



# COMMUNITY PROFILE REPORT

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2011

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## **Executive Summary**

### **Introduction**

The Central Texas Affiliate (CTA) was established in 1999. It employs one staff member and is governed by a twelve-member Board of Directors. The CTA is comprised of six counties to include Bell, Bosque, Coryell, Falls, McLennan, and Milam Counties. The area lies within the Heart of Texas, centrally located between the urban areas of Dallas/Ft Worth and Austin, Texas. Our promise is "to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cure".

### **Statistics and Demographic Review**

The total population of the six counties is 650,735. There is moderate racial diversity with 58.2 percent White, 18.2 percent African American, .8 percent American Indian, 2.0 percent Asian Pacific Islander, and 19.7 percent Hispanic. The Hispanic population is on the rise.

The median household income in the CTA region is \$43,944 with 10.9 percent of family incomes falling below the poverty level. Over 34 percent of females between 18-64 years of age were uninsured, which exceeds the State rate of 30 percent. The CTA region is experiencing a 7.5 percent unemployment rate (Texas Workforce Commission 2011), with not only a loss of jobs, but a loss of medical benefits/insurance.

The CTA has a breast cancer incidence rate of 87.52/100,000 and a prevalence of 1,072. The breast cancer mortality rate is 24.53/100,000, over eight percent higher than the State rate of 22.60/100,000.

### **Target Areas**

Falls County has a population of 16,782 and the largest African American population in our service area (as a percent of population) at 27 percent. It is the poorest county in the region, with a median household income of \$32,844.00 and 24.2 percent of families at or below the poverty level. Over 54 percent of females 18-64 are uninsured. The breast cancer

mortality rate in Falls County exceeds the state and national averages at 37.1/100,000.

Milam County has a population of 24,628 and the largest Hispanic population in our service area (as a percent of the population) at 22.1 percent. The median household income is \$40,771.00, with 12.9 percent of families at or below the poverty level. Over 38 percent of females, ages 18-64 are uninsured and the county is experiencing the highest unemployment rate at 9.6 percent. Milam County has a breast cancer mortality rate of 29.69/100,000 and an incidence rate of 123.7/100,000.

McLennan County has a population of 233,378, with the second largest Hispanic population in the CTA (as a percent of the population) of 21.8 percent. The median household income is \$40,459, with 12.7 percent of families at or below the poverty level. Over 45.9 percent of females, ages 18-64, are uninsured. McLennan County has a breast cancer incident rate of 95.43.4/100,000 and a mortality rate of 26.19/100,000.

### **Health Systems Analysis**

There are a good number of health care services in the area, the majority clustered within the two centrally located counties, of Bell and McLennan. There are approximately 1,273 hospital beds in the region, three cancer centers, and twelve mammography centers. Breast and Cervical Cancer Services (BCCS) has a presence within the region, with services provided through the Planned Parenthood of Central Texas clinics. In 2010, the CTA had seven grantees, funding 11 grants. All grantees are physically located in Bell and McLennan Counties.

Church organizations have a strong influence in the region. These churches can play a key role in advocating for access and providing breast health education and breast cancer support. The CTA has an opportunity to strengthen their relationships with the church organizations in the target areas.

### **Target Areas**

Falls County has a small 40 bed community hospital located in Marlin, Texas. The hospital supports a small physician's clinic, with two Family Practice physicians. Women in Falls County typically travel to Bell or McLennan Counties for cancer screenings and care. Other resources in the county include 55 churches/congregations.

Milam County has a 10 bed hospital located in Cameron, Texas. There are several clinics located in the county, with four Family Practice physicians and several part-time specialty physicians. No cancer providers/facilities are located within the county boundaries. Women must travel to Bell or McLennan Counties for cancer screenings and care. There are 69 churches/congregations in the county.

McLennan County has a large pool of health care providers and facilities. It has 460 hospital beds, three cancer centers, and four mammography centers. All of these are located in the county seat of Waco, Texas. In addition, there are 252 churches/congregations in the county.

### **Qualitative Data Overview**

The primary barrier to good breast health is poverty and the high rates of uninsured individuals in the target areas. Women who are uninsured and/or low-income do not seek out or participate in preventative and screening services, thus compromising early detection and a good outcome. The request for indigent care surpasses the ability of the target counties to meet all needs.

