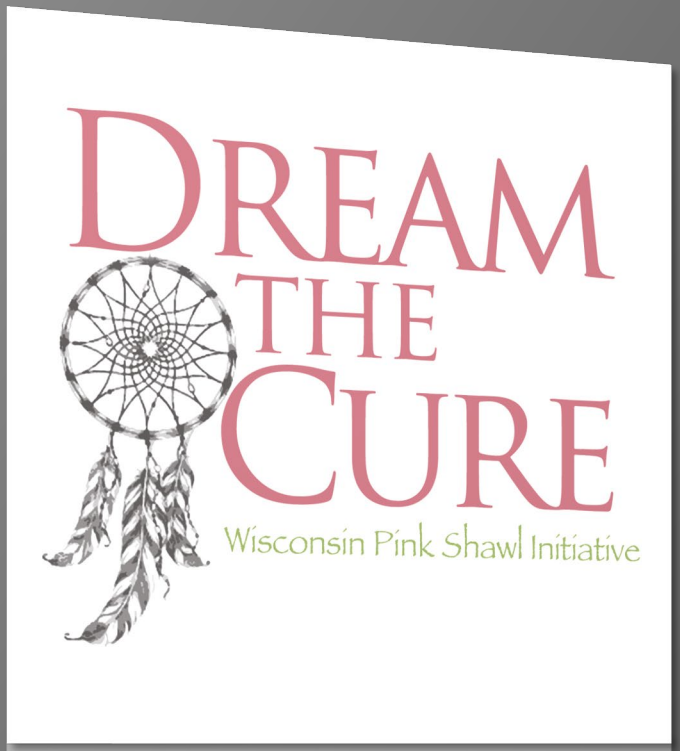


WISCONSIN PINK SHAWL INITIATIVE

Dream the Cure Conversation

PROGRAM

The Wisconsin Inter-Tribal Pink Shawl Initiative was established 2007 by a group of community women. In 2009 we attained non-profit status.

Our focus is educating American Indian women in their communities about the importance of sound breast health. Our mission aims to increase the number off women accessing screening to help improve the health and wellbeing of our communities.

The Pink Shawls are visually recognizable with their colorful shawls at community pow-wows

Our efforts started as a grassroots organization

Model:

Volunteer Survivor-Support Organization

ACTIVITES:

Grand Entry Participation

Outreach Tables @

Churches
Clinics
Conferences
Craft Fairs
Health Events
Pow-wows
Screening Events
Schools-Universities

2011

Community Presentations

Our team trained as Susan G Komen Community Educators and started presenting their program called "*Conversations for the Cure*" funded by Kohl's Cares – in southeastern Wisconsin. During the life of the program each of us of educated hundreds women which resulted in a rise of community women being screened, many for the first time.

Health Navigating

Connecting women with resources and support when needed

Wisconsin Well Woman Program

Wisconsin Women's Health Foundation

Cancer Action Network — American Cancer Society

abcd — After Breast Cancer Diagnosis

Screening Events

Collaborative Partners

- Ascension St Mary's
- University of WI Milwaukee's School of Nursing & *Nurses Affecting Change*
- Gerald L Igance Indian Health Center

