Ideally it should be scheduled one week after her menstrual cycle*
- What if I'm pregnant or breastfeeding? *Seek medical doctor's advice about the best approach for care during this time*
- What if I have dense breasts? *An ultrasound or MRI might be a better alternative since this gives a more detailed image of breast tissue*
- What if I am called back for additional imaging? *It doesn't automatically mean cancer but does mean that clearer imaging is needed to make a better assessment*

## As a CHW you are the Community

- We welcome the opportunity to educate and share our services to the community
- We work to eliminate barriers to provide mammogram screenings to age eligible women
- We support women by helping them navigate their healthcare related to breast health concerns

Thank you for your time and hospitality!

**Sheila Willis**

**Patient Navigator**

**Beatrice W. Walters Breast Health Outreach and Navigation Program**

**[Sheila.willis@nyulangone.org](mailto:Sheila.willis@nyulangone.org)**

**Office: 212-263-2563**

**Mobile: 347-758-0986**