

PENNSYLVANIA HEALTHYWOMAN PROGRAM (HWP) COLLABORATIVE RETREAT FOLLOW-UP

**WESTERN REGION
COLLABORATIVE ACTION PLAN**

2008-2009

DESIRED OUTCOMES	ACTION STEPS / TASKS Key steps to achieve desired outcome Committee person / Organization responsible for completing each key step/tasks	TASK COMPLETED Yes: Keys to Success & Next Steps No: Obstacles/Barriers & Next Steps
Outcome 1: Meet the established screening goals for region with updates of expenditures and targets.	1. Continue to charge ACS field specialists and local HW staff to heighten awareness of services across region, opportunities to cross promote and information flow. Identify underserved populations and prioritize them for service.	
	2. Receive mid year reports from Adagio Health of screening programs' status in reaching targets to revise further strategies as necessary.	
	3. Identify other grant recipients to foster collaboration and HW program utilization, awareness, and funding.	
Outcome 2: Enhance collaborative networking opportunities with Susan G. Komen for the Cure, Pittsburgh affiliate and with the Healthy Woman Program.	1. Seek collaborative meeting with Executive Director, Komen for continued planning	
	2. Review community profile and activities of Komen/HW in region to identify opportunities to work together and gaps in service.	
Outcome 3: Focus on Cervical Cancer in the defined population of never or rarely screened to increase utilization.	1. Investigate methods to identify target populations for service	
	2. Using Healthy Woman data, Healthy Woman provider will identify women who have not returned for a Pap test in three years or more and contact them by card to remind them of the importance of re-screening	
	3. When providing Breast Cancer awareness presentations identify or use opportunities to include emphasis on importance of routine PAP tests as early detection for Cervical Cancer promotion of Women's Health.	

	4. Continue outreach to primary care providers (FP, OB/GYN, CRNP, HW sites, etc.) to offer literature and encourage inclusion of PAP tests as early detection service to patients, hoping to establish this test as screening procedure for all women in practice.	
Outcome 4: Develop automatic referral system with BCCPT clinical services to increase the number of cancer patients referred to ACS for support services	1. Schedule meeting with HW/Adagio staff (new position) to design system and consider co-branding.	
	2. Determine implementation plan and timeline	
	3. Communicate with ACS Division/Regional staff reference new referral pathway.	
	4. Monitor # referrals from this source.	

PENNSYLVANIA HEALTHYWOMAN PROGRAM (HWP) COLLABORATIVE RETREAT FOLLOW-UP

CENTRAL REGION

COLLABORATIVE ACTION PLAN

2008-2009

DESIRED OUTCOMES	ACTION STEPS / TASKS Key steps to achieve desired outcome Committee person / Organization responsible for completing each key step/tasks	TASK COMPLETED Yes: Keys to Success & Next Steps No: Obstacles/Barriers & Next Steps
Outcome 1: By end of HW fiscal year - Increase awareness, educate the community about HW & drive eligible women to screening. (Measure: # of women HW can fund - # of actual women served by year end) Develop project with HW providers and Angel Food ministries and other community food banks to include HW flyer in food distributions.	All ACS Central Region staff who work with HW providers will engage in this project in their assignment area	
	1. Contact HW providers to get #s of women they can serve & discuss project and brochure. Develop evaluative measure.	
	2. Contact Angel Food ministries & other community food banks to discuss project and brochure.	
	3. Determine project timeline & key date opportunities	
	4. Develop, print and distribute brochures and MVP info.	
	5. Obtain results of # women driven to HW screening or MVP program.	

	6. Evaluate effectiveness and success of program.	
<p>Outcome 2: By fall of 2009 - Enhance collaborative opportunities with community partners focused on reaching special populations</p> <p>(Measure: # of collaborative programs conducted and # reached)</p> <p>Mt. Union low income housing project Bedford migrant workers African American churches in Johnstown Amish communities in Somerset,</p> <p>Potter & Tioga Counties Underserved areas as identified by HW Provider, Adagio Health, in McKean County, Port Allegany and Mt Jewett area townships.</p> <p>Collaborate with Shamokin, CCMH and Kane hospitals on outreach initiatives</p> <p>Continue collaborate with FQHC (Keystone Rural Health Consortia) on outreach program in Cameron County. Continue to work with Action Health (SHIP partnership)</p> <p>Columbia / Montour Counties to identify disparate populations</p>	<p>All ACS Central Region staff who identify Special Populations will engage in these strategies</p> <p>1. Identify special pops based on community assessment.</p>	
	2. Identify appropriate collaborative partners.	
	3. Plan education/outreach activities accordingly	
	4. Plan timeline and evaluative measures.	
	5. Implement projects/programs	
	6. Implement follow-up and evaluation	
<p>Outcome 3: By end of ACS fiscal year - Offer MSABC grant opportunities to community groups focused on Special Populations</p> <p>(Measure: # of grants awarded and # of women reached)</p>	<p>All ACS Central Region staff will promote MSABC grant opportunities to community partners in their assignment</p> <p>1. Promote grant opportunities by providing ACS materials and discussing at meetings. Market to groups working with special populations.</p>	
	2. Assist with grant application if necessary.	

