

**Be proud.
Take
care of
your health**

**Breast Cancer
Education and
Screening
for Russian
Speaking Women**



Community Education Program

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For copies of materials:

You may download materials from the Public Health website listed below.

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OVERVIEW AND INTRODUCTION

Breast cancer is a leading cause of cancer death in women in the former Soviet Union. There are no national breast cancer screening programs. In 1998, 33% of new breast cancer diagnoses in Ukraine were Stage III or IV, compared to 9% in the US. These high rates of advanced disease suggest a culture of death and dying linked with breast cancer. Immigrant women bring these perceptions to the United States. There are 18,254 people who report Russian as their spoken language at home in King County (American Community Survey, 2008). From 2004 - 2009 the Breast, Cervical and Colon Health Program (BCCHP) in King County served 272 women who spoke Russian. Their breast cancer diagnosis rates were significantly higher (19.5 per 1,000) than for the total women served (10.3 per 1,000) in BCCHP.

Why Women Decide Not to Have Breast Cancer Screening

In 2009, the American Cancer Society "Strides Against Breast Cancer" project provided funds to conduct focus groups with Russian speaking women to explore their beliefs about breast cancer and mammogram screening. Education messages used in the BCCHP outreach to recruit and encourage women to get regular mammograms were not completely effective for this group of women. Even though the materials were translated into Russian, they did not address several important concerns expressed by women in the focus groups.

From the focus groups we learned a great deal of new and unique information which formed the basis for the new tailored education messages and methods in this Community Education Program. Examples of results from the focus groups:

1. Women are extremely fearful about the diagnosis of breast cancer and harbor horrific negative images of the disease. Younger women (<40 years) view breast cancer as non-curable and linked with not only death, but death that involves suffering. No exceptions.
2. Some women, across age categories, know the importance of detecting breast cancer at an early stage. But even when they know the importance of early detection, women still link breast cancer with negative images, including death.
3. Women do not know the age, frequency or interval for doing screening mammography.
4. Women stated reasons why a woman does not have a mammogram when it is recommended by a doctor: lack of insurance to cover costs, fear (the less you know the less you suffer), preventing suffering, no trust in the doctor and waiting until it hurts.
5. Women do not have positive experiences with women who have been diagnosed with breast cancer, either in the U.S. or in their country of origin.
6. Women believe that stress is both part of the etiology as well as affects disease progression.
7. Women claim husbands vary on whether they will stay or leave their wife if the wife is diagnosed with breast cancer. They report that their husbands would be highly distressed and panicked were their wife to be diagnosed with breast cancer.
8. Men said the women made decisions on their own about whether to be screened for breast cancer. Men did not lead or direct that decision.
9. Women do not automatically trust their doctor. They distinguish between a "good" doctor and a smart doctor. They report getting second opinions.
10. Women view God and prayer as their partners in health.

BE PROUD. TAKE CARE OF YOUR HEALTH Program

These new education materials and messages were developed to specifically address the beliefs expressed by women in the focus groups and non-screening practices. It is our hope that these materials will encourage women to be screened regularly so that cancers can be diagnosed at an earlier stage.

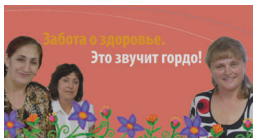
Film Strategy

Storytelling is a method often used to share health messages and is used in this project as a central focus to portray key messages about breast cancer and mammography screening. The film expands on the emotional components of Russian speaking women's beliefs about breast cancer and links those beliefs to new information. Expert doctors provide factual information about how breast cancer screening can detect cancer early and save lives. They explain the screening recommendations and how American doctors talk with their patients about making decisions for their health care. The film includes a segment in which a mammogram is done by a Russian-speaking mammography technician.

Women from the community are the talent in the film. Two breast cancer survivors share their stories – how they were diagnosed, their treatment, their recovery, their family and their return to wellness. They show that having breast cancer is NOT a death sentence. While the women speak to specific issues about breast cancer or breast cancer screening from the focus groups, they also speak from the heart. In this way they reach out to and connect with the audience. Each member of the audience is able to identify with at least one woman in the film, as well as several messages.