Findings also indicate a need to provide education on breast health in all target areas. This education needs to occur within the target counties to improve community participation. Additionally, there is a need for culture specific education, especially for the growing Hispanic population.

The profiling process brought to light the need for CTA to increase marketing efforts within Milam and Falls Counties. There is little knowledge and understanding of Komen's role and purpose in the fight against breast cancer within these communities. Developing relationships with county and community leaders is critical.

### **Conclusions and Affiliate Priorities**

After review and analysis of the data gathered during the community profile process the Affiliate identified two priorities.

Priority 1 - Encourage the growth and development of a centralized health service provider network in the target counties. Through the use of grant resources, already established health centers in the target counties will be encouraged to increase access to breast health services.

Priority 2 - Partner with community-based outreach/health organizations, churches, and church leaders to effectively promote awareness of breast health, and further educate target populations about breast health services to include breaking down cultural, religious and language barriers for African American and Hispanic populations in Falls, McLennan, and Milam counties.

## **Introduction**

### **Affiliate History**

Susan G. Komen for the Cure was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died of breast cancer at the age of 36. The Central Texas Affiliate (CTA) was founded in 1999 and held their first race in 2000. The Komen Central Texas Race for the Cure® features 5K and 1K courses with running and walking events for everyone. There were over 5,000 registered participants in the 2010 race, generating over \$230,000.00 in proceeds. This event provides the community the opportunity to support the fight against breast cancer, to remember those who have lost the battle, and to celebrate those who are surviving.

The CTA has funded many grants since 2000. These grant monies are used to provide breast cancer education and to improve early diagnosis and treatment of breast cancer, especially for the under or uninsured. In 2010, the CTA gave eleven grants to seven local organizations, totaling \$275,000.00.

### **Organizational Structure**

The Komen Central Texas Affiliate offices are located at 3000 Herring Avenue, 4E, Waco, Texas. The Affiliate employs one staff member and is governed by a 12-member Board of Directors, coordinating/overseeing six working committees.

### **Description of Service Area**

The Central Texas Affiliate lies within the Heart of Texas, centrally located between the urban cities of Dallas/Ft Worth and Austin, Texas (Figure 1). It is comprised of six counties to include Bell, Bosque, Coryell, Falls, McLennan, and Milam Counties (Figure 2). The total population of the six counties is 650,735. There is moderate racial diversity with 58.2 percent White, 18.2 percent African American, .8 percent American Indian, 2.0 percent Asian Pacific Islander, and 19.7 percent Hispanic (US Census Bureau, 2009). The Hispanic population is on the rise. Primary industries in the area include manufacturing, health care/social assistance services, educational services, and professional and business services. Farming and ranching are also significant contributors to the economy of the area. (National Association of Counties, 2009)

Figure 1: Central Texas (CTA highlighted)

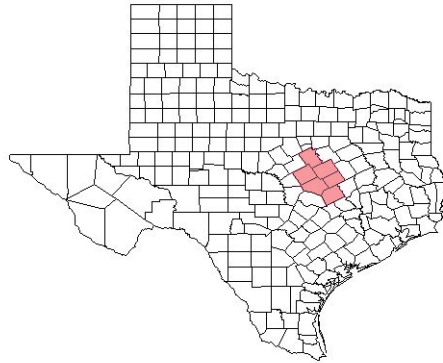
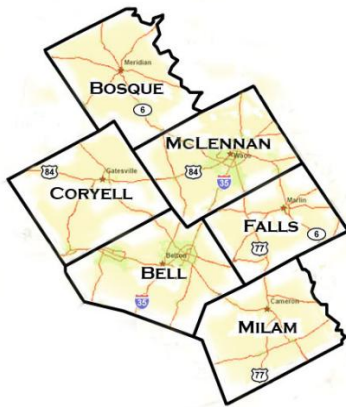


Figure 2: CTA Counties



### **Purpose of Report**

Susan G. Komen for the Cure's promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find a cure. The information obtained from the Community Profile will be used to assist the Central Texas Affiliate in directing the Affiliate's activities and resources to better ensure that this promise is kept.

