

**WOMEN'S WELLNESS CONNECTION**

# TARGETED OUTREACH PROGRAM: 2015 - (JUNE) 2017 OUTCOMES

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# TOP | Targeted Outreach Program

**Program Purpose:** *To expand outreach efforts to underserved women, including women eligible for WWC Clinical Services, particularly among those populations with higher rates of breast and cervical cancer.*

**Program Goal:** *To increase the number of women screened for breast and cervical cancer in Colorado.*



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# Evidence-based interventions

Client reminders, client incentives, small media, mass media, group education, and one-on-one education

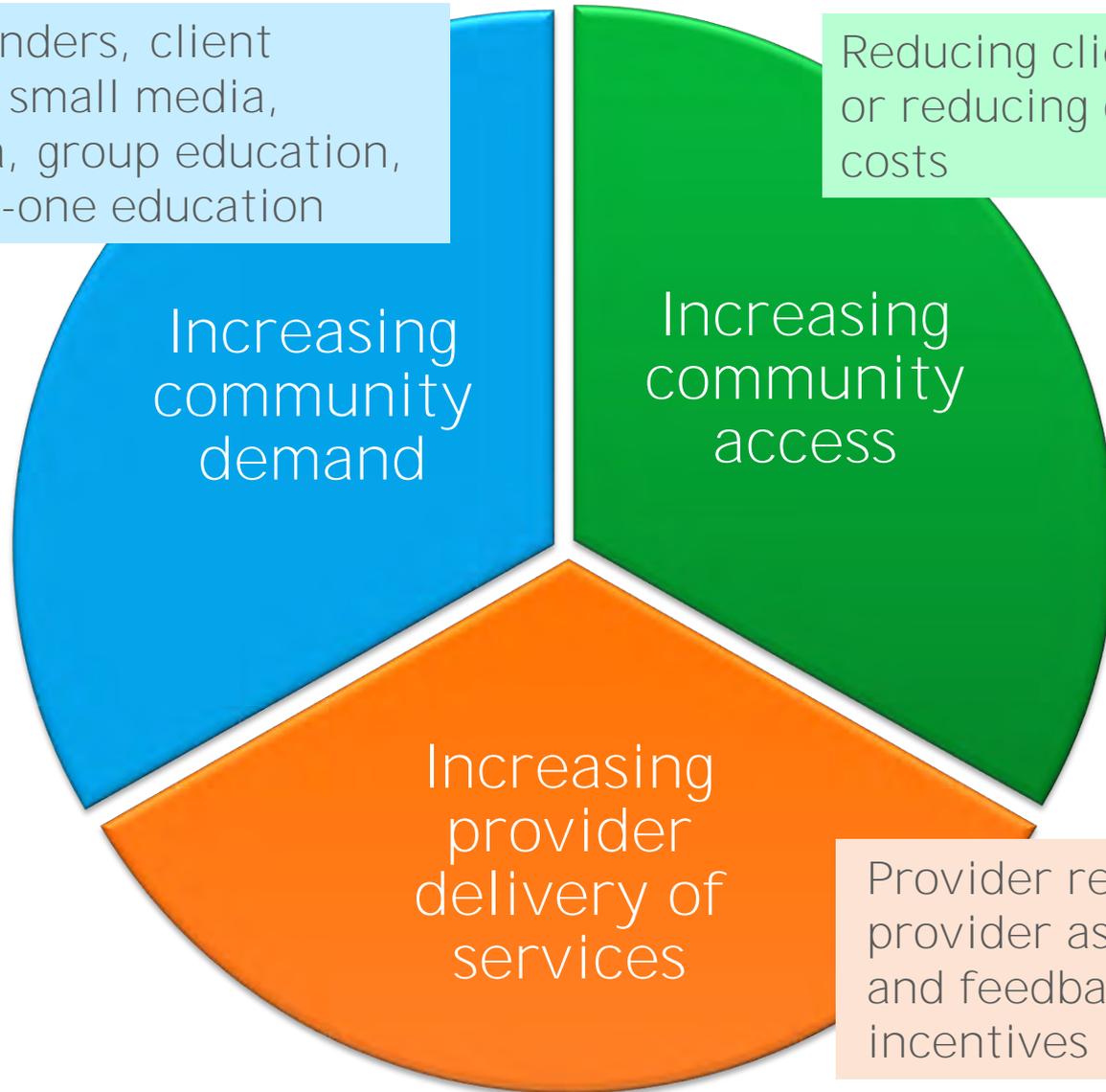
Increasing community demand

Reducing client barriers or reducing out-of-client costs

Increasing community access

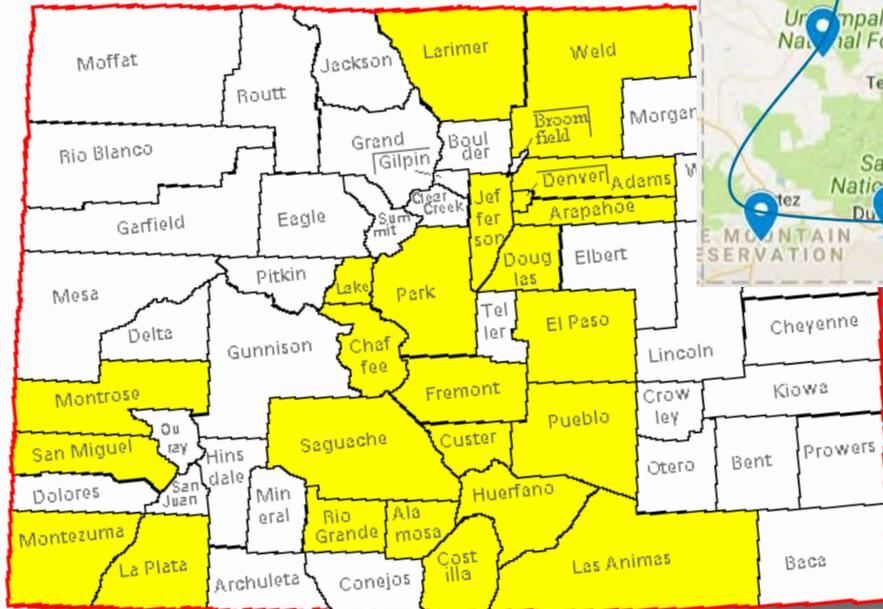
Increasing provider delivery of services

Provider reminders, provider assessment and feedback, provider incentives



# TOP Counties Reached

13 organizations serving women from 24+ counties



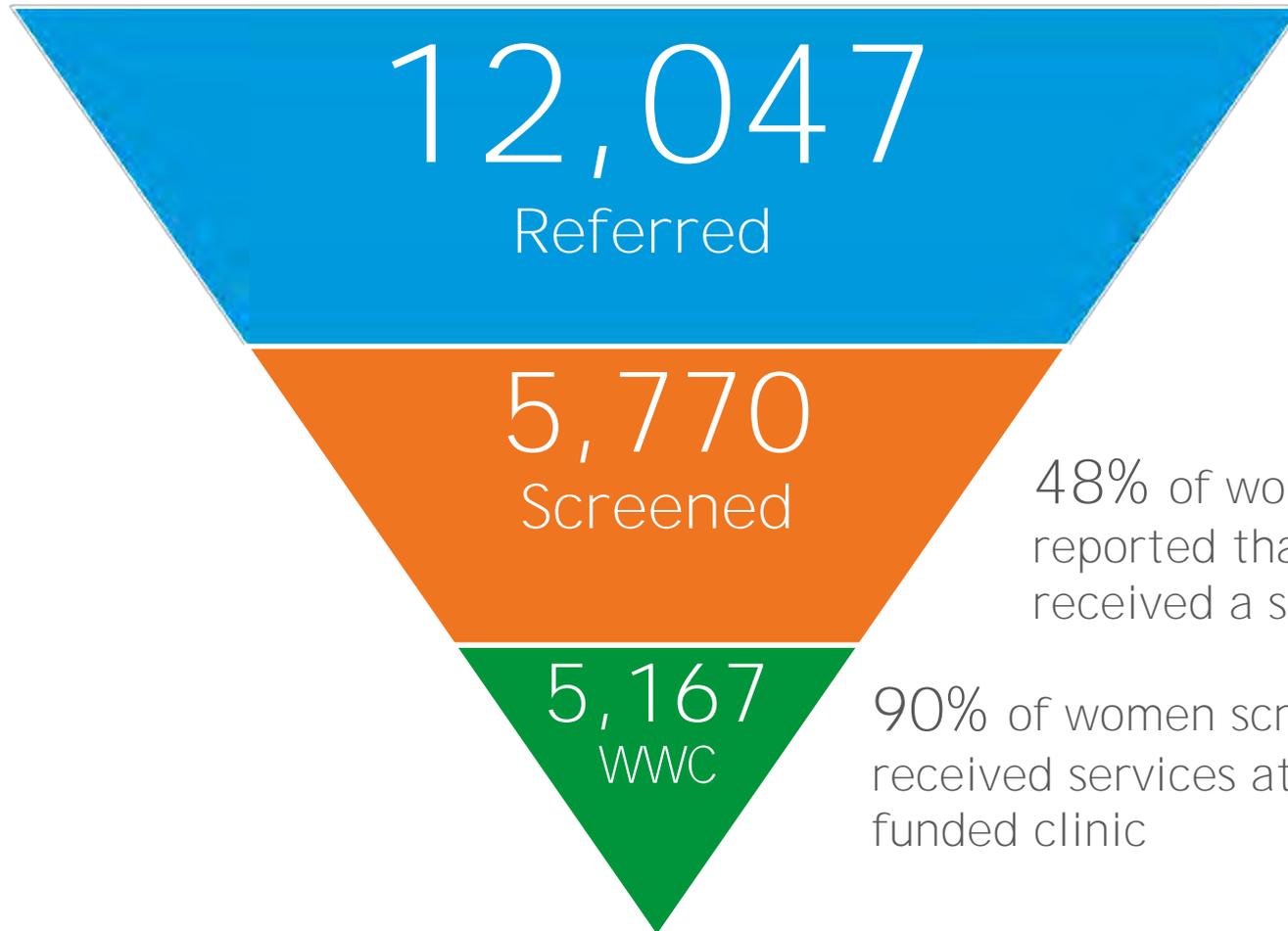
## TOP GRANTEEES (13)

