

Executive Summary

Introduction

Since 1994, Susan G. Komen® Northwest Ohio has been dedicated to the pursuit of Nancy Brinker's promise to her dying sister, Susan, to save lives and end breast cancer forever. Toledo's first Race for the Cure® was held in 1994 with 600 participants with the Komen® Northwest Ohio office founded five years later in 1999. In 2013, Komen Northwest Ohio launched a second Race for the Cure® held in Findlay, Hancock County. The Race had 3,200 participants in its first year raising more than \$250,000 and is now an annual event. Additionally, in 2014 more than 17,000 individuals participated in both the Komen Northwest Ohio Race for the Cure® events raising more than \$1 million annually. With the main office in Toledo, Lucas County, the Komen Northwest Ohio service area encompasses 24 counties including Monroe County in Southeast Michigan and the following counties in Ohio: Allen, Auglaize, Crawford, Defiance, Erie, Fulton, Hancock, Huron, Hardin, Henry, Logan, Lucas, Mercer, Ottawa, Paulding, Putnam, Sandusky, Seneca, Shelby, Van Wert, Williams, Wood, and Wyandot.

Since its establishment in Northwest Ohio, Komen Northwest Ohio has become the foremost breast health/cancer resource in the 24 county service area. Survivors, community members, organizations, and providers look to Komen Northwest Ohio for relevant and accurate breast health/breast cancer information and resources as well as support for local breast cancer initiatives and events. Komen Northwest Ohio is represented on five breast health/cancer coalitions, all with a focus of reducing breast cancer morbidity and mortality. Komen Northwest Ohio provides resources to over 50 health fairs and 25 third party events each year, and has provided over 600 organizers to newly diagnosed survivors since 2010. Furthermore, Komen Northwest Ohio hosts an annual survivor breakfast to inform, educate, and celebrate survivors in the Northwest Ohio region with over 500 survivors in attendance at the 2014 event. These activities demonstrate the dedication of Komen Northwest Ohio to increasing knowledge around breast health/breast cancer and empowering individuals to make informed breast care decisions.

Seventy-five percent of all funds generated by Komen Northwest Ohio remain in the service area to support programs that deliver breast health/breast cancer education, screening, treatment, and support services to women and men. Since 1994, Komen Northwest Ohio has funded nearly \$11 million in local grants for life-saving breast health/breast cancer education, screening, treatment and support in the 24-county service area. Since 2009, Komen Northwest Ohio Community Grants have provided the following services that resulted in 138 women being diagnosed with breast cancer:

- 24,813 Educational/Awareness Activities
- 2,207 Clinical Breast Exams
- 9,028 Mammograms
- 1,818 Diagnostic Procedures
- 1,242 Treatment Assistance/Support Services
- 1,500 Complementary/psychosocial support
- 790 Newly Diagnosed Initiative
- 6 Males Served

The remaining 25 percent, nearly \$3 million since 1994, has been contributed to national research initiatives to find the cures. These funds are used solely to fund research at the National level. In previous years, these research funds have been awarded to Case Western Reserve University, the Cleveland Clinic Foundation, The Ohio State University, University of

Cincinnati, Aultman Hospital, and the University of Toledo Medical Center (formerly known as the Medical College of Ohio).

An effective Community Profile assists the Komen Northwest Ohio in aligning its mission and non-mission initiatives through a strategic planning process to ensure a targeted, effective and non-duplicative effort ensuring the greatest impact in saving lives and ending breast cancer forever.

Quantitative Data: Measuring Breast Cancer Impact in Local Communities

To determine the target counties, Komen Northwest Ohio reviewed the Healthy People 2020 (HP2020) initiative, a 10-year national health agenda for improving the Nation's health. Related to the works of Komen, the HP2020 goals regarding reducing women's breast cancer death and reducing the number of late-stage breast cancer diagnosis were reviewed. For reference the HP2020 women's breast cancer death rate target is 20.6 deaths per 100,000 women and the women's late-stage breast cancer diagnosis rate target is 41.0 cases per 100,000 women. The target counties were identified based on estimates of how long it would take the county to achieve HP2020 targets for breast cancer death and late-stage diagnosis. Additionally, Komen Northwest Ohio reviewed incidence rates and trends, death rates and trends, late-stage rates and trends, population demographics, and socioeconomic indicators.

The selected target counties are: Auglaize County, Erie County, and Shelby County Ohio.