The Community Profile contains an analysis of demographic and breast cancer statistics. This analysis helps to highlight target areas with the greatest needs, barriers, and service gaps. The information from the Profile will be used to:

- Increase educational efforts in targeted areas
- Improve marketing and increase awareness of Susan G. Komen for the Cure in targeted areas
- Prioritize the granting process
- Improve public policy efforts
- Identify opportunities for partnership and collaboration with community leaders

## **Breast Cancer Impact in Affiliate Service Area**

### **Methodology**

County demographic estimates were obtained from Thomson Reuters (2010). However, when available, sources of data that offered "actual" data variables were used as the primary measure for analysis. These sources included the U.S. Census Bureau (2009), Centers for Disease Control and Prevention (2010), and the Texas Medical Association (2009).

State and County Breast Cancer incidence and mortality data was obtained from the National Cancer Institute's State Cancer Profiles (2003-2007). Most of the income/economic data came from the US Census Bureau (2000), Texas Workforce Commission (2011), National Association of Counties (2009), and a web data base [www.city-data.com](http://www.city-data.com).

### **Overview of the Central Texas Affiliate Area**

The incidence rate for breast cancer in Texas is 111.30/100,000. Prevalence of females diagnosed with cancer is 51,209. The national breast cancer mortality rate is 23.61/100,000. Texas ranks 24<sup>th</sup>, with a mortality rate of 22.6/100,000. Comparatively, the CTA has an incidence rate of 87.52/100,000 and a prevalence of 1,072. The mortality rate for the region is higher than the national rate at 24.53/100,000. (Thomson Reuters 2010)

The 2009 combined population of the six counties was 652,003. There is moderate racial diversity within the population, with 58.1 percent White, 17.1 percent Black, 2.0 percent Asian Pacific Islander, 19.3 percent Hispanic and 3.5 percent Other. (U.S. Census Bureau, 2009) The Hispanic population is trending upwards.

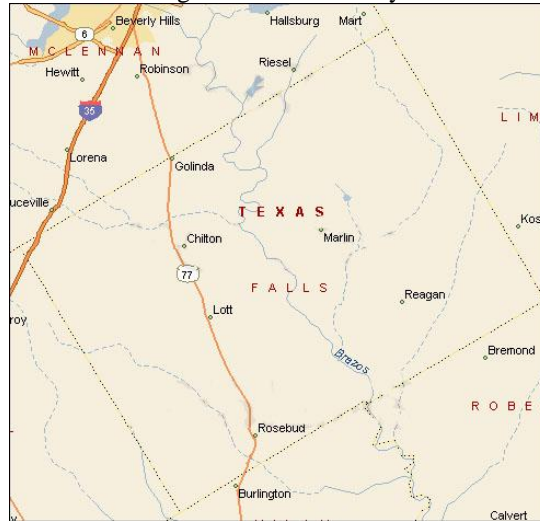
The median household income in the CTA region is \$43,944.00 with 10.9 percent of family incomes falling below the poverty level. The CTA region is experiencing a 7.5 percent unemployment rate (Texas Workforce Commission 2011), with not only a loss of jobs, but a loss of medical benefits/insurance. In 2009, 34.1 percent of females between 18-64 years of age were uninsured. (Thomson Reuters 2010) This number is projected to be significantly higher in 2011.

## Communities of Interest

### Falls County (Figure 3)

The population of Falls County is 16,782, with a racial diversity of 53.5 percent White, 27 percent Black, .7 percent American Indian, .2 percent Asian-Pacific, and 19.7 percent Hispanic (US Census Bureau 2009). Of the six counties, it has the largest African American population (by percent of population).

Figure 3: Falls County



Falls County is the poorest county, with a median income of \$32,844.00 and 24.2 percent of families at or below the poverty level (US Census Bureau 2009). The unemployment rate is currently 9.1 percent (Texas Workforce Commission 2011). Over 54.6 percent of females 18-64 years of age in the county are uninsured. In addition, approximately 34 percent of adults, aged 25 and older, do not have a high school diploma (US Census Bureau 2009).

