

Leadership Project

Project Title and Abstract

The purpose of this project is to provide a mammography-screening program for the women of Harnett County. The Mammography Outreach Program (MOP) will serve to provide education and mammography screening by provide a mobile mammography unit.

Introduction/Background

One goal of the federal Healthy People 2000 and 2010 objectives has been to increase rates of mammography screening for all women 50 years of age and older, without regard to income. However, since 1999, U.S. women have not met the Healthy People 2010 goal of 70 percent receiving a mammogram in the past two years.

- Breast cancer is the second leading cause of cancer deaths after lung cancer.
- Every woman is at risk, and the risk of breast cancer increases with age. Approximately 94% of breast cancers are diagnosed in women over age 40 (CDC).
- Mammography is the best available way to detect breast cancer early, when it is most curable. Timely screening can reduce breast cancer mortality in women 40 and older by 17% to 30% (CDC).

According to CDC report which describes Behavioral Risk Factor Surveillance System (BRFSS) findings that indicate a similar decreasing trend in self-reported use of mammograms among women aged ≥ 40 years during 2000--2005. Continued declines in mammography use might result in increased breast cancer mortality. (*Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion, USA*)

Mammography is generally accepted as the best available method for detecting breast cancer in its earliest, non-palpable stage, which is also the curable state. In the United States, screening rates are the highest in the Northeast and lowest in the South.

Since studies of the etiology of breast cancer have failed to identify feasible primary prevention strategies suitable for use in the general population, reducing mortality from breast cancer through early detection has become a high priority.

The potential for reducing death rates from breast cancer is contingent on increasing mammography screening rates and subsequently detecting the disease at an early stage.

The Healthy Carolinians 2010 goal for breast cancer is a mortality rate of 22.6 per 100,000. The current Harnett County rate is slightly above this goal. In 2002, the national breast cancer mortality rate was 25.6, and breast cancer was the third most deadly cancer. The Healthy People 2010 target rate is 22.3 per 100,000 females. (Harnett County Community Health Assessment 2006).

Through this program, services provided will include outreach and education to inform about the importance of mammography screenings for women. Also through this program provide screening services through the use of a mobile mammography screening.

Project Description and Objectives

The goal of this project is to increase the number of women receiving mammography screening in Harnett County, North Carolina. I will be serving as the Chairperson for the Mammography Outreach Programs and work to convene a committee from several organizations that have an interest in establishing mammography screening. The organizations identified include the following, Harnett County Department of Public Health, Harnett County Human Resources, Blue Cross and Blue Shield of North Carolina, Western Medical Group and Rex Healthcare's Mobile Mammography.

Work-site health screening is a proven approach to lowering health benefit costs. A successful event will bring value to employers and employees beyond prompt identification of treatable illness. The strategy for the Mammogram Outreach Program (MOP) intervention will include collaborating with Harnett County Human Resources for regular work-site mammography screenings for employees and or spouses.

Currently Blue Cross and Blue Shield of North Carolina is the insurance provider, during this program we will seek incentives they can provide to encourage screening for employees, through waive co-op or other options that would increase participation among this group. Also, seek funding opportunities through foundations and grants.

Mammography screening especially in rural locations or areas underserved by conventional mammography, mobile mammography can provide life-saving early detection of breast cancer. Rex Healthcare's Mobile Mammography provides mammography screening; this is the closest mobile screening facility to Harnett County. Also, this agency does make funding available for the uninsured.

By October 2007, organize and make available one mobile mammography screening for 25 women in the target population in Harnett County.

By November 2007, provide two mobile mammography screenings for 50 women in the target population in Harnett County.

By December 2007, approximately 75 women will receive a mammogram through the Mammogram Outreach Program.

By December 2007 approximately 25% of the women participating in the mammography screening will be minority. This project will concentrate on seeking participation from lower income women, and minority women.

At the end of the Mammogram Outreach Program, a presentation of the program and the outreach and collaboration will be presented to the Harnett County Board of Health. The vision from this project is ultimately to provide an on-going Mammography Outreach Program for the women in Harnett County.

Leadership Development Opportunities

This project will allow me the opportunity to work on several leadership skills outside of the public health area and provide the opportunity to work with rural health and private businesses which includes a hospital and insurance provider. This project will allow for me to evaluate my abilities as an effective team leader.

Evaluation of Leadership Development

A will monitor program progress through weekly reviews and updates. Persons that I will seek feedback from include my direct supervisor, which is the Health Director. Other colleagues I feel can provide valuable input and insight include the Director of Nursing and the Adult Health Program Supervisor.

I will meet with my mentor every two weeks to review this program and seek advice on specific leadership issues as part of our regular meetings. I will request both written and oral follow-up regarding my leadership skill for this project. It is my plan to model effective leadership traits including integrity, and commitment.

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