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| **TITLE**  **[Character Limit: 80]**  *Finding Success at Health Fairs* |

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| **SUMMARY [Character Limit: 600]**  As with most public health programs, the Utah Cancer Control Program (UCCP) has attended many health fairs without success and had discontinued participating. However, this year, the UCCP partnered with other community organizations at an established health fair, to enroll women and provide direct screening services on-site; resulting in 148 underserved women being enrolled into the program. |

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| **CHALLENGE [Character Limit: 800]**  The Junior League Community Assistance and Resource Event (CARE) Fair holds an annual, two-day event that provides routine medical, dental and vision services, by bringing together community agencies and medical service providers who volunteer time and resources. Intermountain Healthcare, a large Utah health system, has paid for pap smears and mammograms in past years, but was seeking additional partners to expand the number of underserved women who receive breast and cervical cancer screening. |

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| **SOLUTION [Character Limit: 700]**  During the two day health fair, the UCCP provided onsite staff to enroll women who qualified. PA students from the University of Utah provided clinical breast exams and pap smears onsite. Intermountain and Alliance Community Services, a community partner, scheduled all women who needed a mammogram at local screening facilities. |

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| **RESULTS/ACCOMPLISHMENT/IMPACT [Character Limit: 800]**  During the two day health fair, the Utah Cancer Control Program enrolled 148 women, many who have never received screening services before. The program has since replicated this activity at community wellness events, reaching smaller numbers, but equally vulnerable populations. A recent event held at the Urban Indian Walk In Center, UCCP partnered with a mobile mammogram unit to provide on-site mammograms. Seventeen women were served during a 3 hour time frame. Most had never had a mammogram before, including 2 women in their 60s. |

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| **DIRECT QUOTE/TESTIMONIAL**  **[Character Limit: 300]** *(from a Patient, Provider, Partner)*  Click here to enter text.   * Positive remarks and emotional insight |

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| **LESSONS LEARNED/SUSTAINING SUCCESS [Character Limit: 700]**  **Traditionally for the UCCP program, health fairs have not been successful at turning education into direct action. However, serving women during community events that provide direct health services has allowed the program to reach vulnerable populations who otherwise may not receive health services, and has provided a means to improve and increase community partnerships. The Utah Cancer Control Program will continue to attend community events that provide on-site access to direct health services.** |

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| **CONTACT INFORMATION:**  **Marie Nagata, Program Manager**  **Utah Cancer Control Program**  [**mnagata@utah.gov**](mailto:mnagata@utah.gov)  **801-538-6519** |

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| **PICTURE**   * 1 picture/logo and/or data infographic can be provided * Send a jpeg, gif file. |

**If your success story falls under a specific strategy, check which one(s):**

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HEALTH SYSTEMS INTERVENTIONS

COMMUNITY PROGRAMS LINKED

TO CLINICAL SERVICES

EPIDEMIOLOGY AND SURVEILLANCE

ENVIRONMENTAL APPROACHES

**Success Story Pointers**

* Keep paragraphs short – no more than 5-6 sentences.
* Keep story to no more than two pages.
* Include direct quotes if they strengthen the story.
* Limit use of acronyms. If you use acronyms, spell them out on first mention.
* Use plain language.

**Check Key Word(s) and Area(s)**

Disparate/Hard to  Provider Reminders (*i.e.*  Employer and

Reach Population *EMR reminders, client* Professional

*charts, e-mails)* Organizations

Tribal and Territorial

Health

Provider Assessment  Chronic Disease and Feedback (*i.e.* Program Integration

Community Health *performance reports)*

Workers  Employer

Reducing Structural Worksite/Workplace Wellness

Patient Navigators Barriers (*i.e.*  *reducing*

*time/distance to*  Outreach and

Electronic Health *services,*  *transportation,* Education (*i.e., group,*

Records/Health  *child care,*  *extending one on one, events*)

Information Technology *clinic hours,*  *non-clinical*

*setting,*  *simplifying*  Healthcare Providers

Partnership *administrative* Clinics

Development & *procedures).* Select all

Sustainability that apply.  Service Delivery (*screening, diagnostics*)

Medical Homes  Media (*i.e. radio,*

*television, billboards,*  Quality Improvement

Policy Development *flyers, social media,*

and Change *brochures)* Select allData Sources and

Utilization

Community Based  Community Health

Organizations Centers (*i.e., FQHCs*)  Professional Development Training

Patient Reminders (*i.e.*  Medical Advisory Group  Federal Agencies

*phone calls, e-mails,* and Coalitions

*postcards, text*  Facilitating

*message)* Enrollment in Insurance Plan& Coverage