The breast cancer mortality rate for Falls County is above the state and national averages. According to the National Cancer Institute, the breast cancer mortality is 37.1/100,000, with an incidence rate of 102.91/100,000. Additionally, over 41 percent of women, ages 40 and older, report no mammogram during the previous 12 months (Thomson Reuters 2010).

Two of the major characteristics of women in the State of Texas not getting mammography, are low education and low income. The general profile for Falls County is low income, uninsured, and uneducated. The at-risk populations are primarily low income

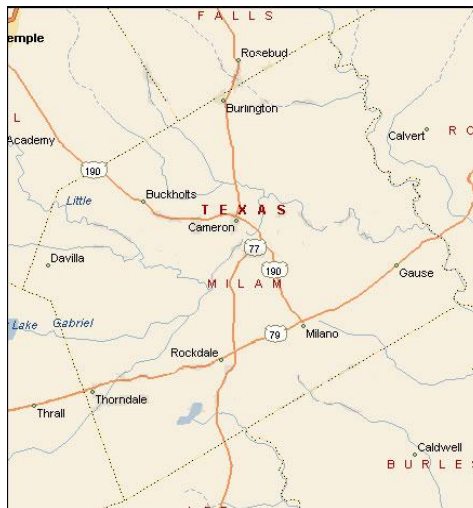
Hispanic and African American communities. These communities have the highest mortality rates, are most likely to have a late state diagnosis of breast cancer (American Cancer Society 2010) and make up a large percentage (47 percent) of the population of Falls County.

In addition, data analysis revealed three localities of concern in Falls County. The city of Reagan has the highest incidence and mortality rates in Falls County as well as the highest mortality rates in the Central Texas Affiliate area. The city of Rosebud has the second highest mortality rate in Falls County and a large percentage of breast cancer cases being diagnosed in the latter stages. Marlin has the highest poverty level, female population and highest percentage in the latter stages of diagnosis of Falls County. The percentage of population uninsured is also very high at almost 50 percent. (Thomson and Reuters 2010)

#### **Milam County (Figure 4)**

The population of Milam County is 24,628, with a racial diversity of 66.4 percent White, 10.4 percent Black, 0.6 percent American Indian, 0.5 percent Asian Pacific Islander, and 22.1 percent Hispanic (US Census Bureau 2009). Milam County has the largest Hispanic population (by percent of population).

Figure 4: Milam County



Milam County has a breast cancer mortality rate of 29.69/100,000 and an incidence rate of 123.7/100,000 (National Cancer

Institute 2007). Over 39 percent of females ages forty and over, have not had a mammogram in the last twelve months (Thomson Reuters 2010).

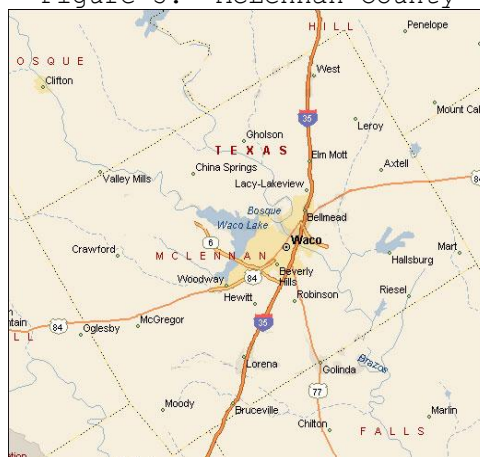
The median household income is \$40,771.00, with 12.9 percent of families at or below the poverty level (Thompson Reuters 2010). Milam County has the highest unemployment rate in the CTA area, at 9.6 percent (Texas Workforce Commission 2011). Approximately 38 percent of females, ages 18-64, are uninsured. In addition, 29.1 percent of adults, ages 25 and older, do not have a high school diploma (US Census Bureau 2009).

Milam County has the second highest incidence rate of breast cancer and third highest mortality rate. It has the largest Hispanic population (by percent of population) and the low income Hispanic is an at-risk population. The County has a large proportion of African American and Hispanics dying from breast cancer due to late stage diagnosis and lack of insurance (Texas Cancer Registry 2006).

