



Overcoming Barriers Health Educators Face in Promoting Cancer Screening

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Angie's Story...



Community Needs Assessment

- How Does Cancer Affect Your Community?
- What Cancer Prevention Resources Are Available?
- What Can People Do To Prevent Cancer?
- What Do People Know About Cancer
- Who Are Possible Partners?

Barriers to Screening

- Structural
 - Distance to screening site
 - Hours screening offered
- Economic
 - Uninsured, Underinsured
 - Out of pocket
- Cultural
 - African American
 - Hispanic

Workplace Challenges

- Challenges
 - Smaller Employers
 - Cost Benefit
 - Cancer Screening Utilization
- CEO Cancer Gold Standard
 - Foster a healthy lifestyle
 - Benefits and programs lower risk of cancer
 - Provide access to quality care

Insurance Coverage and Screening

- Uninsured
- Private Insurance
- Medicare
- Medicaid

Affordable Health Care Act



TIMELINE



Affordable Health Care Act

- Implications of Act
- Covered Preventive Services
 - Colorectal Cancer Screening
 - Breast Cancer Screening
 - Cervical Cancer Screening

Underserved Populations

- Socioeconomically Disadvantaged
- Uninsured
- Lower Degree of Education
- Racial and Ethnic Minorities

Approaches for Health Educators

- Know What You Need
- Identify Possible Partners
- Develop Partnerships
- Maintain Partnerships

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