

NO EXCUSES

Breast and Cervical Cancer Screening
in Tazewell County, Illinois

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Tazewell County Health Department

Demographic Data

- Population – 128,485

– Race

- White – 98%
- African-American – 1%
- Hispanic – 1%

Demographic Data

Women – ages 35-64

- 51,168

Women – ages 50-64 - < 200% of FPL

- 3000

Epidemiology

- 1996-2000 Age Adjusted Rates
 - Breast Cancer
 - Tazewell County - 125.6 Illinois – 133.3
 - Cervical Cancer
 - Tazewell County – 13.4 Illinois – 11.4
 - In situ Breast Cancer
 - Tazewell County – 24.0 Illinois – 26.3
 - Late Cervical Cancer
 - Tazewell County – 5.1 Illinois – 4.5
- Source – Illinois Project for Local Assessment of Needs Data System

History of Tazewell County's Program

- 1995 – 1999:
 - Mammogram “coupons” for women in need
 - Funded by Komen Foundation, Peoria Memorial Affiliate
 - No case management
 - 25-75 women served each year

History of Tazewell County's Program

- 2000:
 - Breast and cervical cancer screening began as part of the Illinois Breast and Cervical Cancer Program
 - Caseload – 150
 - Staff
 - 1 RN, Program Director
 - Funding
 - Illinois Department of Public Health
 - Komen Foundation, Peoria Memorial Affiliate
 - 250 women served

History of Tazewell County's Program

- 2003
 - Caseload – 300
 - Staff
 - 2 RNs, Program Director, Marketing Consultant
 - Funding
 - Komen Foundation, Peoria Memorial Affiliate
 - Illinois Department of Public Health
 - Mammograms Save Lives License Plate Fund
 - No Excuses Fund
 - 450 women served

History of Tazewell County's Program

- 2005
 - Caseload – 400
 - Staff
 - 2 RNs, Program Director, Marketing Consultant
 - Funding
 - Komen Foundation, Peoria Memorial Affiliate
 - Illinois Department of Public Health
 - Mammograms Save Lives License Plate Fund
 - No Excuses Fund
 - 550 women served

History of Tazewell County's Program

- 2006
 - Caseload – 275
 - Staff
 - 1 RN, Program Director, Marketing Consultant
 - Funding
 - Komen Foundation, Peoria Memorial Affiliate
 - Illinois Department of Public Health
 - Mammograms Save Lives License Plate Fund
 - No Excuses Fund

Funding Sources

- Illinois Department of Public Health
 - National Breast and Cervical Cancer Early Detection Program
 - Illinois General Revenue Funds
- Susan G. Breast Cancer Foundation
 - Peoria Memorial Affiliate
- Mammograms Save Lives License Plate Fund
- “No Excuses” Fund
 - Health Improvement Foundation
 - Physicians, other health care providers
 - Service Organizations, Individuals

Target Population

- NBCCEDP / IBCCP
 - Women ages 50-64
 - Income < 200% FPL – uninsured
- Komen Foundation / License Plate Fund
 - Women ages 35-49
 - Income < 300% FPL – underinsured

Outreach/Marketing

- Leap Frog Marketing
 - Program identity
 - Logo
 - Title

Outreach/Marketing

- Annual Marketing Plan
 - “Tried and True”
 - “Something New”

Outreach/Marketing

- Retail Partnerships
 - Dollar General Stores
 - Big Lots
 - WAL*MART
 - Kmart

Outreach/Marketing

- Posters, Brochures, Business Cards
 - Health Care Provider Offices
 - Bars, Convenience / Discount Stores
- Flyers
 - Food Pantries, Grain Elevators
- Door Hangers
 - Targeted Neighborhoods
- Direct Mailings
 - Health Care Providers
 - Participants in Other Health Department Programs

