

## Introduction

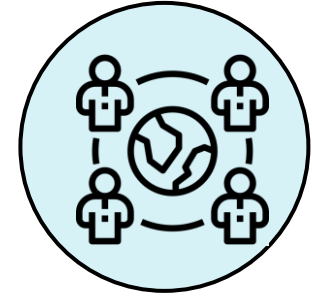
- In Canada, 1 in 8 women are expected to develop breast cancer in their lifetime<sup>1</sup>
- Racialized and immigrant women are under-screened for breast and cervical cancer. Underscreening is linked to<sup>2,3</sup>:



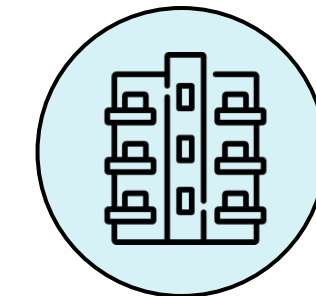
Lack of awareness



Stigma & fear of pain



Socio-cultural factors



Socio-economic factors

## Objective

Develop culturally tailored initiatives, in partnership with community organizations, to promote awareness of and improve health behaviours related to breast and cervical health among Black women.



## Methods

Two initiatives were co-created:

- Breast & Cervical Cancer Screening for Black Women** (an on-site cancer screening event)
- Breast/Best Health for Black Women** (an educational event)

### Evaluative Approach

An **impact evaluation** was conducted on each event to assess the immediate effects of the program.

- ✓ **Outputs and short-term outcomes** from project logic models
- ✓ **Reach and effectiveness** as per a pragmatic application of the RE-AIM framework<sup>4</sup>

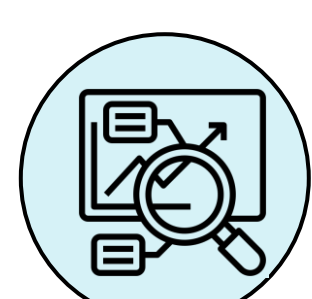
### Data Collection & Analysis

#### Breast & Cervical Cancer Screening for Black Women

- Satisfaction metrics, demographic information, behavioural intentions from post-event questionnaires

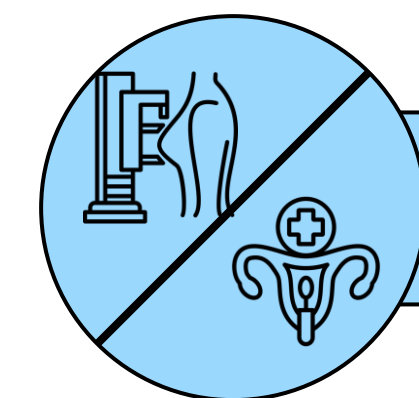
#### Breast/Best Health for Black Women

- Demographic information from registration and post-event questionnaires
- Attendance and engagement metrics from Zoom
- Satisfaction metrics from post-event questionnaires



**Analysis:** Descriptive statistics were used to summarize program metrics and questionnaire responses. Text from open-ended questions were reviewed for recurring ideas and impactful quotes.