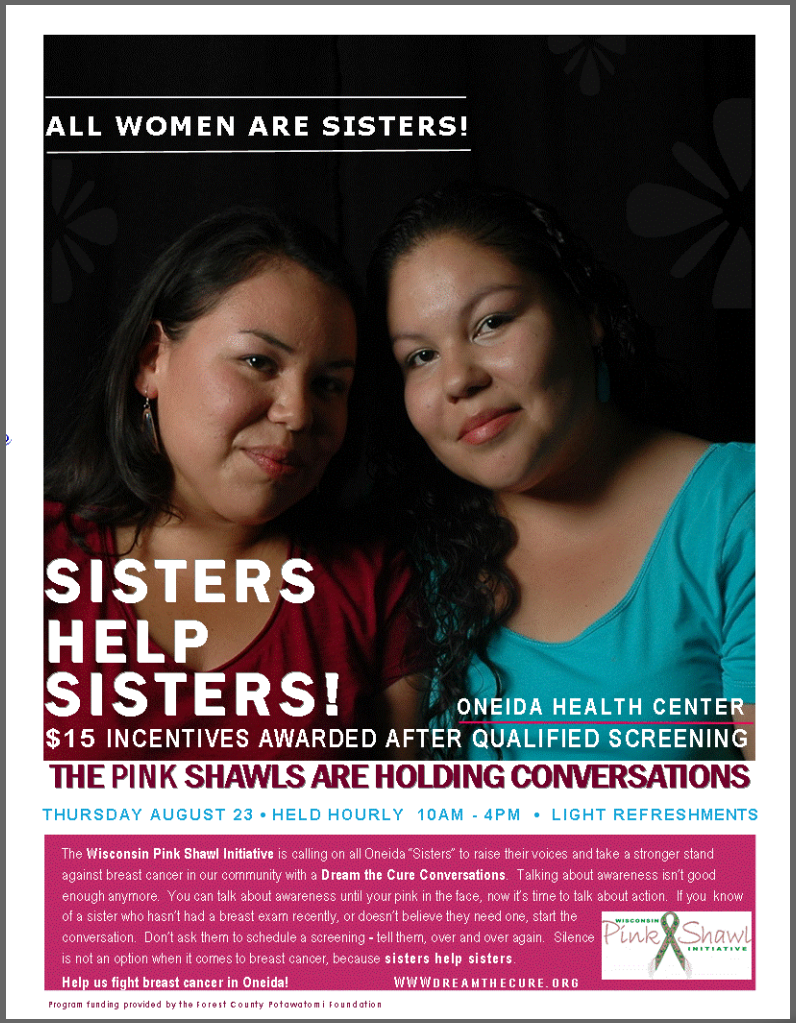
2012

Dream the Cure Conversations Program

Implementation

- Modeled after the Susan G Komen/ Kohl's Conversations for the Cure. Pink Shawl volunteers trained by Komen as community leaders started conducted our own "*Dream the Cure Conversation*" Program – aimed at Native women.
- Currently funded by the WI Well Women Program

Pink Shawl Outreach



Conversations

- Women are welcomed and given a Wellness Bundle consisting of breast cancer screening information
- Registration forms are completed
- A questionnaire is given to measure their knowledge of the type of screenings that are available
- Presentation area made with opportunities for discussion and questions at any time
- Self awareness is promoted & women are educated on what's typically normal and what bodily changes to look for over time. Women are encouraged to speak to their health provider to report any noticed changes

Dream the Cure Conversation Program

- Bad River
- Oneida ●
- Menomonie ●
- SE Oneida
- Potawatomi-Crandon
- Potawatomi-Carter ●
- Red Cliff
- Share the Care Cancer Conferences
- Ho-Chunk Baraboo

- Of the women who have participated in the program, the average screening rate exceeds 55%
- Obstacles – reminder notifications were returned with no forwarding address, or invalid e-mail address. ● Highest rate card return-address unknown

Conversation Revelation…

- 1 out of 3 women were unaware that breast cancer increase as you age
- Many of the woman indicated that breast cancer screening were often overlooked when meeting with their health providers. Discussions focused on diabetes, blood pressure, heart disease and smoking, rather than mammograms.
- A number of women indicated that their medical provider told them they no longer needed to be screened. These women were seen in their tribal clinics and occurred with women as young as 68 years of age.
- If screenings were offered through their tribal clinics women were more willing to participate (Marshfield's coach)

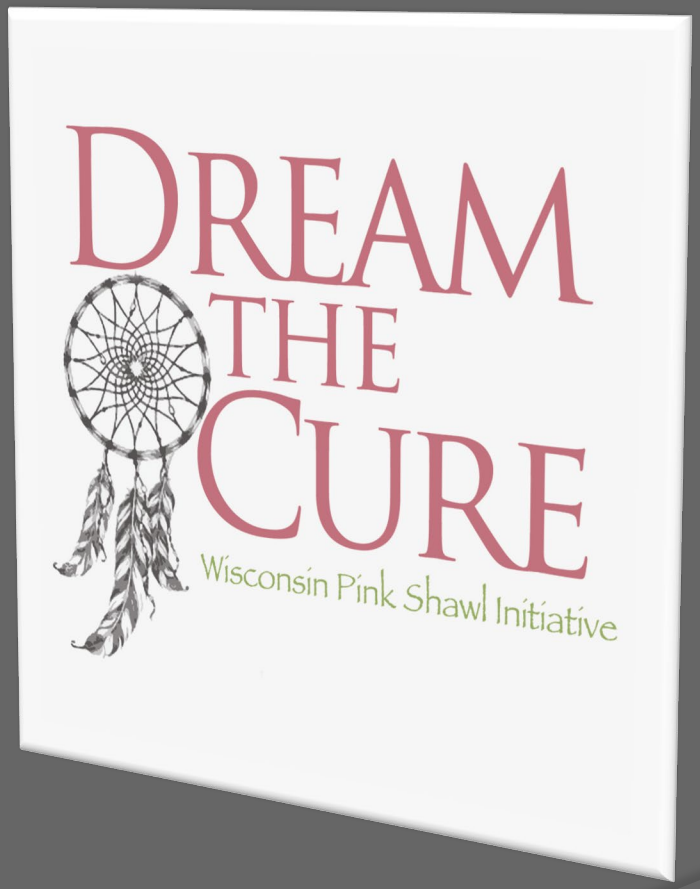
Revelations

- Women participate when mobile mammogram screenings are made available to their communities
- Native women do have misconceptions about screenings in general, some cultural others myth
- More education is needed and when done in small group settings women can speak freely and misconceptions can be dispelled
- Incentives were helpful in getting women screened

Special thanks goes to our Community Partners

- **Wisconsin Well Woman Program**
- **ABCD After Breast Cancer Diagnosis**
- **American Cancer Society**
- **Ascension St Mary's – Mobile Mammogram Team**
- **Susan G Komen**
- **UWM's School of Nursing-*Nurses Affecting Change***
- **South Eastern Oneida Tribal Service Office**
- **WI Women's Health Foundation**

www.dreamthecure.org



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