The film, Be Proud! Take Care of Your Health, is available in Russian with English subtitles. It may be accessed at the website below.

<http://www.youtube.com/watch?v=GEHp2tW2NVA>



Brochure

The brochure complements the film, addressing concerns about breast cancer and screening that were specifically raised by the women during the focus groups. It is available in Russian and English.

Be proud.
Take
care of
your health

Забора о
здоровье.
Это звучит
гордо!



www.kingcounty.gov/health/cancer

LESSON PLAN

Learning Objectives

Participants will:

1. Have the opportunity to discuss their beliefs, feelings, experiences or concerns.
2. Hear other's experiences.
3. Have opportunities to offer suggestions and support.
4. Have information about and resources for breast cancer screening.

Materials

1. "Be Proud. Take Care of Your Health" film
2. "Be Proud. Take Care of Your Health" brochure
3. Breast model (optional)
4. Beads Positive model (optional)
5. Pre- and Post-program Questionnaire
6. Information about local resources for breast cancer screening
7. DVD player or computer to show film

Lesson Plan Outline

1. Welcome group (5 minutes) and complete pre-program questionnaire
2. Implement "ice breaker" introduction and set ground rules (10 minutes)
3. Provide overview of program (1 minutes)
4. Show "Be Proud. Take Care of Your Health" film (14 minutes)
5. Lead discussion about film, breast cancer and breast cancer screening using the Be Proud brochure, Fact sheet and Breast self-exam flyer (20 minutes)
6. Share information about local breast cancer screening services (5 minutes)
7. Complete post-program questionnaire (5 minutes)

Time: 1 hour

Breast Health Education, Screening and Cancer Information

- American Cancer Society – www.cancer.org, 1-800-ACS-2345. Russian translator available 24 hours a day – hold and request translator.
- Susan G. Komen for the Cure – www.komenpugetsound.org, 206-633-0303, Puget Sound Affiliate or National office www.komen.org, 1-877-465-6636
- Breast, Cervical and Colon Health Program – www.doh.wa.gov/cfh/BCCHP, 1-888-438-2247

LESSON PLAN SUMMARY

1. Welcome group.

Thank attendees for participating and acknowledge those that helped organize the meeting. Complete pre-program questionnaire.

2. Implement “ice breaker” introduction and set ground rules.

Ask participants to introduce themselves giving their name and sharing one thought about breast cancer or breast cancer screening. Encourage everyone to speak openly, to listen to each person and to respect others ideas.

3. Provide overview of program.

Briefly introduce yourself. Explain the purpose of the program is to learn about breast cancer and breast cancer screening, to discuss beliefs and experiences and concerns and to share information about resources.

4. Show film.

“Be Proud. Take Care of Your Health” was made with Russian speaking women for Russian-speaking women. It features the stories of two breast cancer survivors and provides information about breast cancer screening from expert medical doctors.

5. Lead discussion about film, breast cancer and breast cancer screening.

a. Start with open-ended questions to elicit reactions:

- After watching the film, what were your reactions?
- What did you think of Asya and her story?
- What key message did you hear?
- Did someone say something you agreed with or disagreed with?

b. Use the “Be Proud” brochure and other education resources to reinforce key points about breast cancer screening (mammograms, clinical breast exams and breast self-exams).

6. Share information about local breast cancer screening services.

Include resources for those with and without insurance. Invite everyone who would like more specific information or has questions to talk with you after the meeting.

7. Complete post-program questionnaire.

Thank participants for attending and ask them to complete the questionnaire. Compare the pre- and post-questionnaires to determine the program impact. Talk with or call at a later time women who have further questions or need referrals to local breast cancer screening services.