## Interventions & Impact

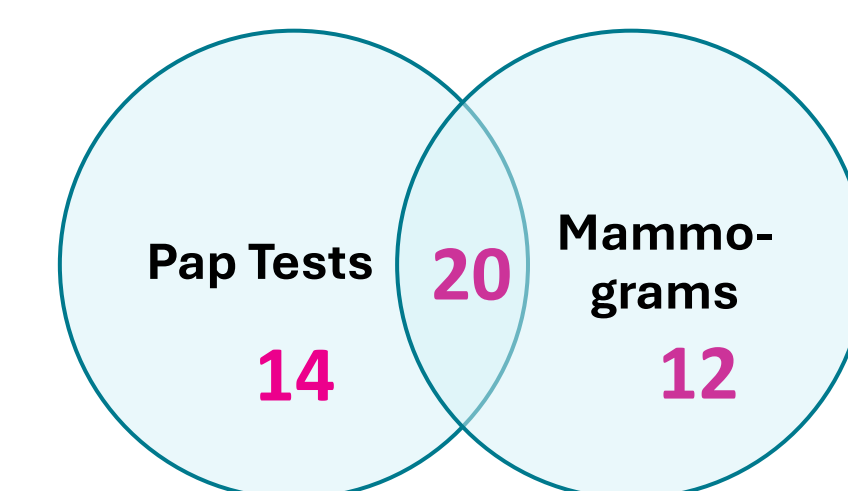


### Breast & Cervical Cancer Screening for Black Women | 2022 & 2023

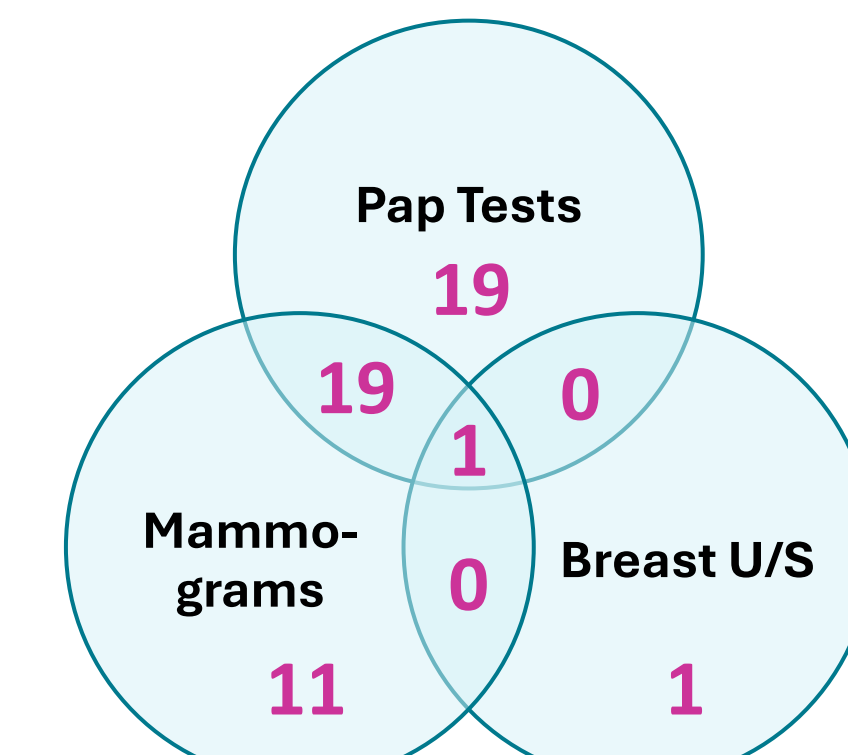
We employed an **Afrocentric and community-based approach** to create a **safe, inclusive & culturally affirming space** for Black women to undergo breast and/or cervical screening and learn about early detection of breast and cervical cancer.

- ✓ The goal was to provide mammograms and Pap tests to Black women from the Greater Toronto Area & surrounding regions.
- ✓ Participants were supported by a **navigator** to their appointments, had access to **arts-based activities**, opportunities to speak with a **social worker, clinicians, and community partners**.
- ✓ Attendees also received **support with childcare, transportation costs, and language interpretation**, as needed.

#### Attendance



2022: 46 women screened



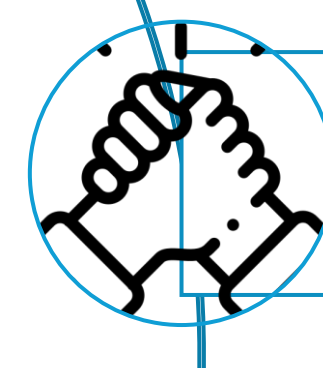
2023: 53 women screened

#### Post-event Questionnaires

(≥83% response rate)



≥92%: The event was a safe space to undergo cancer screening



≥92%: An event specifically for Black women made them feel supported

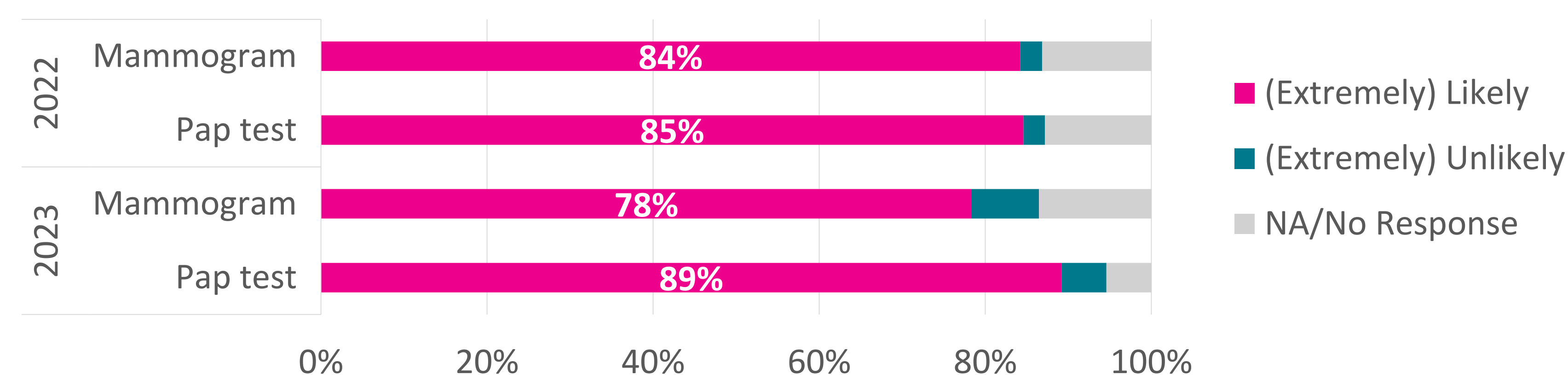


≥87%: Programming decreased the stress associated with hospitals and cancer screening



