



Department  
of Health

# New York State Breast and Prostate Cancer Peer Education and Outreach Program

September 2021

# NYS Breast Cancer Screening Initiatives

- The Governor's 2016 State of the State proposed to increase breast cancer screening and awareness
- What components are part of the initiative?
  - Promotion of paid time off for breast cancer screening
  - **Peer education and outreach (breast/prostate)**
  - Patient navigation at NAPBC sites
  - Media campaign
  - Extended hours at hospital-based mammography facilities
  - Mobile mammography

# Peer Education and Outreach Program

- 10 contracts awarded in 2016 to health care agencies (current number is 8)
- Covers areas of high need for breast cancer screening
- Located across NYS

# Service Regions

Agency	Counties Covered
Peconic Bay Medical Center	Suffolk
Nassau University Medical Center	Nassau
New York Presbyterian-Queens	Queens
Open Door Family Medical Center, Inc.	Dutchess, Ulster
St. Peter's Hospital	Albany, Rensselaer
Champlain Valley Physicians Hospital	Clinton, Franklin, Essex
St. Mary's Healthcare	Fulton, Montgomery, Schenectady, Saratoga
United Memorial Medical Center	Genesee, Orleans, Wyoming, Monroe
Niagara Falls Memorial Medical Center	Niagara, Erie

# Breast Cancer Screening Goal

- Increase the breast cancer screening rate by 10% over five years

# Project Activities

- Provide outreach and education targeted to underserved women, ages 50-74, about the importance of breast cancer screening
- Employ peer educators who:
  - are members of communities they serve
  - share similar social backgrounds or life experiences with target populations
- Build relationships with community organizations, community gatekeepers, and local health care providers, with a focus on those that have access to and provide services to priority populations
- Link women to clinical and referral services

# Breast Cancer Education

- Deliver education to medically underserved or underserved women who experience barriers to services
- Provide education via group and one-to-one sessions
- Coordinate education events with community partners, including Cancer Services Program

# Peer Education: Where it happens

## Group and 1:1 education at locations to reach priority populations

- ❖ ESL classes
- ❖ Jury duty
- ❖ Rabies clinics
- ❖ Amish farm store
- ❖ Mobile flu shot clinic
- ❖ Refugee resettlement sites
- ❖ Horse racing backstretch housing
- ❖ Farm worker camps
- ❖ Taxi driver safety programs
- ❖ Rural tire recycling site
- ❖ Churches and mosques
- ❖ Public housing



*Example:*  
Education at migrant camps  
with Cancer Services Program



*Example:*  
Education at mobile flu shot clinic  
with Cancer Services Program



# Referrals to Services

- Refer individuals to a health care system for breast cancer screening
- Refer interested individuals to community resources, such as organizations that help with food and housing insecurity
- For uninsured clients, coordinate screening and follow up with local Cancer Service Programs, including enrollment in the NYS Medicaid Cancer Treatment Program

# Breast Cancer Education and Referrals 2016-2021



\*self-reported

# Contract Manager Contact Information

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