


# Expanding Reach to Those Rarely or Never Screened for Cervical Cancer

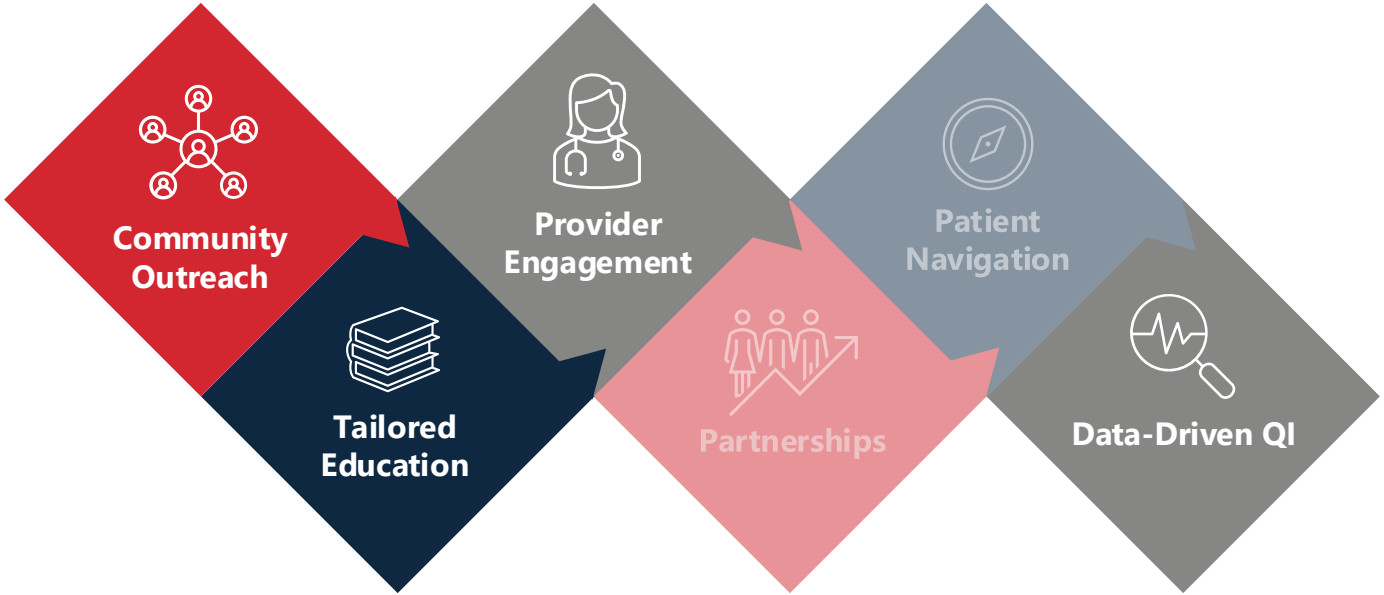
Tennessee Breast and Cervical Screening Program (TBCSP)

