

Success Stories from Florida's Module B: The Right to Know Campaign

Public Health Issue

For US women, breast cancer is the most frequently diagnosed cancer and the second leading cause of cancer death. In Florida, by the end of 2010, over 14,000 women were predicted to be diagnosed with breast cancer, resulting in roughly 2,650 deaths. Increased and regular use of early detection measures along with enhanced treatment options have been attributed to improved breast cancer survival rates. Still many women living with physical disabilities are significantly less likely to have been screened according to recommended guidelines, than women without disabilities. For Florida, this represents a significant public health concern as nearly 1 in 5 women in our state are living with at least one disability. Therefore, the prospect of lower or less consistent screening rates puts these women at risk for late-stage diagnosis and poorer health outcomes.

Program Overview

The Centers for Disease Control and Prevention (CDC) created The Right To Know (RTK) Campaign to address the need for targeted breast health promotion messages and materials for women living with physical disabilities. The materials include posters, MP3 files, low-tech fliers, print advertisements, and tip sheets. The Florida Office on Disability and Health has implemented four major strategies to disseminate the campaign since 2007: Leverage existing partner networks and events; Use local media outlets; Augment campaign materials; and Participate in local events/ Organize special dissemination pushes. In Years 1-2, we wrote our comprehensive dissemination and implementation plan, developed partnerships, and started our mammography accessibility survey. In Year 3, we launched the campaign in North Florida upon receiving the final CDC materials. In Year 4 we are expanded the campaign into Central and South Florida. In Year 5 we are currently supporting and evaluating the campaign.

Our campaign partnerships extend throughout the state and include: 16 Centers for Independent Living (CILs); 16 Florida Breast and Cervical Cancer Early Detection Program offices; 6 Susan G. Komen affiliate offices; and numerous additional organizations and offices that work in disability and/or health promotion and services. These partners disseminate the campaign materials by displaying posters, placing tip sheets in lobbies, including tip sheets with other materials they distribute, distribute/ display RTK materials at events, placing Ads in newsletters and websites, using RTK materials during healthcare provider training, and engaging in October campaign pushes. Our office promoted the campaign by circulating three press releases reaching 144 media outlets, placing over 30 campaign Ads in newspapers throughout the state (print and web), presenting the campaign on a Florida DOH state-wide webinar, and providing interviews for print media, radio and public access television. The CDC-developed campaign materials were augmented to reach women living with sensory, cognitive and intellectual disabilities, as well as health care providers. This was achieved in three ways: 1) developing original materials, including a set of educational materials targeting mammography technologists, and both a mammography accessibility resource guide and a transportation guide for women with disabilities.; 2) acquiring externally produced breast health materials to reach women with sensory, and cognitive disabilities; and 3) translating existing materials for low-vision, Haitian Creole and Braille readers.

We participated in local events and organized special punctuated dissemination pushes throughout the campaign. This includes: developing and distributing dissemination/resupply kits to partners; conducting 2 campaign material mail-outs to roughly 475 mammography facilities; running RTK tables at disability and/or breast cancer events; conducting RTK educational presentations to women living with disabilities at (CILs); engaging in Big October Pushes to promote the campaign and distribution of materials; and expanding, supporting and maintaining partnerships.



*[The Right To Know tip sheet]
"gives me more
encouragement to take care of
my health and encourage
other women to follow the
plan."*

*"[The Right To Know tip sheet]
made me think of things to
request [that] I didn't think of
before. Your information on
cancer will be very helpful to a
lot of people."*

*- Evaluation responses from women
living with physical disabilities. 2011,
Florida Office on Disability and
Health, Module B*

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Making a Difference

Since the campaign was launched, our office has tracked and recorded, both the distribution of RTK campaign materials to partners, and all activities and events where RTK materials are used. We provided over 60 dissemination kits to partners and interested organizations throughout the state. The kits include printed materials and digital copies on CD. In Year 3 we conducted a process evaluation in North Florida to inform and improve on the campaign implementation. Telephone interviews with 10 partners indicated that integrating the RTK materials into existing activities and events was optimal, and that the posters and tip sheets were primarily used. We were able to share this information with their affiliate offices as we expanded the campaign into Central and South Florida. Interviews with 3 mammography facilities indicated that the materials were helpful to technologists, but patient navigators and marketing personnel also found the information on accessibility factors valuable. We then conducted a campaign mail-out to all mammography facility in the state as part of our ongoing mammography accessibility survey. In Year 4 we conducted a feedback survey with two groups of women with disabilities as part of our educational presentations at the Tampa and Winter Park CIL offices. Of the 17 women that participated, 13 women reported that they had gained a better understanding of breast cancer screenings, particularly on how to request accommodations at a mammography facility, and how to perform self-breast exams. Most women planned to change the frequency at which they sought breast cancer screening, and felt that it is more important now than before to have their screenings done regularly. In Year 5 we are conducting an evaluation using a targeted mail-out with four CILs (Jacksonville, Gainesville, Tampa, Miami) reaching over 1300 women. Preliminary results show more than half the women reported that the tip sheet helped them prepare for a mammogram and provided new information, specifically information about breast cancer, how often to get a mammogram, and accommodations to ask for. Again, more than half the women reported that their attitude changed after reading the tip sheet. They specifically selected that breast cancer screening was more important now than before, felt more confident and prepared to get one, and were less nervous or anxious. A similar survey will be mailed out to mammography facilities in January to assess increased knowledge and awareness, attitudinal changes, any modifications made (or intent to modify) the facility to increase accessibility.

Both through our partners' efforts and our own, we can confidently say that several thousands of women with disabilities in the state have been exposed to the RTK campaign message. We have also raised awareness about the importance of this health topic to a general audience, and we have provided disability and accessibility information to all Florida mammography facilities. We calculate that less than half of the actual dissemination activities and events engaged in by our partners have been recorded, but as of now, we have 22 records in North Florida, 23 in Central Florida, and anticipate about 15 in South Florida. Some events were attended by 20 women with disabilities, while others were attended by a general audience of 8,000 people. These include health fairs, ADA Expos, Breast Cancer events, conferences, presentations, support groups, training programs, mail-outs/hand-outs/displaying RTK materials, and placing them in newsletters, websites, distributing them from a mobile mammography van, etc. We are still collecting tracking information from our partners for this year.

Shaping Tomorrow

The Florida RTK Campaign is working with the state-level Florida Breast and Cervical Cancer Early Detection Program (FBCCEDP) to ensure sustainability of the campaign. The FBCCEDP will host the campaign materials on their website and provide regular notifications to their 16 Florida regional offices about the availability and importance of the RTK campaign materials. We are currently upgrading our website to optimize user access and working with our IT department to ensure that it stays live beyond the grant's termination date. In the final quarter of this grant year, we will notify every partner about the availability of the materials on our website and through the FBCCEDP.

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