

# Gundersen Health System

## Barriers to Lung Cancer Screening in a low income population

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# Project Refresher

- Mail surveys to gather information on persons living in La Crosse's lower income housing who are at high risk for lung cancer. Packets included information on risks for developing lung cancer, how to get screened, and assessing knowledge of other nicotine products (such as Juuling).
- Surveys returned qualifies them for a \$10 gift card offered thanks to Gundersen Medical Foundation.
- Ran PSA media campaign
  - Billboard - March-April
  - Radio ads - April-May
  - Commercials on Face Book and YouTube - April-May

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# Media Awareness Campaign

This billboard went up in La Crosse March-April.  
Location of billboard is in a low income neighborhood.

Radio ad:

A breath of fresh air...cheering on your favorite team...singing with your grandkids...blowing out birthday candles. Healthy lungs are easy to take for granted. Don't let lung cancer take them away. At Gundersen Health System, lung cancer screening is saving lives. Talk with your doctor to see if lung cancer screening is right for you, or visit [gundersenhealth.org/breath](http://gundersenhealth.org/breath) to learn more. Lung cancer screening—it's worth every breath.



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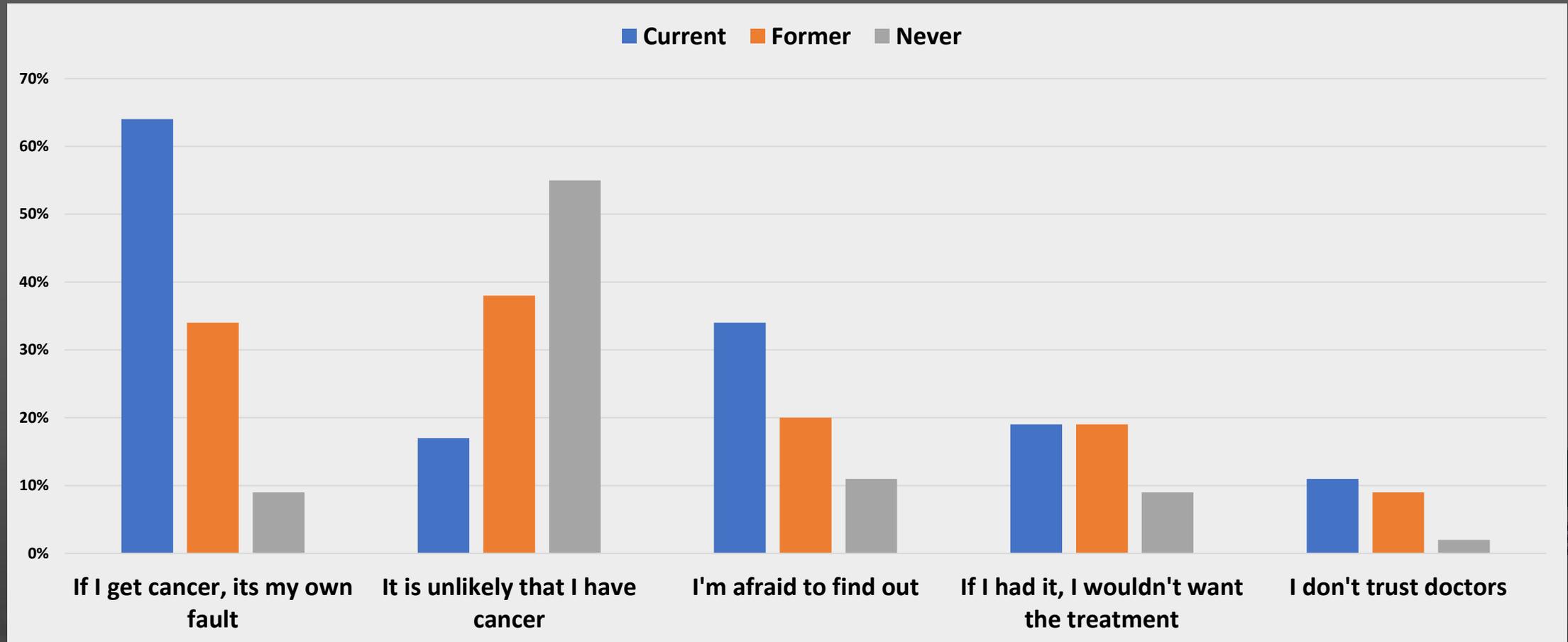
# Survey Results