Maria Campos Araujo BS, TBCSP Director

# TN's Framework for Expanding Reach



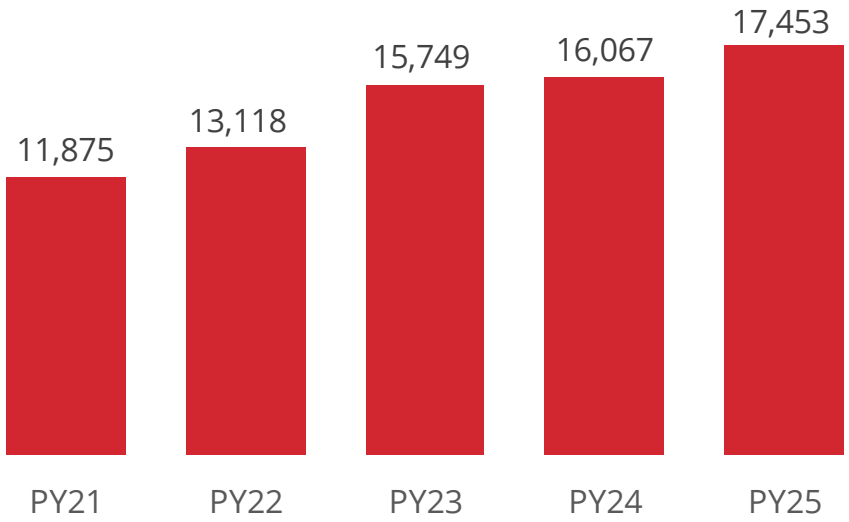
# Highlighted Strategies



# Data Identifies Opportunities

# Using Data To Identify Women Missed

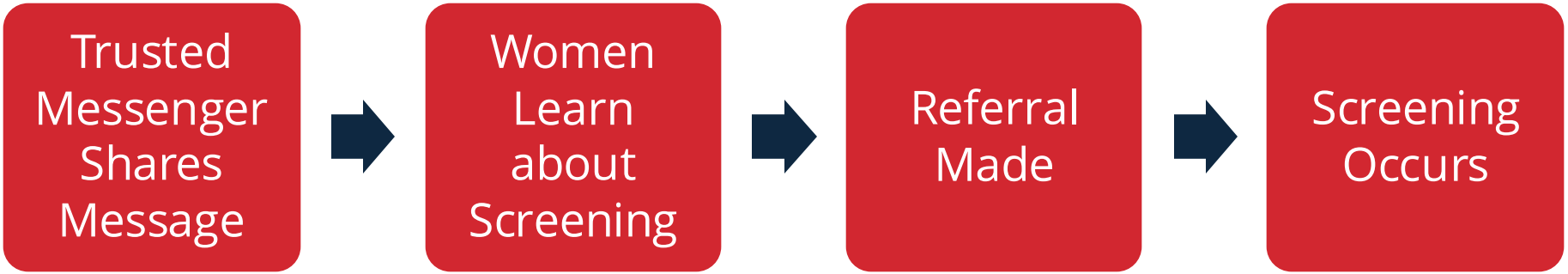
In PY3, 17,453 women were served. That is the highest annual number served in the program's nearly 20-years.




Opportunity: An estimated 82,000+ eligible women in Tennessee.

# Community Partnerships Expand Reach

Community partnerships allow TBCSP to reach women beyond traditional healthcare settings.



# Tailored Education Efforts

In addition to quantitative data, the program used feedback from the qualitative patient and provider studies to inform education efforts.

Lessons Learned:



Barrier: Trust



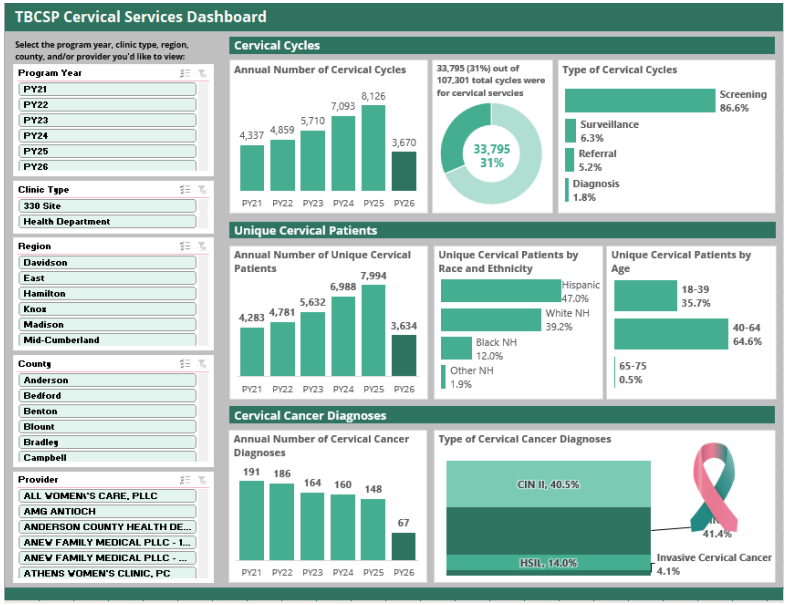
Facilitator: Referral from a trusted healthcare provider

Education Examples:

- HPV Toolkit
- Education Material
- Material Translation

# Provider Engagement

Ongoing data sharing and communication support provider efforts when connecting with patients.