Auglaize County is identified as a target county as it is predicted that the county is not likely to meet the HP2020 target rates of either breast cancer death or late-stage incidence (Table 7). The county's breast cancer death rate is 37.6 per 100,000 women which is higher than the Komen Northwest Ohio's rate (23.9), the State's rate (24.8) and the United States rate (22.6) (Table 1). Additionally, the county's late-stage rate is 51.9 per 100,000 women which is also higher than the rates of the Komen Northwest Ohio (43.4), the State (44.0), and the Nation (43.7) (Table 1). The incidence rate of the county at 125.9 per 100,000 is also concerning as the rate is higher as compared to the rates of the Komen Northwest Ohio (113.7), the State (120.8), the United States (122.1) (Table 1). It is predicted that Auglaize County will need 13 years or longer to achieve both the HP2020 breast cancer death rate and late-stage incidence rate targets (Table 7).

Erie County is considered of high priority as it is not likely to meet both the HP2020 targets for breast cancer death or late-stage incidence (Table 7). The county's breast cancer death rate at 30.9 per 100,000 is higher than the Komen Northwest Ohio (23.9), the State's (24.8), and the Nation's (22.6) rates (Table 1). The death rate trend for the county is decreasing but currently the county's death rate is one of the highest rates in the service area. Also of concern is the late-stage incidence rate of the county of 53.9 per 100,000 women which is higher than the rates of Komen Northwest Ohio (43.4), the State (44.0), and the Nation (43.7)(Table 1). Furthermore, the county has a significantly higher incidence rate of 132.8 per 100,000 women as compared to Komen Northwest Ohio's rate (113.7) and is also higher than the State's (120.8) and the Nation's (122.1) rates (Table 1). Similar to the county's death rate trend, the incidence rate is expected to decrease however the current rate is among the highest in the Komen Northwest Ohio's service area. The predicted time for which Erie County will achieve the HP2020 breast cancer death and the late-stage incidence targets is 13 years or longer (Table 7).

Shelby County is considered of highest priority as it is not likely to meet the late-stage incidence HP2020 target rate (Table 7). The county's late-stage incidence rate is 45.2 per 100,000 women which is higher than the Komen Northwest Ohio (43.4), the State's (44.), and the Nation's (43.7) rates (Table 1). Additionally, Shelby County's incidence rate of 114.9 per 100,000 women is higher than Komen Northwest Ohio's rate of 113.7 per 100,000 women (Table 1). The county is predicted to reach the HP2020 late-stage incidence target in 13 year or longer (Table 7).

Health System and Public Policy Analysis

A review of the health systems analysis identified needs and gaps in the Continuum of Care (CoC) for the target counties. All three counties have a limited number of breast health service providers. Given this, accessing breast health services may be challenging due to more limited supply of providers and equally, the limited number of providers in the counties may not have the capacity to meet the need of the residents. Furthermore, limited services and gaps in services for diagnostic services, treatment services, support/survivorship, and patient navigation services were similar in all three counties. Specifically, gaps were identified in providers and service offerings of diagnostic follow-up services (ultrasound, biopsy, MRI); limited providers of treatment services; limited providers and offerings of support/survivorship; and limited providers and offerings of patient navigation throughout the CoC.

While the Affordable Care Act and Ohio's expansion of Medicaid has increased access to mammography coverage many women will remain uninsured and/or will be unable to afford the costs associated with breast health services (high deductible, no follow-up services, etc.). Komen Northwest Ohio will maintain support of funding at the federal (and state when applicable) of National Breast and Cervical Cancer Early Detection Program, Ohio's Breast and Cervical Cancer Project (BCCP), and the National Institutes of Health to ensure that these and all women continue to have access to potentially life-saving breast cancer early detection services and ground breaking research.

Qualitative Data: Ensuring Community Input

Qualitative data was collected in an attempt to incorporate the breast health/breast cancer perspectives of individuals in the target counties. Key assessment questions included; what are the perceived barriers to breast health/breast cancer screening and treatment in the target counties and what can assist with improving breast health/breast cancer education, screening and treatment in the target counties. To assist in answering these questions, women living in the target counties and key community professionals within the target counties were solicited for input. Qualitative data was collected via a survey and key informant interviews in each of the three target counties.

