

BRIDGING CONNECTIONS- BUILDING AWARENESS- SERVICES, HEALTH CARE AND COVERAGE

funded by Advancing a Healthier Wisconsin Endowment and designed by the

Walworth Collaborative Work Group

Background

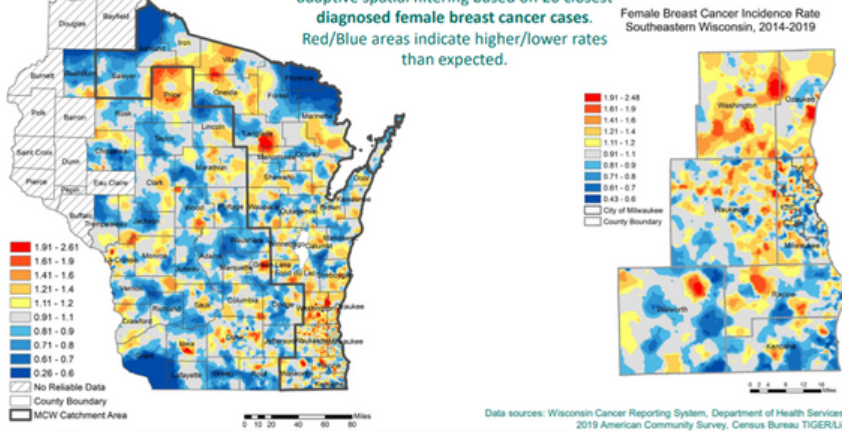
With a growing Latin X community and increases in breast cancer incidences in Walworth, the workgroup explored data and found that:

- the Latina population, especially newer immigrants, have lower rates of mammogram utilization
- the Latina population in Southeastern WI experience significantly poorer breast cancer survival
- resources that would encourage breast cancer awareness are lacking
- there are numerous barriers to access to screening services, including language, insurance status, immigration status and the above lack of awareness resources.

Based on the findings from the data exploration process, the Walworth CWG determined that the focus of the group in the design process would be to **address breast cancer awareness and screening access in Walworth area Latinas.**

Female Breast Cancer Incidence 2014-2019

The rates are indirectly age adjusted using adaptive spatial filtering based on 20 closest diagnosed female breast cancer cases. Red/Blue areas indicate higher/lower rates than expected.

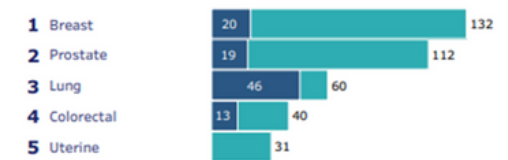


5 most common cancers in Walworth County

Deaths / Cases per year



Deaths / Cases per 100,000 residents per year (age-adjusted)



2012-2016 annual averages. When no value appears, insufficient data are available.

Program Overview

To address the Latina/Hispanic breast cancer disparity in Walworth County, our implementation plan includes:

- 1) assembling a sustainable network of key stakeholders serving the Latino/Hispanic community to integrate breast cancer resources into their existing services
- 2) creating cultural and language appropriate breast cancer and breast cancer screening awareness messaging
- 3) disseminating messaging & materials through traditional mechanisms, newer media and the Well Badger program, which will also provide personalized resource support
- 4) monitor and evaluate the impact of these efforts

Key Activities

- Establish a network of key stakeholders to collectively and cohesively address breast cancer awareness and screening access in Walworth County
- Expand Wisconsin WellBadger resource website and phone support to include culturally relevant breast cancer information for Latina women.
- Consult and partner with Walworth healthcare organizations to support them in developing systems and policies to ensure their Latina population can be screened
- Co-develop community-informed messaging campaign to increase awareness mitigate barriers and build collective efficacy

Program Aims

- AIM 1:** Establish a network of key stakeholders to collectively and cohesively address breast cancer awareness and screening access in Walworth County.
- AIM 2:** Develop and disseminate holistic community-informed messaging to increase awareness and prompt individual and community level action to increase breast cancer awareness and screening among Latina residents.
- AIM 3:** Evaluate the impact of the breast cancer messaging and tools at the individual and systems level

Community Partners

- Well Badger
- Planned Parenthood Delevan
- Wisconsin Well Woman Program
- Walworth County Literacy Council
- Conexiones Latinas

Collaborative Work Group Initiative Network



Great Lakes Inter-Tribal Council, Inc.
Lac du Flambeau, Wisconsin