- Clinica Tepeyac
- Denver Health and Hospital Authority
- Heart of the Rockies Regional Medical Center Foundation
- Inner City Health Center
- Montrose Memorial Hospital
- Penrose Saint Francis Hospital
- Somali American Community Center of Colorado
- San Juan Basin Health Department
- Southern Ute
- Spanish Peaks Outreach and Women's Clinic
- Uncompahgre Medical Center
- Ute Mountain Ute
- Weld County Department of Public Health

# TOP Outcomes

2015 – 2017

# Women reached through TOP



48% of women referred reported that they received a screening.

90% of women screened received services at a WWC-funded clinic

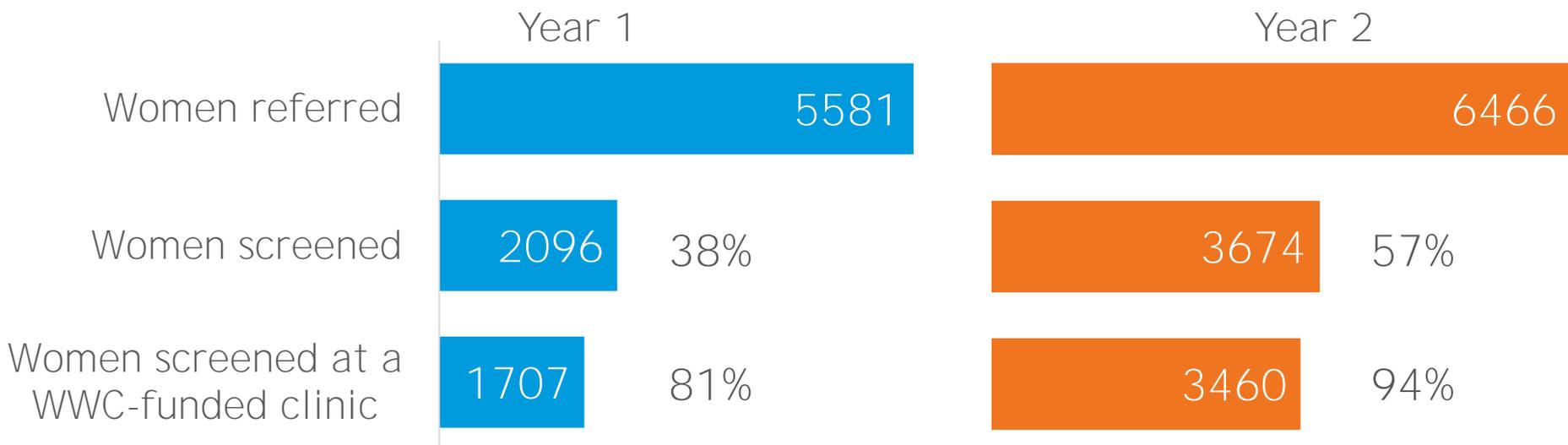


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# Women reached Year 1 vs Year 2



# Women screened for the first time: Year 2

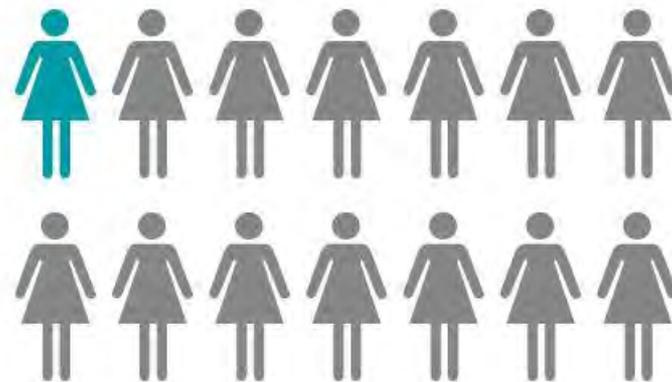
First Mammogram  
age 50+

587  
(16%)



