



# AFRICAN WOMEN'S CANCER AWARENESS ASSOCIATION: **A MODEL TO BREAK THE SILENCE BARRIER**

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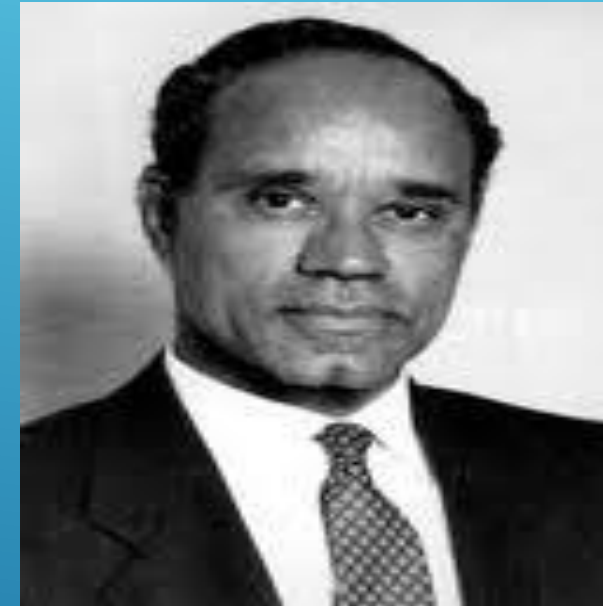
20th Annual Maryland State Council on Cancer Control Cancer Conference

I certify that I nor my spouse do not have any conflict of interest

**DISCLOSURES**

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

- ▶ Declaration of war against cancer in 1971
- ▶ Realization of Cancer related health disparity between 1985-1989
- ▶ Dr. Freeman's theory for the disparity and his intervention



## INTRODUCTION



**African Women's Cancer  
Awareness Association**

- ▶ Inception of AWCAA
  
- ▶ Goals of AWCAA
  - ❖ Promote Cancer Screening Awareness
  - ❖ Help indigent women with cancer obtain help
  - ❖ Encourage these women to share their ordeals with the disease



