Maximizing Collaborations to Achieve Collective Impact on Improving Cancer Outcomes across American Indian Communities

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Presentation Overview

AICAF background

AI/AN cancer burden

Identifying collaborative approaches
- Barriers & solutions
- Capacity building
- Leveraging resources
American Indian Cancer Foundation (AICAF) is a national non-profit established to address tremendous cancer inequities faced by American Indian and Alaska Natives.

**Mission:**

To eliminate cancer burdens on American Indian families through education and improved access to prevention, early detection, treatment and survivor support.
Our Approach

*We believe*...

Native communities have the wisdom to find the solutions to health inequities, but are often seeking the organizational capacity, expert input and resources to do so.
Cancer is the...

#1 Cause of Death for Women

#2 Heart Disease
⚠️ #3 Unintentional Injury

#2 Cause of Death for Men

⚠️ #1 Heart Disease
⚠️ #3 Unintentional Injury

The most commonly diagnosed cancers are...

#1 Breast
#2 Lung
#3 Colorectal

Lung cancer is the leading cause of cancer death for men and women.

Other leading causes of cancer death are...

Prostate
Colorectal
Breast
Cancer death rates for AI/AN increased over a 20 year period, while decreasing for Whites over the same time frame.
Distinct patterns in AI/AN cancer rates are observed across six geographic regions defined by the Indian Health Service.

AICAF strengths

Bring attention to AI/AN cancer burdens & solutions

Increase availability of reliable AI/AN cancer data

Advance capacity through training, technical assistance & resources
Cancer Initiatives at AICAF

Connecting American Indian health systems

– Clinical system support with IHS, tribal and urban clinics
– Cancer education training support for community health
– Program focus areas: Colon, breast, cervical, oral, HPV & tobacco cessation

– Partnerships
Importance of partnerships

- Builds & sustains relationships
- Leverage resources
- Minimize burden
- Strengthen programs
- Formalizes commitments
Colorectal cancer initiatives at the American Indian Cancer Foundation

Colorectal cancer: Prevention and screening
American Indian communities across Northern Plains

- Clinical system support with IHS, Tribal and Urban clinics
- Cancer navigation training support for community health
AICAF clinic colorectal cancer initiatives

- **Phase 1 - Research project:**
  - Improving Northern Plains American Indians Colorectal Cancer Screening (INPACS)

- **Phase 2 – Quality improvement initiative:**
  - Clinical Cancer Screening Network (CCSN)
Clinic engagement: AI/AN health systems

- Indian Health Service
- Tribal clinics
- Urban AI/AN clinics
- Tribal health programs
Clinic engagement: staff & services

**Clinic types**
- Urban
- Tribal health
- Indian Health Service

**Availability of screening options**
- Endoscopy services
- Stool tests

**Access to services**
- Distance
- Transportation
- Insurance coverage

**Clinic providers**
- EHR Data & Billing
- Nurses
- Lab

**Innovative Clinic Team**
- Pharmacy
- Community Health
- Public Health Nursing
Barriers & solutions: colorectal cancer screening

Health System
Barriers: Staff turnover, no tracking system, no clinic policy.
Solutions: Culturally competency training, develop a CRC policy.

Financial
Barriers: Transportation, no funding to support screening.
Solutions: System to coordinate care, connect to multiple resources, increase CRC screening priority in IHS.
Barriers & solutions: colorectal cancer screening

Health Care Provider

Barriers: Limited time, unaware of current screening rates.
Solutions: Develop a team approach for care, create a tracking system to report back to provider/team on screening progress.

Individual or Community

Barriers: Fear, no symptoms - no problem.
Solutions: Community champion, patient/clinic education & resources, create clinic & community health link to support CHRs to provide education.
## Individual & System Level Barriers to Screening

### Logistics
- Scheduling
- Transportation
- Childcare

### Cultural Beliefs
- Western medicine
- Lack of cultural competence
- Concern with modesty

### Mistrust
- Healthcare system
- Lack of Information
- Misinformation

### Fear
- Diagnosis
- Cost
- Pain

### Competing priorities
- Other Health Problems
- Addiction
- Children's health

### Inadequate access
- Insurance
- Poverty
- Homelessness
HEALTHY EATING FOR STRONG NATIVE COMMUNITIES

INDIGENOUS LIFEWAYS TO HEALTH

- Indigenous foods: Plants and wild game originating from the local land base.
- Healthy options: fruits, vegetables, whole grains, lean proteins, natural foods.
- Unhealthy options: sugar sweetened beverages, foods high in saturated fat and sodium.

