

**Community Co-Design to Increase Screening Rates in the Black Community**

**Our Why**  
 Black Women are 41% more likely to die from Breast Cancer than White Women.

**We find this Unacceptable.**

We listen to and honor community voices to close the GAPS across the breast cancer continuum of care

February 1, 2025

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### Objectives & Presenters

*The MN Breast Cancer GAPS Project is inspired by, led by, and sustained by Black women.*

**Objectives**

- Understand the Community Co-Design Approach
- Understand the Impact of In-Clinic and EHR Messaging
- Understand Barriers to Screening
- Apply Effective Outreach Strategies

**Presenters:**  
 Monisha Washington, CHW, GAPS Director  
 Kris Newcomer, GAPS Project Manager

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### GAPS Guiding Principles

GAPS A focus on the **lived – experiences** of Black women. strives for:

- ✓ Innovations **inspired by, led by, and sustained** by Black women.
- ✓ An **equitable, inclusive, and transparent** process that is collective and creative.
- ✓ Support from existing networks, programs and organizations, **not replication or replacement**.
- ✓ **Intentional ACTION** by creating iterative prototypes replicated by community groups and healthcare.

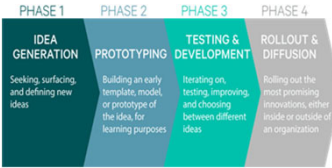
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### Co-Design Components



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### GAPS Community Co-Design Prototypes




**Design Thinking**

- ✓ Prototype is not a pilot or project
- ✓ Do - then plan
- ✓ Small scope
- ✓ Build – listen - learn
- ✓ Nimble pivot in real time

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### Community Co-Design: How Might We?



- Create Strong Leadership Teams
- Connection with members networks and neighborhoods.
- Co-Design can produce thoughts and ideas from a broad community of people.

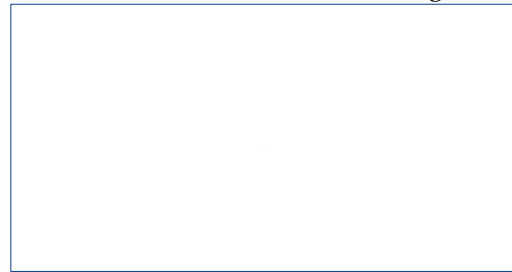
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### Three Focused Prototypes

1. Find and use Community Front Doors to engage with
2. Change the messaging- WE MATTER to our friends, family, and community- Get Screened.
3. Education to reduce fear and information confusion
  - A prototype is not a pilot or project
    - Do - then plan
    - Small scope
    - Build - listen - learn
    - Nimble pivot in real-time

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### Natasha talks about Screening



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### Neighborhood Health Source



NHS promoted mammogram scheduling to women through print, social media, texts/emails, community TV, lobby videos, and community outreach.

- Results were tracked using QR codes.
- 135 views of the individual NHS page from Dec 1- Feb 14.
  - What to Expect Video totaled 79 English and Spanish 39 views.
  - Community television reached 16,149 people in North Minneapolis.
  - All available Mobile Mammography spots were filled in March.

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### Mammo Parties

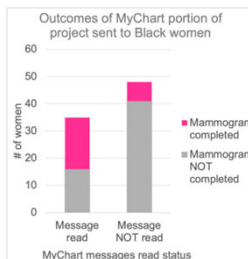


In conjunction with NHS, we held a Mammo Party with Midwest Radiology on March 18 from 4 to 7 p.m.

- ✓ Fifteen women were screened with the help of a translator and an NHS staff member.
- ✓ Each woman screened got a \$25 gift card.
- ✓ Uber costs \$300.

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### Hennepin Healthcare Brooklyn Park Clinic



From Nov. 2023-January 2024, the GAPS *What to Expect When Getting a Mammogram* and *Breast Cancer Myths* videos were used in:

- Patient Rooming
- MyChart System
- Community Outreach

➤ Of women who completed the survey post-video, **over 75 percent** learned something new, and **85 percent** were willing to share the message with others.

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### PROTOTYPE EMAIL – CO-CREATED IN 2023; SENT 12/6/2023; 5/22/2024

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### RESULTS & NEW MEMBER COMMUNICATIONS PLANNED

**RESULTS** Rate of mammogram completion **1.8x** higher for intervention group

Mammograms completed after email intervention 12/6/2023. Follow up evaluation after 3 months

Group	Rate of Mammogram Completion
Members sent email - Intervention (n = 947)	1.8x
Members no email - Intervention (n = 952)	1.0x

**ADD Printed Mailer (Oct 2024) & second email (1 week after first)**

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### Live Laugh Learn

**Designed by Black women for Black women**

**Event Highlights**

- Information on the myths about breast cancer and mammograms
- Conversations with healthcare providers
- Entertainment
- Shopping with Black vendors
- Yummy food
- A call to action for attendees- tell a friend

**2024 event, 200 women**

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### Barriers to Breast Cancer Screening

- Access
- Navigation of Services
- Information Confusion
- Awareness
- Fear

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### Community is at the Center

- What purpose does community serve?
- Are we implementing and then listening or listening and implementing?
- Evaluate Time
- Is funding the driving force?
- Investment – Sustainability Plan
- What's next?

**Shift our thinking from community engagement to community partnership**

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### Effective Outreach Strategies

- Who is my audience?
- What message am I trying to convey?
- Who is the messenger?
  - Partnering w/ Trusted messengers
- Where am I doing outreach?
  - Going beyond the clinic
  - Meeting people where they are
- What is our outreach plan?
  - Is community at the center

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### Why Community Health Workers

- Represent the Community
- Speak the Language
  - CHW versus Interpreter
- Educator
- Navigation of services
- Follow up
- Resources & Evaluation
- Billable Service
- Reduce barriers

**Who are community health workers?**

Community health workers (CHWs) are trusted members of the community they serve, often sharing at least one characteristic with their patients such as place, race or ethnicity, or health condition. Community health workers act as liaisons between patients, clinical care, and social services.

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### Key Takeaways

- Start Small- don't try to boil the ocean
- Talk to senior leadership to get their buy-in.
- If you are using Community Co-Design, have a majority of community members active in the design leadership & process.
- Share results with the community.
- Be honest and humble - everyone has different lived experiences.
- Be Transparent in your process.



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### CHECK THESE OUT! GAPS Awareness & Education Videos

- 15 community-driven videos, feature lived experience
- Community organizations and clinics can add their logos with GAPS
- [www.breastcancergaps.org](http://www.breastcancergaps.org) to access

1 - 4 Minute Videos	Breast Health < 1-minute videos	Myth & Misconceptions < 1-minute videos
Facing Fear 1:25	If You Find a Lump 0:58	A Mammogram is Painful 0:44
Screening is Important 1:22	Breast Pain 0:51	Young Women Don't Need them 0:38
Mammogram: What to Expect 2:45	Breast Discharge 0:52	No Knowing is better 0:36
Men Matter Too: Courageous Conversations about Breast Cancer Video 4:53	Why/When to Get Mammograms 0:50	Mammograms Cause Cancer 0:34
	Mammograms Save Lives 0:46	Everything Found is Cancerous 0:54

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### GAPS Gratitude

We honor the voices and actions within the Black community to decrease breast cancer mortality and save more lives.

We appreciate Blue Cross Blue Shield of MN for their ongoing support.

Please help us change the 41%

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