≥92%: Felt that they had opportunities to have all their questions answered

#### Survey Respondents' Self-reported Likelihood to be Screened when Next Due

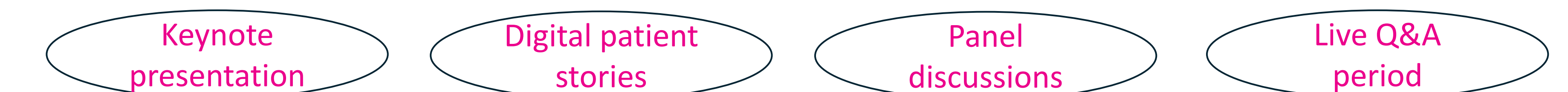


### Breast/Best Health for Black Women | 2022 & 2023

The objectives of these national, free, and virtual events were to:

- ✓ Empower Black women with health and wellness information about breast health (and gynecological health in 2023)
- ✓ Increase knowledge and awareness of risk, prevention, and screening
- ✓ Share digital stories from Black women with lived experiences of cancer
- ✓ Provide educational and community resources

These events included:



#### Event Metrics

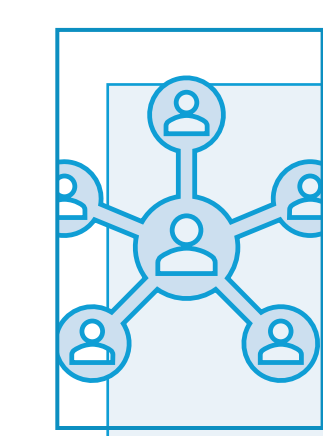
- 450+ attendees from across Canada and beyond in each year
- ~ 1/3 were healthcare providers
- Attendees tuned in for an averaged of 62min in 2022 and 80min in 2023



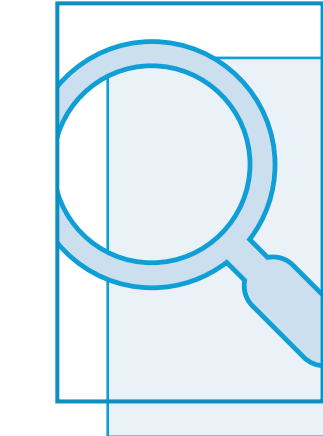
≥87% felt supported seeing an event specifically for Black women



≥93% identified actions that could be beneficial to their health



≥95% increased awareness of family history & risk factors for breast health



93% felt more informed about the importance of early detection & screening

#### Post-event Questionnaires

(~20% response rate each year)

"Being a mammographer. It was an eye opener about disparities that Black women deal with when trying to access breast screening and treatment".  
- 2022 attendee

"[The event helped me] to feel more confident in speaking up for myself with my doctor."  
- 2023 attendee

## Conclusions

- Co-created and tailored events successfully addressed some of the known barriers to screening for racialized women including knowledge, challenges with transportation and childcare, and fears about culturally insensitive care.
- Key considerations for implementation included time, resources, and cost. Relationships with community partners and an equity-focused organization were key facilitators.
- In time, such initiatives may reduce stigma associated with cancer and increase cancer-related knowledge and recommended health behaviours among racialized groups.

## References

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- Nnorom, O., et al. (2021). "Afrocentric screening program for breast, colorectal, and cervical cancer among immigrant patients in Ontario." Canadian Family Physician 67(11): 843-849.
- Nnorom, O., et al. (2019). "Dying to Learn: A Scoping Review of Breast and Cervical Cancer Studies Focusing on Black Canadian Women." J Health Care Poor Underserved 30(4): 1331-1359.
- Glasgow, R. E. and P. E. Estabrooks (2018). "Pragmatic Applications of RE-AIM for Health Care Initiatives in Community and Clinical Settings." Preventing Chronic Disease 15.

## Acknowledgements

We gratefully acknowledge the support of our community partners (The Olive Branch of Hope, Rethink Breast Cancer, TAIBU Community Health Centre, and Women's Health in Women's Hands Community Health Centre) as well as several WCH staff, clinicians and departments including: Diagnostic Imaging, Bay Centre: Sexual Health, Family Practice, Strategic Communications, IT/IM, and the Breast Centre. We also gratefully acknowledge funding from Ontario Health and thank Ilakkiah Chandran for her assistance with developing this poster.

The Peter Gilgan Centre for Women's Cancers is a partnership between Women's College Hospital and the Canadian Cancer Society.