1. **DANCE GROUNDS**
   - Increase healthy food options. Decrease unhealthy options.

2. **COMMUNITY CENTER**
   - Offer healthy options in vending machines. Host events featuring Indigenous foods.
   - Encourage bringing healthy dishes to feasts and events.
   - Offer nutrition education resources and culturally appropriate nutritional counseling.

3. **COMMUNITY GARDEN**
   - Engage youth in traditional and other educational activities with community leaders.

4. **SCHOOL**
   - Encourage healthy eating habits early by providing Indigenous foods and knowledge to students.

5. **TRIBAL CLINIC**
   - Enact a healthy foods policy for tribal departments.
   - Create system to support enforcement of Health policies.

6. **TRIBAL COUNCIL AND GOVERNMENT CENTER**

7. **FARMER’S MARKET**
   - Increase access to fresh healthy food in the community by hosting a weekly farmer’s market.

8. **PRODUCE FARM**
   - Grow healthy and Indigenous foods for use in school lunches and to supply local foods retailers.

9. **NATURAL RESOURCE AREA**
   - Pair physical activity with a nutritious diet for health and well-being.
   - Engage community in hunting, gathering and processing of Indigenous foods.

AmericanIndianCancer.org
Key partnership: Community Health Workers (CHWs)

“Community Health Workers (CHWs) are trusted, knowledgeable frontline health personnel who typically come from the communities they serve.”
Links systems: Communities & clinics

Bridging the gap between communities and health/social service systems: Core CHW roles

Communities

Community health worker

Health and social service systems

- Build individual and community capacity
- Advocate for individual and community needs
- Provide direct services
- Promote wellness by providing culturally appropriate health information to clients and providers
- Assist in navigating the health and human services system

American Indian Cancer Foundation

Minnesota Community Health Worker Alliance 2016
AICAF strategy:
Goal driven community focused

- Our clinic & community health team collaborates with AI/AN partners to identify their level of readiness to address new cancer strategies that are culturally tailored to be effective in their health systems.
Clinic system & community health: education & support

Reaching the Community:
- Prevention & screening
  - Patient brochure
  - Infographic
  - Media messaging (public television, radio interviews)

Providers & Clinic Team:
- USPSTF guidelines & best practices
  - CRC AI-specific CME/CEU credit training
  - Clinic team identification of level of readiness to improve strategies

Community Health Workers:
- Colon health & clinic-community health linkages
  - CHR training
  - CRC Technical Assistance Program
  - Distribution of 1:1 education tools & resources
Communication across systems

Communication across clinic & community health systems

- Onsite engagement
- Group clinic team training
- Quality improvement team development
- Check-in conference calls/webinars
- Screening events
- Social media
American Indian Cancer Voice

Community engagement:
• Presentations, exhibits, media
• Partnerships that leverage community interest, resources and investments
• Fundraiser and awareness events
Bring attention to AI/AN cancer burdens and solutions:

- AICAF maximizes the use of media through:
  - News stories, radio and television
  - Reaches the communities
  - Highlights the importance of screening are strategies we try to fulfill in our work.
Culturally tailored resources:
- Shared decision-making

Check out www.AICAF.org for resources available online
INDIGENOUS PINK
Day 10.19.2017
#INDIGENOUSPINK

American Indian Cancer Foundation.

Please join us as we host a Twitter #PapChat in recognition of Cervical Cancer Awareness Month this January.

Cervical Cancer in American Indians
Tuesday, January 24
1 PM-2 PM CST

Participate using: #PapChat
Hosted by @AICAF_ORG
CLINIC PARTNERSHIPS: BUILDING CAPACITY
American Indian Cancer Foundation: Clinic & Community Health Technical Assistance

Our team collaborates with AI/AN partners to identify their level of readiness to address new cancer strategies in their health systems.