Brochure

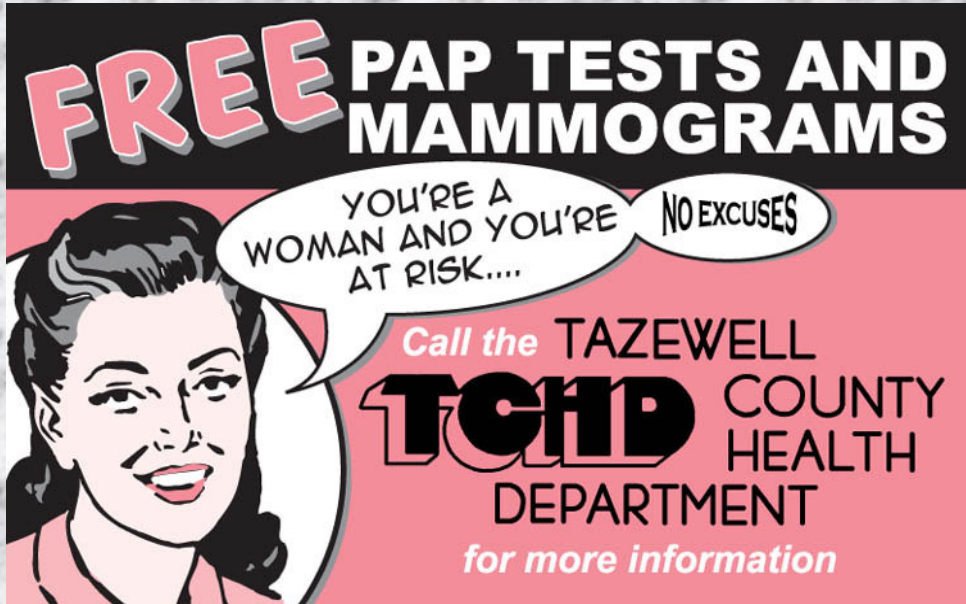


Poster



Outreach/Marketing

- Lawn signs
- Billboards
- Cinema ads



Lawn Sign

Billboard



Outreach/Marketing

- Media

- Monthly News Releases
- Newspaper Ads
- Live and Taped Interviews
- “Buddy Check 25”
- TV ad

Free Mammogram Day

- Goals
 - Reach women in target population
 - Reach women never or rarely screened
 - Increase caseload
 - Provide services at time of contact

Free Mammogram Day

- Target Population
 - Women ages 50-64
 - Low income – less than 300% of Federal Poverty Level
 - Uninsured, Underinsured
 - Tazewell County residents

Free Mammogram Day

- Services
 - Mammograms
 - Clinical Breast Exams as needed
 - Breast Self Exam Education
 - Osteoporosis Screening and Education
 - Gift Bags
 - Snacks, lunch, door prizes

Free Mammogram Day

- **Partners**
 - Pekin Hospital
 - Tazewell County Health Department
 - Women's Diagnostic Center
 - WXCL FM 104.9
 - Tazewell County Breast and Cervical Cancer Coalition
 - Bradley University Department of Nursing
 - Saint Francis Medical Center College of Nursing
 - Physicians, Nurse Midwives

Free Mammogram Day

- Marketing
 - Posters
 - Flyers
 - Newspaper ads
 - TV ads
 - Radio ads and public service announcements
 - “Free” live radio remote during event

Free Mammogram Day

IF YOU'RE A WOMAN...

THEN YOU'RE AT RISK!
FOR BREAST AND CERVICAL CANCER

You may qualify for a **FREE** Mammogram & Pap Smear

NO EXCUSES
Don't take a chance...act on today!

477-2223
or **925-5511**

TAZEWELL COUNTY HEALTH DEPARTMENT

4x4

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3.3125x3.3125

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TAZEWELL COUNTY HEALTH DEPARTMENT

4.25 4.25

2005

NO EXCUSES 

FREE Mammography Day

For Uninsured Tazewell County Women, Ages 40 and older
Sponsored by the Tazewell County Health Department, Pekin Hospital and WXCL/FM 104.9

Friday, October 21 • 8 a.m. to 2 p.m.

Women's Diagnostic Center 
600 S. 13th St. in Pekin

Free Mammograms
Free Bone Density Tests

Refreshments • Door Prizes • Free Gifts

TAZEWELL COUNTY HEALTH DEPARTMENT 

PEKIN HOSPITAL 
Personal Size. Personal Care.

WXCL
FM 104.9
20 in a row Country!

55 no-cost mammograms available on a first-come, first-served basis, to Tazewell County women, 40 & older, who are uninsured. Please bring proof of income (last 2 paychecks for all household wage earners).

Free Mammogram Day

- 2002
 - 28 women, 10 in target population enrolled
- 2003
 - 50 women, 25 deferred, 33 enrolled
- 2004
 - 50 women, 35 enrolled

Quality Assurance

- Provider Surveys
- Client Surveys
- Monitor referral sources
- Record Audits