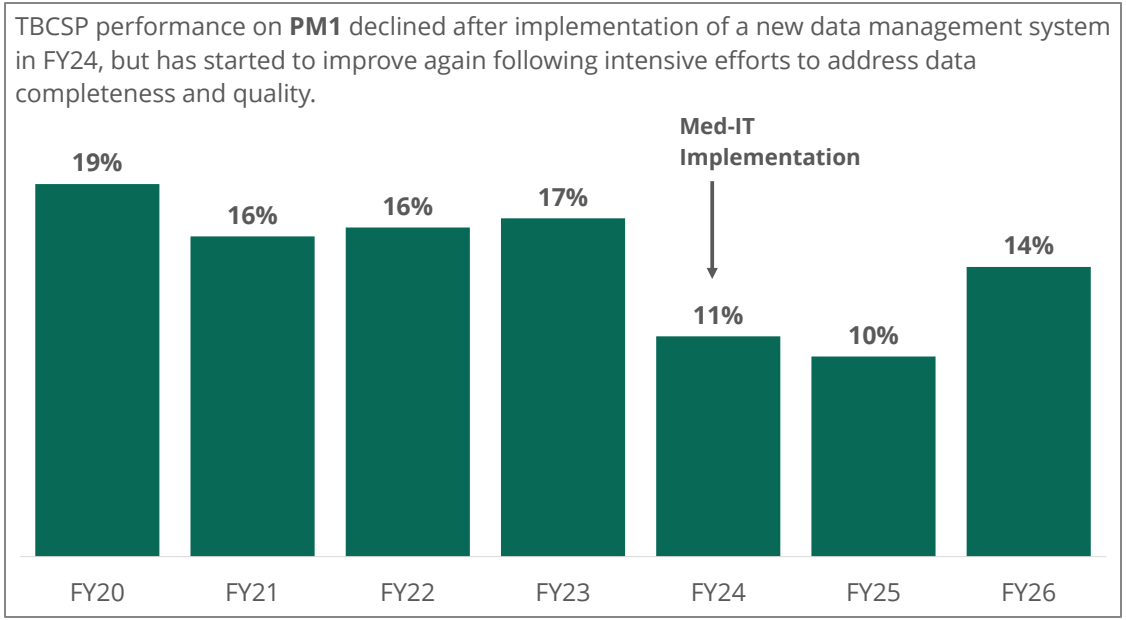



Data Sharing Includes:

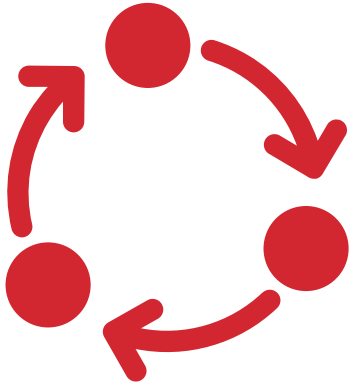
- County-specific data
- Provider dashboard
- Technical assistance
- Improving prior screening history documentation
- Reviewing unmet core indicators

# Med-it: Quality Improvement

Program staff can monitor performance in real time, which further supports data sharing.



# Continuous Quality Improvement



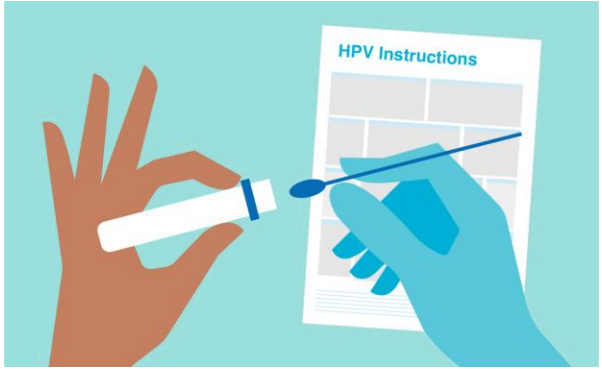
TBCSP is continuously evaluating its approach by:

- Reviewing performance indicators
- Improving data quality
- Developing quarterly dashboards
- Using partnership surveys
- Providing direct technical assistance

# What's Next for TBCSP?

HPV Self-Collection:

- TBCSP currently covers self-collection in clinical settings.
- Field staff have highlighted the opportunity for at-home HPV self-collection.
- Pilot: HPV self-collection in mobile units.



# For Other NBCCEDP Programs

**Three Key Strategies:**

1. **Use your data to identify who isn't being screened.**

2. **Listen to patients and providers to understand barriers and adjust your approach.**

3. **Use dashboards and regular performance feedback to turn data into continuous quality improvement.**

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