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Trainings:
- Skill-building areas
  - Train the trainer
  - Cancer education
  - Best practices
  - Continuing education
- Interactive activities
  - Communication tips
  - Education games
- Multiple learning formats
  - In-person
  - Webinar
  - Mini web series
Clinic partnerships:
Building capacity

- Set a goal
- Identify strategies
- Define roles
- Expand partnership
Partnership goal:
Clinic & AICAF

Create and sustain clinic system processes that increase cancer screenings and follow ups through collaborative technical assistance support within American Indian health systems.

• Advance CLINIC capacity in evidence-based health practices across clinic and community health systems
Partnership strategies: Clinic & AICAF

Advance **CLINIC capacity** in evidence-based health practices across clinic and community health systems

- Mini-training series
  - Abnormal Pap open discussion
- Culturally-tailored resources
  - Social media kit
  - Turquoise Tuesday event
- Clinic-identified quality improvement strategies
  - Same-day Pap tests
  - Create abnormal follow-up process flow
Partnership roles: Clinic & AICAF

- **CLINIC core team:**
  - Quality Improvement Manager
  - Community Health Manager
  - Registered Nurse
  - Community Health Worker

- **AICAF core team:**
  - Clinic & Community Health Coordinators
  - Nurse Educator
  - Community Education Coordinator
  - Clinic Systems Coordinator
CLINIC PARTNERSHIPS:
LEVERAGING RESOURCES
Clinic partnerships: Leveraging resources

Partnerships critical to advance improved cancer care

AI/AN health systems (IHS, tribal, urban)

Federal agencies

State & local health depts

Referral sites

Nonprofit organizations

Tribal health programs

Health plans & systems

Employers
Bridging partnerships: Making the case & shared responsibility

Creating the “buy-in”
- Health equity
- Cancer burden
- Preventive care
- Long term costs

Identifying roles
- Services
- Education
- Data
Our reality is determined by history...

“Health inequities are directly linked to determined and deliberate efforts of U.S. federal, state, and local governments to uproot American Indians from their lands, eradicate their languages and destroy their ways of life.”

Advancing Health Equity in Minnesota
Report to the Legislature
Why invest in screening?

- Recommended ages for colorectal cancer screening (ages 45-75) overlaps current workforce
- Finding cancer early through screening lowers health care costs
- Multiple screening options lead to more completed screenings
- Cancer screening policies lead to a healthier community
Shared outcomes: benefits & collective impact

- Increased screening
- Reduced acute care visits
- Decreased late stage diagnoses
- Increased productivity
- Reduction of absenteeism
- Lower health care costs
- Promotion of healthy work environment
- Impact to overall community wellness

American Indian Cancer Foundation.
Clinic partnerships: effective communication

- **Intervention strategies:**
  - Clinic trainings
  - QI initiatives
  - Screening events
  - Shared small media distribution
Direct Mail
Tool: Culturally tailored cue-to-action campaign

Refer-a-Relative seeks to:
• Increase colorectal cancer awareness in AI/AN community
• Increase screening rates at clinics
• Encourage peer support along with an incentive
• Builds partnerships across clinics, medical centers, state health depts & AICAF

Community champion helps voice the importance to get screened
Collaboration to enhance cancer screening completion in AI/AN communities

Facilitator
- American Indian Cancer Foundation

Program initiative partners
- Tribal community
- Urban AI/AN health system
- State health department
- Federal
- American Cancer Society
- Referral centers

Expertise
- Cancer education, navigation, data
- Cancer education; navigation, data
- Cancer screening reimbursement
- Evidence-based interventions
- Transportation
- Screening services

Reach tribal, state, regional, national
- Tribal communities
- Statewide
- National
- Regional
- Metro area

Shared goal
- Improved cancer outcomes
Engagement activity: Assessing readiness with partners

• Your clinic/community wants to increase cancer screening rates without adding burden onto current activities.
  – Identify:
    • Key partners
    • Barriers within system
    • Current successful programs
Partner with AICAF

Join our online community:

- Sign up for our quarterly newsletter
- Visit www.AICAF.org for resources

Contact our employee cancer prevention partnership team:

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