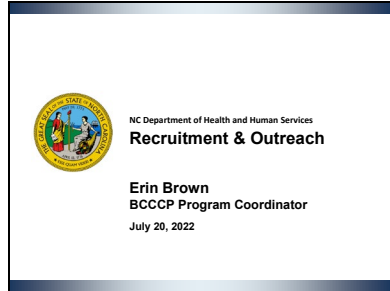
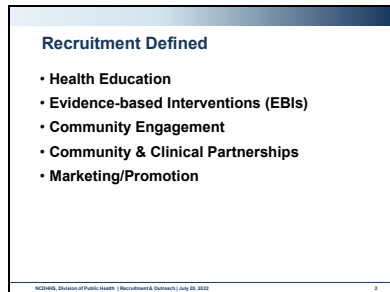


Slide 1



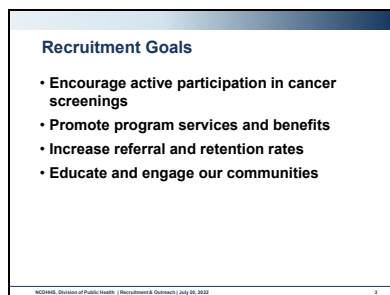
Hello everyone. My name is Erin Brown and I am the NC BCCCP Program Coordinator. Today I am going to discuss patient recruitment, ways to build and strengthen partnerships, establish community-clinical linkages, and discover opportunities for technical assistance and training for increasing enrollment.

Slide 2



Recruitment is the act of seeking eligible women and encouraging them to enroll into the Breast and Cervical Cancer Control Program also known as BCCCP. Strategies for increasing BCCCP participation include promoting health education, utilizing evidence-based interventions or EBIs, participating in community engagement, building community-clinical partnerships, and actively marketing and promoting the program.

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Slide 4

Recruitment Strategies

- **Health systems interventions/provider-focused activities**
 - Direct clinical services
 - Patient navigation (PN)
 - Evidence-based interventions (EBIs)
 - Client reminders, one-on-one education, small print media
 - Reduce structural barriers and out-of-pocket costs

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Health systems interventions and provider-focused activities are doing what you routinely do: 1) Providing direct clinical services 2) patient navigation to support eligible women with abnormal results and addressing barriers 3) Utilizing EBIs to increase client demand and access and increase provider delivery.

Some common evidence-based strategies involve disseminating client reminders, providing one on one education (which can be accomplished by using materials provided by the branch) and reducing out-of-pocket costs by enrolling into BCCCP.

Slide 5

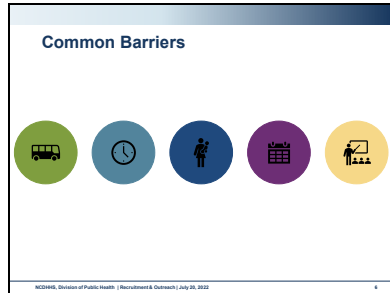
Recruitment Strategies

- **Community-clinical linkages to aid patient support**
 - Connecting women in the community to services

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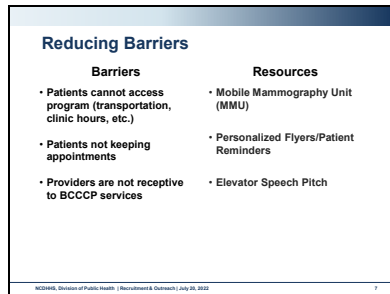
Along with traditional partners such as American Cancer Society and hospitals, consider reaching women through non-traditional partners such as churches, cancer support groups, jails, public housing communities, migrant and seasonal farmworker camps, and women’s shelters.

Slide 6



- Patients may have a barrier to accessing screening sites like transportation, clinic hours, and childcare needs
- Patients may not be following through with their scheduled appointments
- Providers may not be receptive to learning about BCCCP

Slide 7



If your patients cannot access the screening sites, navigators can collaborate with nearby worksites to provide mobile mammography units.

If your patients are not keeping their appointments, BCCCP navigators can distribute personalized flyers to those individuals. After failed attempts, peer health educators can assist with one-on-one education for the patient to address additional barriers.

If other providers are not receptive to BCCCP services, try out your custom elevator speech pitch to develop connections.

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Developing Connections

- Use a previous BCCCP elevator pitch or develop your own
- Identify key players who help with communication, outreach, and recruitment
- Identify new opportunities, partnerships, and individuals who could promote BCCCP

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Once you have identified new partnerships and individuals who could promote NC BCCCP, it is also important to know when to adjust your pitch to develop partnerships and encourage others to get involved with your initiatives within the community.

A ‘pitch’ can come in a multitude of platforms including a letter, a presentation or even just a one-on-one conversation with an interested individual. It is important that your BCCCP team understands how to communicate your services in any format.

Whether it’s establishing referral protocols to reach more women or hosting a cancer screening adherence event – knowing how to promote your program efficiently can help others you meet and connect with do the same.

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Developing Connections

BCCCP Staff Members	Roles	New Individuals/Partnerships
Coordinator/Navigator	Provides & coordinates cancer screenings	Low Income Health Providers, FQHCs
Health Educator	Promotes healthy outcomes, importance of breast and cervical cancer screenings & BCCCP services	The American Cancer Society, Immunization Units (HPV), Cancer Survivorship Groups
Manager	Offers guidance/support, oversees logistics, leverages and sustains funding & resources for BCCCP	Susan G. Komen Foundation
Program Assistant	Provides support regarding program services	Health Educators, Lay Health Advisors

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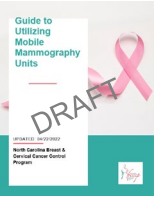
Understanding how your program has positively influenced your community is vital when it comes to promoting your program. Knowing how to tailor your elevator pitch to your intended audience and identifying what you want them to learn is key.

Remember to research the organization in which you are interested in discussing the program with, and discover who would be the appropriate person to contact regarding your services

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Coming Soon!

- **Guidebook to help you connect with and schedule mobile mammography units in your service area**



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NC BCCCP is currently editing a Guide to help you utilize mobile mammography units in your service area. It's important to remember that these should be scheduled in areas that can help decrease barriers versus setting up in your parking lot.

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Guidebook will include:

- **Procedures for scheduling**
- **List of MMUs by County of service**
- **Contact information for MMU providers**
- **Best practices**
- **FAQs**

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Once this guide is approved, both the nurse consultants and myself will be available to help you with any scheduling or technical issues with the MMU providers. We're excited about this project and the possibility of reaching more women in underserved areas!

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Contact Information

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