- 192/689 (28%) surveys were returned
  - 44% male, 16% non-white, 59% Medicaid or no insurance, 43% high school diploma or less
  - 25% current smoker, 43% former smoker
- 11% (21/192) fit eligibility criteria for Lung Cancer Screening

# Survey Results

Barriers to screening		Ever Smoker (Current/Former) (n=131)	Never Smoker (n=61)	P-value
If I get lung cancer it is my own fault	Fear/Denial	44%	9%	0.001
I am worried about affording the treatment if I had lung cancer	Ability to pay	37%	29%	0.459
I feel fine, why should I be screened	Fear/Denial	31%	39%	0.523
It is unlikely that I have lung cancer	Fear/Denial	30%	55%	0.006
I don't know if my insurance will cover the cost of the test	Ability to pay	28%	29%	0.881
I am worried about the additional tests that would be needed if this test found something	Ability to pay	28%	25%	0.339
I don't know where to get the test done	Logistics	27%	29%	0.814
I'm afraid to find out if I have lung cancer	Fear/Denial	25%	11%	0.036
I think doctors do too many tests	Trust	20%	16%	0.572
If I had lung cancer I would not want to have the treatment	Fear/Denial	19%	9%	0.032
I don't trust doctors	Trust	10%	2%	0.090
I don't have a way to get to the clinic to have this test	Logistics	8%	7%	0.329
I don't have insurance and can't afford the test	Ability to pay	8%	3%	0.483
Appointments are never available when I need them	Logistics	6%	2%	0.373
I can't take time off work to have this test.	Logistics	4%	5%	0.519

# Barriers to screening by smoking status



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# Lessons Learned

- We will be assessing what is the most appropriate and effective way to educate staff on implicit bias.
- We will look into ways we can more effectively reach our patients and their loved ones on helping to reduce the stigma associated with lung cancer.
- We will look into creating a personal, local, story regarding a patient who has developed lung cancer. Serving as encouragement to get screened allowing for earlier detection.

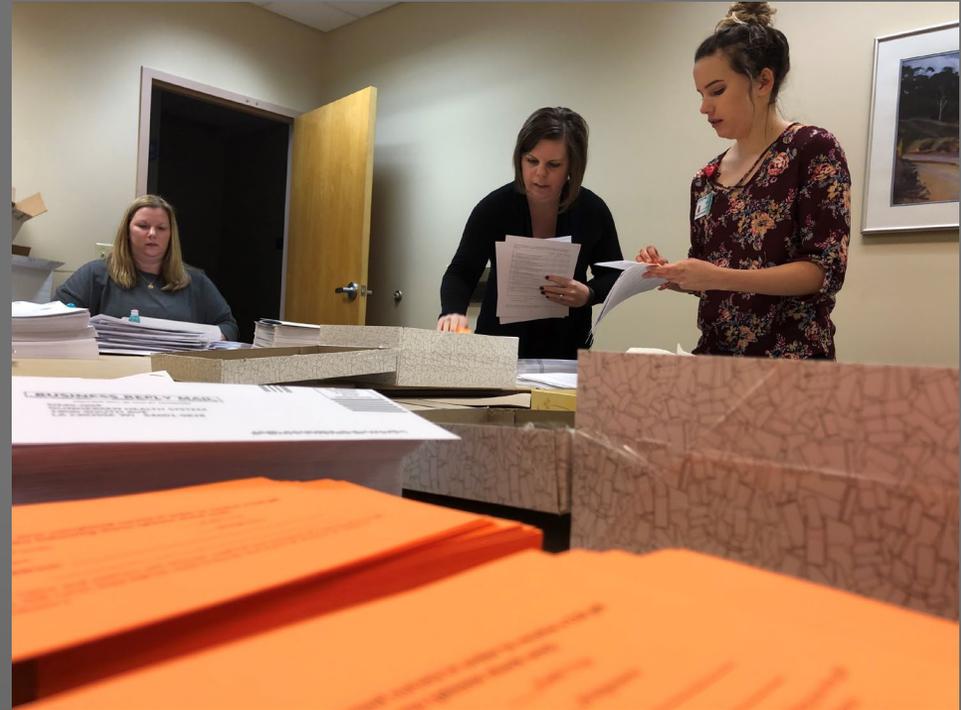
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# Free Promotion!



# Stuffing Party

Even daunting tasks can be fun with the right people and good tunes!



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