First Pap test

263  
(7%)



3,674 women screened in Year 2



# TOP Strategies

2015 – 2017

# Raising awareness

152+

Materials developed

31,662

Direct  
mail

41,868

Small  
media

406,359+

Mass  
media  
reach



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# Engaging community

600

Community  
Organizations

175

Non-WWC  
Health Clinics

492

Community  
Events

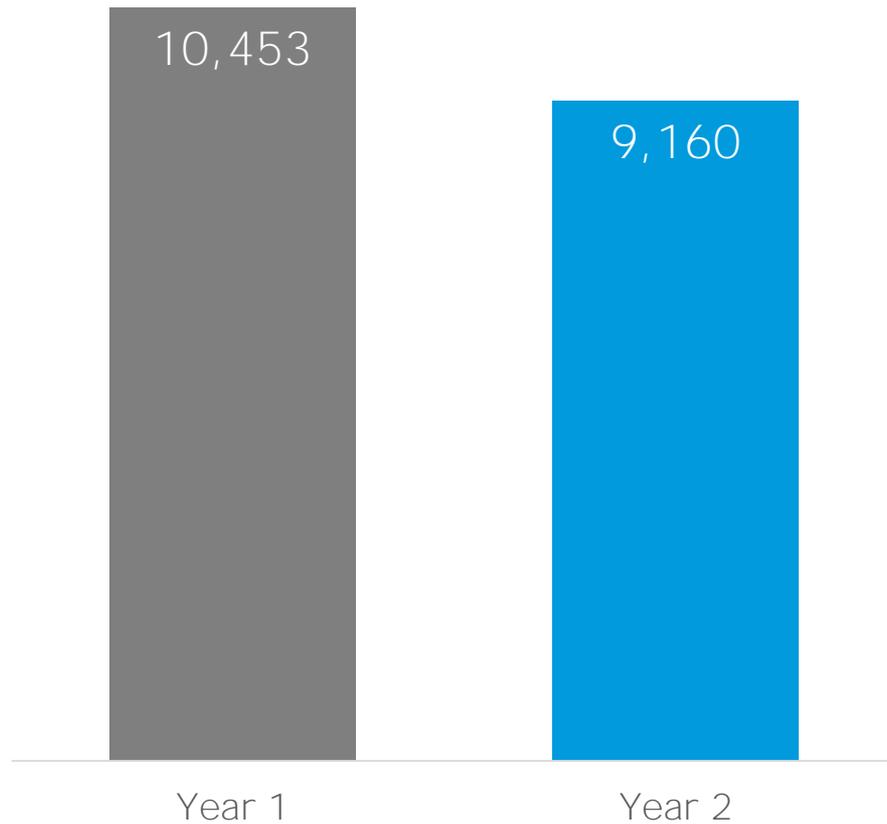
25,593

Women attended community events

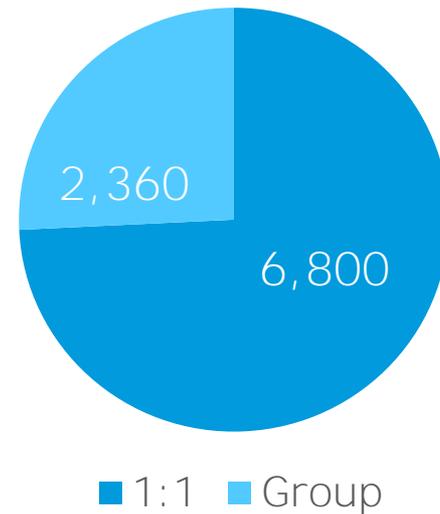


# Educating women

Women educated 2015 -2017,  
all methods (n=19,613)



Women educated in  
Year 2, by method  
(n=9,160)



# Reducing barriers: Year 2



3,842 appointments scheduled



3,591 appointment reminders



469 language interpretation



327 transportation assistance



137 cash incentives



24 dependent care assistance



# Next Steps for TOP

## January 1, 2018 and beyond



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# Assessment & Planning Process



## Community education

- Small media
- 1:1 education
- Group education
- Mass media

*Breast Cancer  
Cervical Cancer  
Colorectal Cancer*

## Share information about resources

- Screening guidelines
- Screening/health care
- Health insurance enrollment
- Transportation
- Dependent care

## Determine need for assistance

- Assess never-been-screened and need
- Assess for barriers to care
- Assess eligibility (lawful presence, income, etc.)

## Provide direct assistance

- Education (increase health literacy, reduce fear, etc.)
- Transportation (gas card, taxi vouchers, etc.)
- Language interpretation and translation
- Scheduling appointment
- Finding dependent care
- Assist with health insurance enrollment

*Individual-level  
data collection*

## Woman accesses screening

- Follow up to confirm screening completion

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