# INTRODUCTION



**OUTREACH**

## BARRIERS

FINANCES/INSURANCE

TRANSPORTATION

CULTURAL BELIEFS AND  
MISCONCEPTIONS

COMMUNICATION/  
LANGUAGE BARRIERS

## STRATEGIES

FUND RAISING AND  
MEDICAID

SHUTTLE

EDUCATE

INTERPRETER

NAVIGATION BARRIERS/STRATEGIES

**BARRIERS**

**STRATEGIES**

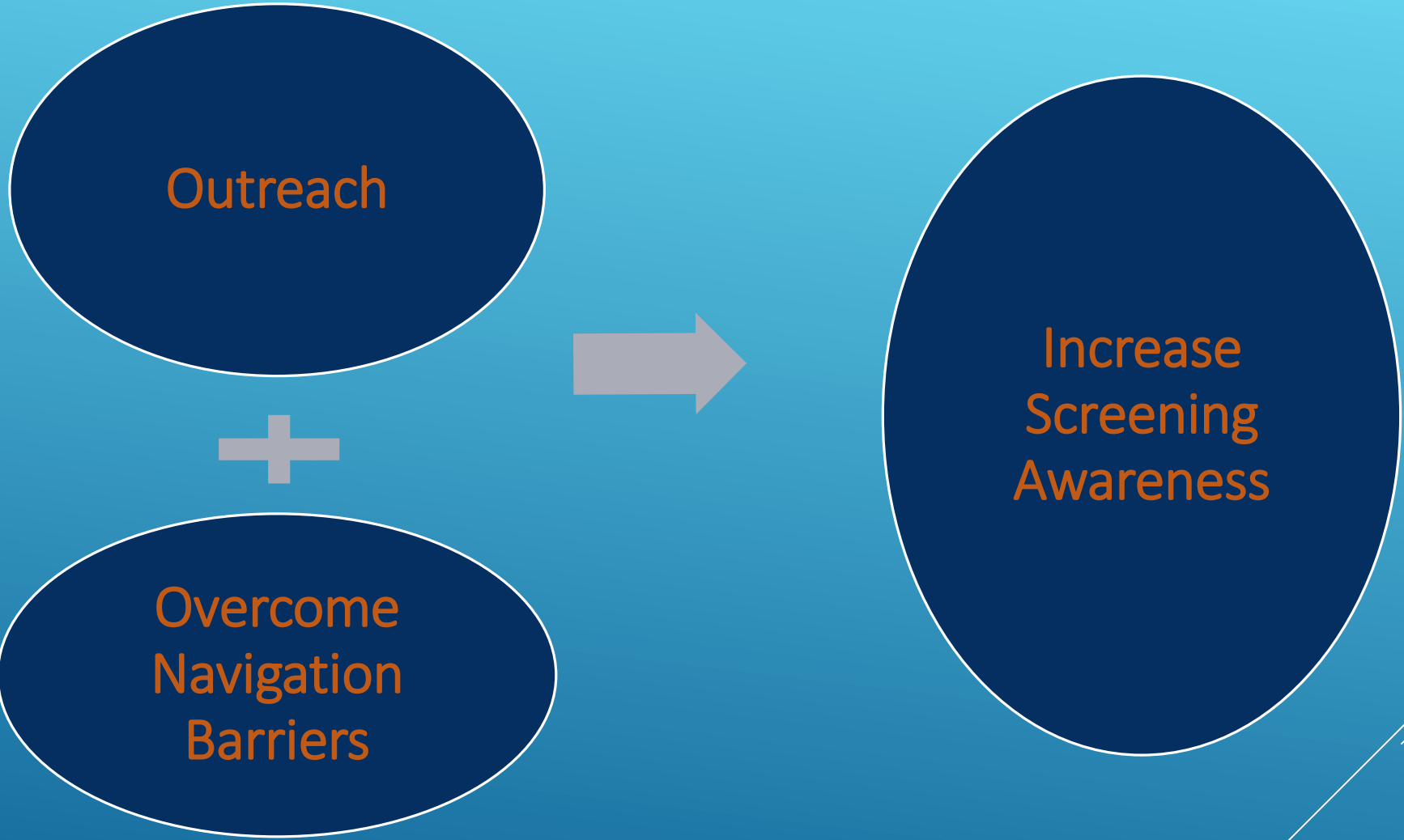
**FEAR/ANXIETY**

**COUNSELLING**

**PROTOCOL/GUIDELINES**

**SOLICITATION**

**NAVIGATION BARRIERS/STRATEGIES**



SCHEMA TO INCREASE SCREENING AWARENESS



- ▶ Increased the proportion of African immigrant women seeking breast cancer screening through our navigation services
- ▶ Formed partnership with relevant institutions in research and breast cancer care delivery
- ▶ Created an ambience for trust and bonding between breast cancer survivors, and also, with families of those bereft from cancer



## NAVIGATION OUTCOMES

- ▶ Promoting general cancer awareness to communities in Africa through medical missions since 2005



**NAVIGATION OUTCOMES CONTD**

- ▶ AWCAA's model has made giant strides in the global fight against cancer.
  - ▶ Outreach and education on cancer awareness: Locally and Internationally
- ▶ Success can be attributed to the dedication and benevolence of volunteers - lay persons, professionals, students, survivors who put in their resources and time
- ▶ This model and it's achievements are easily reproducible, if appropriate cultural and community sensitive approaches are utilized by other immigrant populations
- ▶ However, much still needs to be done and can be done with adequate support and funding.



## CONCLUSION

## References;

1. Freeman HP. A model patient navigation program. *Oncol Issues*. 2004; 19: 44-46
2. Freeman HP. Patient navigation: a community centered approach to reducing cancer mortality. *J Cancer Educ*. 2006; 21 (1 suppl) : S11-S14
3. Oluwole SF, Ali AO, Adu A, et al. Impact of a cancer screening program on breast stage at diagnosis in a medically underserved urban community. *J Am Coll Surg*. 2003; 196: 180-188
4. Paskett ED, Harrop P, Wells KJ. Patient Navigation: An Update on the State of the Science. *CA Cancer J Clin* 2011; 61: 237-249
5. Sheppard VB, Christopher J, Nwabukwu I: Breaking the Silence Barrier: Opportunities to Address Breast Cancer in African-Born Women. *J Natl Med Assoc*. 2010; 102: 461 - 468