Pre-Program Questionnaire
Please complete this form before the program

Name or code _____

1. Are you familiar with a mammogram?

Not at all _____ Very Familiar
 1 2 3 4 5 6 7 8 9 10

2. Have you ever had a mammogram?

_____ yes _____ no (if no, go to question 5)

3. If so, how many mammograms have you had?

4. When did you have your most recent mammogram?

5. Are you planning to have a mammogram in the next 12 months?

_____ yes _____ no

6. On a scale of 1-10, please describe your mammogram experience.

Poor experience _____ Good experience
 1 2 3 4 5 6 7 8 9 10

7. What concerns have you had about getting regular mammograms?

Check as many as apply

- _____ Dealing with cancer treatment
- _____ Safety
- _____ Reliability
- _____ Pain
- _____ Finding cancer
- _____ Mistrust of health care provider or doctor
- _____ Lack of quality health care
- _____ No medical insurance/cost
- _____ Cancer means death
- _____ How family would respond if I had cancer
- _____ Fear

8. Do you have health care insurance?

_____ yes _____ no

9. Do you have a regular health care provider?

_____ yes _____ no

10. Please check appropriate space. Are you:

- _____ Under 40 years of age
- _____ Between 40 and 50
- _____ Over 50

Thank you for completing this pre-program form.

Post-Program Questionnaire
Please complete this form after the program ends

Name or code _____

1. Are you planning to have a Mammogram in the next 12 months?
_____yes _____no
2. On a scale of 1-10, please rate how you important you feel mammograms are to health?
Not important _____ Very Important
1 2 3 4 5 6 7 8 9 10
3. What about today's program did you find most useful?
4. What parts of the movie did you find least valuable?
5. Did the movie help you deal with any concerns you may have had about having a mammogram?

If so, in what way?

6. Would you like information about where and how to get regular mammograms?
_____yes _____no

If so, please include:

Name: _____

Phone number: _____

Address: _____

Анкета для заполнения перед началом программы
Пожалуйста, заполните эту форму
перед началом программы

Имя и фамилия или код _____

1. Знаете ли Вы, что такое «маммограмма»?

Совсем не знаю _____ Очень хорошо знаю
 1 2 3 4 5 6 7 8 9 10

2. Проходили ли Вы когда-либо маммограмму?

_____ Да _____ Нет (если нет, перейдите к вопросу 5)

3. Если да, то сколько раз Вы делали маммограмму?

4. Когда Вы делали маммограмму в последний раз?

5. Планируете ли Вы сделать маммограмму в течение следующих 12 месяцев?

_____ Да _____ Нет

6. По шкале от 1 до 10 оцените, насколько Вам понравилось проходить маммограмму.

Совсем не понравилось _____ Понравилось
 1 2 3 4 5 6 7 8 9 10

7. Что именно Вас беспокоило в связи с регулярным прохождением маммограмм?

Отметьте все, что имеет отношение

- _____ Решение проблем, связанных с лечением рака
- _____ Безопасность
- _____ Надежность
- _____ Боль
- _____ Вероятность обнаружения рака
- _____ Недоверие к поставщику медицинских услуг или врачу
- _____ Недостаток качественного медицинского обслуживания
- _____ Отсутствие медицинской страховки / стоимость
- _____ Рак означает смерть
- _____ Как прореагировала бы семья, если бы у меня был рак
- _____ Страх

8. У Вас есть медицинская страховка?

_____ Да _____ Нет

9. У Вас есть постоянный поставщик медицинских услуг?

_____ Да _____ Нет

10. Пожалуйста, отметьте соответствующий пункт. Вам:

- _____ Меньше 40 лет
- _____ От 40 до 50 лет
- _____ Больше 50 лет

Благодарим Вас за заполнение этой формы перед началом программы!

**Анкета для заполнения после окончания программы
Пожалуйста, заполните эту форму
после окончания программы**

Имя и фамилия или код _____

1. Планируете ли Вы сделать маммограмму в течение следующих 12 месяцев?
_____ Да _____ Нет
2. По шкале от 1 до 10 оцените, насколько, по Вашему мнению, маммограммы важны для сохранения здоровья.
Не важны _____ Очень важны
1 2 3 4 5 6 7 8 9 10
3. Что в сегодняшней программе оказалось для Вас наиболее полезным?
4. Какие части фильма Вам показались наименее ценными?
5. Помог ли фильм решить какие-либо вопросы, которые могли Вас беспокоить в связи с прохождением маммограммы?

Если да, то каким образом?

6. Хотели бы Вы получить информацию о том, где и как можно регулярно проходить маммограммы?
_____ Да _____ Нет

Если да, пожалуйста, укажите:

Имя и фамилия: _____

Номер телефона: _____

Адрес: _____