	3. Collaborate with funded partners on their projects/programs. Provide ACS materials.	
	4. MSABC grant review organizer and committee will report results to staff.	

PENNSYLVANIA HEALTHYWOMAN PROGRAM (HWP) COLLABORATIVE RETREAT FOLLOW-UP

SOUTH CENTRAL REGION

COLLABORATIVE ACTION PLAN

2008-2009

DESIRED OUTCOMES	ACTION STEPS / TASKS Key steps to achieve desired outcome Committee person / Organization responsible for completing each key step/tasks	TASK COMPLETED Yes: Keys to Success & Next Steps No: Obstacles/Barriers & Next Steps
<u>Outcome 1:</u> Increase Mammograms screening by 10% based on demographics of each specific county	1. Gather breast cancer and breast cancer screening demographics for assigned counties.	
	2. Identify Stakeholder and all Healthy Woman related programs according to their geographic (county) area of outreach.	
	3. Sustain the Healthy Woman task force with regular meetings to foster collaborative efforts for maximum results.	
	4. Community mobilization initiation to increase screening event turn out.	
<u>Outcome 2:</u> Target Disparities by County and age group	1. Develop and execute awareness and screening campaigns by county.	
	2. Target Disparities using demographic information make them the #1 priority.	
	3. Make transportation available whenever possible.	
<u>Outcome 3:</u> Investigate key regional stakeholders in order to make up for short falls in funding	1. Invite other stakeholders to regular group meetings	
	2. Give statistics and Lists of all "Healthy Woman" related programs by county to each Stakeholder for their review	
	3. Look for overlaps and gaps to create a stronger broader, more efficient collaborative front against Cancer.	

PENNSYLVANIA HEALTHYWOMAN PROGRAM (HWP) COLLABORATIVE RETREAT FOLLOW-UP

**EAST REGION
COLLABORATIVE ACTION PLAN**

2008-2009

DESIRED OUTCOMES	ACTION STEPS / TASKS Key steps to achieve desired outcome Committee person / Organization responsible for completing each key step/tasks	TASK COMPLETED Yes: Keys to Success & Next Steps No: Obstacles/Barriers & Next Steps
<p><u>Outcome 1:</u> Identify and establish a HW provider site in Carbon County</p>	<p>1. Follow-up initial conversations with VP of Ambulatory Services at Blue Mountain Health System by October 31, 2008.</p> <ul style="list-style-type: none"> • Mary Pelka, HW 	
	<p>2. Contact St. Luke’s Miners Hospital in Coaldale (Schuylkill County) to follow-up on interest in becoming a HW site by January 29, 2009.</p> <ul style="list-style-type: none"> • Mary Pelka, HW 	
	<p>3. Contact Judy Hoppes (ACS Staff) and brainstorm ideas of additional providers within Carbon County that may be of assistance. Leverage existing relationships with Oncology Docs in the County, to determine other providers to assist with the project by January 29, 2009.</p> <ul style="list-style-type: none"> • Mary Pelka, HW 	
<p><u>Outcome 2:</u> Recruit and engage physicians for colposcopies within the HWP structure focusing primarily within Lackawanna and Luzerne Counties.</p>	<p>1. Continue to make contacts with Physicians Health Alliance (PHA) with deadline of January 29, 2009.</p> <ul style="list-style-type: none"> • Mary Pelka, HW will provide Jamie Kane, ACS with a brief overview of program by September 30, 2008. • Jamie Kane, ACS will contact PHA. 	
	<p>2. Make contact with NE Area Health Education Center (AHEC) to see if they could assist in this matter by January 29, 2009.</p> <ul style="list-style-type: none"> • Jamie Kane, ACS will contact them. 	
	<p>3. Leverage relationship with Circle of Care program to determine physician interest in this issue by March 31, 2009.</p> <ul style="list-style-type: none"> • Mary Pelka, HW 	