#### **McLennan County (Figure 5)**

The population of McLennan County is 233,378, with a racial diversity of 60.9 percent White, 14.9 percent Black, 0.6 percent American Indian, 1.5 percent Asian Pacific Islander, and 21.8 percent Hispanic. (US Census Bureau 2009)

Figure 5: McLennan County



McLennan County has a breast cancer mortality rate of 26.19/100,000 and an incidence rate of 95.43/100,000 (National Cancer Institute 2007). Of the females, ages 40 and older, 37.9

percent have not had a mammogram in the last 12 months (Thomson Reuters 2010).

The median income for McLennan County is \$40,196.00, with 12.7 percent of families at or below the poverty level (Thomson Reuters 2010). The unemployment rate is 7.1 percent (Texas Workforce Commission 2011) and 45.9 percent of females, ages 40 and older, are uninsured. Approximately 23.4 percent of adults, aged 25 and older, do not have a high school diploma (US Census Bureau 2009).

The majority of Hispanics and African American who live in McLennan County are low income, have little education, and are uninsured (Healthcare Business of Thompson and Reuters 2009). They have higher mortality rates of breast cancer than Non-Hispanic Whites and are generally diagnosed with breast cancer in the latter, more severe stages. McLennan County also has the highest mortality rate of the six counties in the Affiliate area when adjusted for age (Texas Cancer Registry Inquiry System 2006).

## **Conclusions**

After analysis of the demographic and breast cancer statistics, three counties were chosen as target areas. Falls County has a mortality rate that exceeds the state and national averages. It has the largest African American population, the highest percent of family incomes below the poverty level, and the highest percent of uninsured females in the CTA service area.

McLennan County has the second largest Hispanic population and the second largest population of uninsured females. It has the third highest poverty level and the second lowest income of the six counties. McLennan County has the highest mortality rate for breast cancer after adjusting for age.

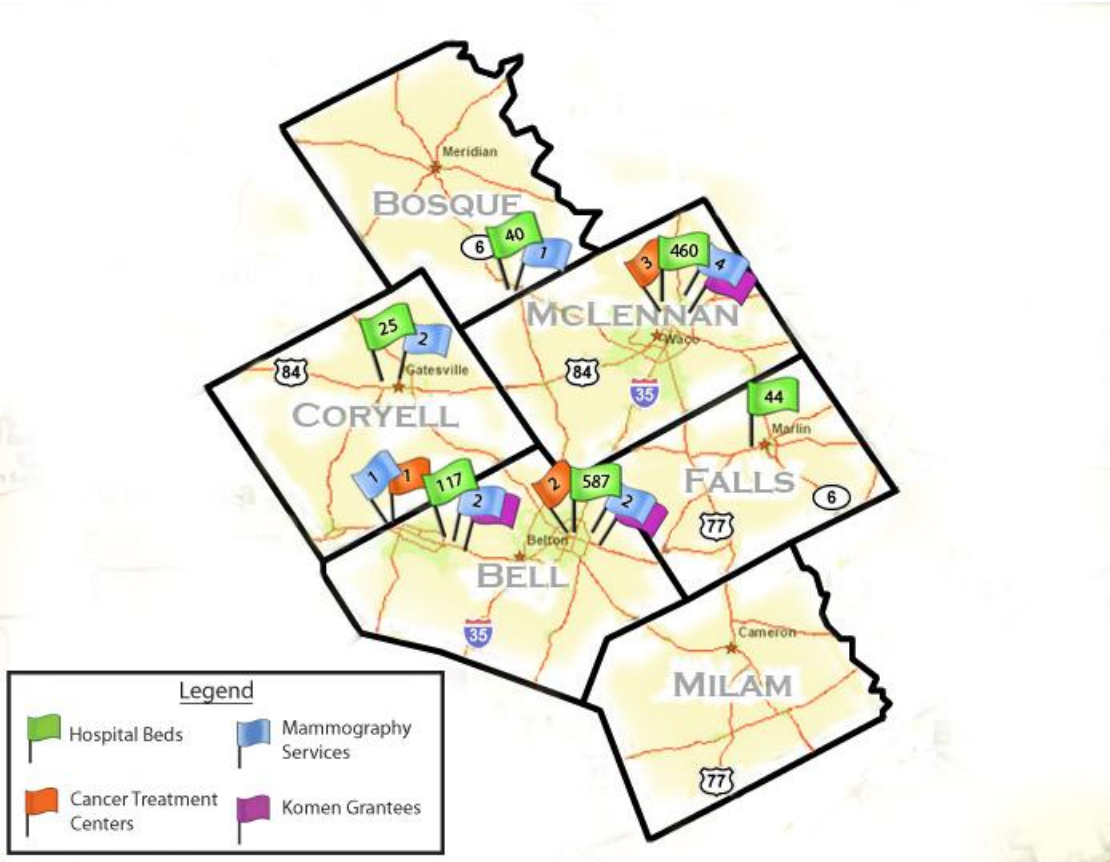
Milam County has the highest unemployment rate at 9.6 percent. The county ranks third among the six counties in percent of uninsured females. However, this is on the rise with loss of jobs and benefits. It also ranks second in incidence of breast cancer and third in breast cancer mortality. Milam County has the highest Hispanic population as a percent of the population.