Qualitative data gathered from residents and key community professionals in the target counties reinforce the findings from the previous sections. For all three counties there is a need for resources that make access to receiving screening and treatment more accessible and there is a need for breast health/breast cancer education and awareness. Improving these areas may assist in breaking down the barriers to breast health/breast cancer prevention, detection, treatment and support. These needs were made evident by the high breast cancer late-stage diagnosis and mortality rates as well as the lack of eligible residents participating in BCCP, and the limited breast health/breast cancer service/program options in the target counties as reported in previous sections.

Mission Action Plan

Upon recommendation of Komen Northwest Ohio's Community Outreach Manager and Strategic Mission Committee, with input from the Community Profile Team, and approval by Komen Northwest Ohio's Board of Directors the following priorities are included in the Mission Action Plan (MAP) for Auglaize, Erie and Shelby Counties.

Problem: Auglaize, Erie and Shelby Counties are unlikely to meet the HP2020 targets for breast cancer late-stage incidence and breast cancer death.

Priority 1: Increase and strengthen access to direct breast health/breast cancer services in Auglaize, Erie and Shelby counties: The quantitative and qualitative data revealed a need to increase and strengthen resources to reduce the barriers associated with breast cancer screening, diagnosis and treatment in all three of the target counties.

- **Objective 1:** By September 2015, the Northwest Ohio Affiliate will revise Small and Community grant RFA's to focus on increasing access to breast health/breast cancer services in Auglaize, Erie and Shelby Counties by including patient navigation, patient assistance, and mobile mammogram as well as evidence-based practices that result in documented linkages to breast cancer screening, diagnostic, and/or treatment services as funding priorities.
- **Objective 2:** For the next four years (FY16-FY19), the Northwest Ohio Affiliate will hold a grant writing workshop in Auglaize County or Shelby County (a combined workshop) and Erie County to encourage grant applications for evidence-based breast health/breast cancer education, programs and services in Auglaize, Erie and Shelby Counties.
- **Objective 3:** In 2016, engage in at least three meetings with the Breast and Cervical Cancer Project (BCCP) to improve the communication about BCCP and the process for enrolling in the BCCP program in Auglaize, Erie and Shelby Counties.
- **Objective 4:** By 2017, the Northwest Ohio Affiliate will have established a breast health/breast cancer collaborative/coalition in Auglaize and Shelby Counties (one combined group) and Erie County to foster the discussion around how to improve the health care system's capacity to provide quality breast health care and increase access to services.

Priority 2: Implement and strengthen breast health/breast cancer education, awareness and outreach in Auglaize, Erie and Shelby Counties. The quantitative and qualitative data revealed a need for breast health/breast cancer education and awareness, including risk reduction and screening recommendations for all three target counties. Additionally, awareness is needed regarding available breast health/breast cancer resources throughout the continuum of care in each of the target counties.

- **Objective 1:** In 2016, the Northwest Ohio Affiliate will provide a minimum of two primary care providers in Auglaize, Erie and Shelby Counties information regarding Susan G. Komen and breast health/breast cancer educational materials based on the providers needs for distribution to women in the target counties.

- **Objective 2:** In 2017, add a medical, public health, or non-profit professional from one of the target counties (Auglaize, Erie and Shelby Counties) to the Affiliate's Board of Directors.
- **Objective 3:** In 2017, the Northwest Ohio Affiliate will hold a rural breast cancer summit with providers in Auglaize and Shelby Counties to discuss possible partnership opportunities with the goal of increasing access to and progression through the breast health continuum of care.
- **Objective 4:** By 2017, at least one discussion about how to improve breast health/breast cancer education and increase awareness of available local breast health/breast cancer resources will occur at the Auglaize and Shelby Counties and Erie County breast health/breast cancer collaborative/coalition meetings.

Objective 5: By November 2019, the Northwest Ohio Affiliate will collaborate with key organizations (health departments, public health care clinics, non-profits, and social service agencies) to implement an educational campaign for Breast Cancer Awareness Month in each of the target counties (Auglaize, Erie and Shelby).

- **Objective 6:** By March 2019, the Northwest Ohio Affiliate will participate in at least three events in each of the target counties (Auglaize, Erie and Shelby) to promote breast health/breast cancer awareness and education.
- **Objective 7:** For the next four years (FY16-FY19), the Northwest Ohio Affiliate will mandate that best practices and evidence-based programs be incorporated into all grant programs servicing Auglaize, Erie and Shelby Counties and require that all funded education programs demonstrate how their activities will lead to action, such as participants obtaining a mammogram.