	<p>4. Contact Geisinger-Wyoming Valley, to see if they would be interested by March 31, 2009.</p> <ul style="list-style-type: none"> • Mary Pelka, HW 	
<p>Outcome 3: Recruit a Breast Cancer Referral Surgeon for Luzerne County.</p>	<p>1. MFHS will conduct brainstorming meeting to determine which Surgeons to approach by September 30, 2008. Will brainstorm with physicians from Greater Hazleton Health Alliance, Geisinger, and Vision Imaging to determine possibilities by October 31, 2008.</p> <ul style="list-style-type: none"> • Mary Pelka, HW 	
	<p>2. Leverage relationships that American Cancer Society and Susan G. Komen for Cure have within Luzerne County to determine possible replacement, by March 31, 2009.</p> <ul style="list-style-type: none"> • Jennifer Washney, ACS and Dolly Woody, Susan G. Komen, NE PA affiliate. 	
<p>Outcome 4: Increase Awareness of Program within NE coverage area.</p>	<p>1. Assess which counties have low utilization by October 31, 2008.</p> <ul style="list-style-type: none"> • Mary Pelka, HW 	
	<p>2. Conduct targeted awareness campaign on those counties with low utilization by May 29, 2009.</p> <ul style="list-style-type: none"> • Regional HWP Collaborative Group Task 	
	<p>3. Maintain and build on efforts from previous year by May 29, 2009.</p> <ul style="list-style-type: none"> • Regional HWP Collaborative Group Task 	
<p>Outcome 5: Conduct Tri-state meeting with HW providers and key stake-holders.</p>	<p>1. Assess the need for a tri-state meeting (NY, NJ, and PA) boarder communities to increase communication between key stakeholders within the tri-state area with the end result of better coordination.</p> <ul style="list-style-type: none"> • Regional HWP Collaborative Group Task 	

PENNSYLVANIA HEALTHYWOMAN PROGRAM (HWP) COLLABORATIVE RETREAT FOLLOW-UP

**SOUTHEAST REGION
COLLABORATIVE ACTION PLAN**

2008-2009

DESIRED OUTCOMES	ACTION STEPS / TASKS Key steps to achieve desired outcome Committee person / Organization responsible for completing each key step/tasks	TASK COMPLETED Yes: Keys to Success & Next Steps No: Obstacles/Barriers & Next Steps
<p>Outcome 1: Secure additional funds allocated to HealthWoman Program</p>	<p>1. Komen Community Challenge, October 3, 2008: Program to air on CBS, Philadelphia; Reach out to legislators...Advocate for additional funds.</p> <ul style="list-style-type: none"> • Komen, ACS and ACSCAN, Partnerships, Barbara Morley <p>2. Partnership with Pennsylvania Division of ACS/ACSCAN to affect change in policy; lobbying for additional funds to increase number of women screened through the Healthy Woman Program.</p> <ul style="list-style-type: none"> • Regional HWP Collaborative Group <p>3. Fundraising event via Family Planning Council (use model of "Hot Pink Ball"). Obtain corporate sponsors, individual donors, small agency donations, direct mail fundraisers, emphasis on "holiday appeal"</p> <ul style="list-style-type: none"> • Tiffany A. Wilson, Myrtle Bowler, Celeste Briggs-Vaughn, Robin Bailey Brown 	
<p>Outcome 2: Expand HealthyWoman Program to include additional Providers</p> <p><i>*Emphasis on Chester County, Delaware County, Philadelphia (specifically Kensington Hospital, Frankford Hospital)</i></p>	<p>1. Create (or expand upon existing) "Community Coalition". Reach-out to existing organizations that service/target populations; Join/partner with existing Breast Cancer Coalitions, and invite them to "Community Coalition Planning Meeting"</p> <p>--To be invited: Drexel University College of Medicine, Thomas Jefferson Hospital/Kimmel Cancer Center, BEBASHI, DV.CH, APM, Maria DelA, and Fox Chase Cancer Center. --Agenda: Brainstorm barriers in those areas such as cultural, transportation, and time management</p> <ul style="list-style-type: none"> • Regional HWP Collaborative Group <p>2. Conduct series of brainstorming meetings.</p> <ul style="list-style-type: none"> - Family Planning Council (Glenda) to host 1st "Community Coalition Mtg." Fall 2008 - Komen (Ashley) to host 2nd meeting in Spring 2009 <ul style="list-style-type: none"> • Glenda Radical, Ashley Tobin, Scott Anderman to comprise invitee/outreach list 	

	<p>3. Look into mobile units that will serve locations where there are little or no providers (i.e. Chester County)</p> <ul style="list-style-type: none"> • This will be a brainstorming topic among the “Community Coalition” 	
<p>Outcome 3: Reimbursements for Digital Mammograms and MRIs, follow-up for post treatment examinations, blood work, etc.</p>	<p>1. Partnership with Pennsylvania Division of ACS/ACSCAN to affect change in policy</p> <ul style="list-style-type: none"> • Regional HWP Collaborative Group 	
<p>Outcome 4: Overcome language barriers by increasing translation capabilities of HealthyWoman Program application/documents.</p>	<p>1. Locate organization that is able to translate intake form, application form, and brochure. Specific languages that are needed are, Korean, Chinese, Indonesian, Vietnamese, French)</p> <ul style="list-style-type: none"> • Sriya Krishnamoorthy and Kathleen Hartman to researching the org. invite the organization to join the community coalition. <p>2. Submit and receive approval from state to use form</p> <ul style="list-style-type: none"> • ACS, Family Planning Council, Community Coalition 	