# Health Systems Analysis of Target Communities

## Overview of Continuum of Care

Although there are many health care services in the area, the majority of these services are clustered within the two centrally located counties of Bell and McLennan. There are 1,273 hospital beds within the six counties; 460 beds in McLennan County and 704 beds in Bell County. McLennan and Bell counties have the only cancer treatment centers, with three each. There are twelve mammography facilities, five in Bell County, one in Bosque County, two in Coryell County (one of these at the women's prison), and four in McLennan County. The overwhelming majority of physician services are also located within Bell and McLennan counties.

Figure 6: Asset Map



The Breast and Cervical Cancer Services has a presence within the affiliate counties. Services are provided through the Planned Parenthood of Central Texas clinic in Waco, Texas (McLennan County). One Planned Parenthood clinic, located in Marlin, Texas (Falls County) closed in 2010.

## **Methodology**

The programs and services assessment included completing an inventory and mapping of providers and key organizations. Data resources included the Texas Medical Association, the National Association of Counties, the Texas Department of State Health Services, a web data base [www.city-data.com](http://www.city-data.com), [www.churchangel.com](http://www.churchangel.com) and the office of the Central Texas Affiliate.

Mapping was done in order to understand the geographical distribution of resources (Figure 6). Mammography services, hospitals and clinics, cancer centers, and Komen grantees are included on the asset map for the entire CTA area.

Ten Key Informant interviews were conducted, three in McLennan County, four in Falls County, and three in Milam County. Those interviewed in McLennan County included an LVN from Planned Parenthood, a Program Coordinator for Brazos Area Health Education Center, and a bilingual Women's Health Advocate social worker.

In Falls County, interviews were conducted with an LVN from Planned Parenthood, a county agent for Falls County Agriculture Extension Office, the Coordinator for Falls County Indigent Health and an RN with Falls County WIC office.

Interviews in Milam County included a counselor with Hill Country Community Action Association, the Coordinator for Milam County Indigent Health Care Program and an Antract Specialist with the Milam County Health Department.

## **Overview of Community Assets**

Falls County has a small 40 bed hospital in the county seat of Marlin, Texas. The hospital supports a small physician's clinic, with two Family Practice physicians (Texas Medical Association 2010). Women in Falls County typically travel to McLennan or Bell Counties to receive cancer screenings and care.

The closest facilities are Hillcrest Hospital and Providence Health Center in Waco, Texas, a distance of approximately 30-35 miles. Falls County has the highest percentage of women who are uninsured and who have not had a mammogram. In addition it has one of the highest mortality rates and the highest percentage of an initial diagnosis of Stage IV breast cancer. Falls County has a strong faith-based community with 55 churches located in the county ([www.churchangel.com](http://www.churchangel.com)).

Milam County has a small 10 bed hospital in Cameron, Texas, which supports three small clinics in Cameron and Rockdale. The clinics support two Family Practice physicians and a rotating schedule of 21 specialties (Texas Medical Association). In addition, Scott and White opened a physician clinic in 2010, supporting two Family Practice physicians and part-time specialists. Milam County has no cancer services located within the county. The closest facility for cancer care is Scott and White in Temple, Texas, a distance of approximately 35-40 miles. Of the six counties, it ranks second in incidence of breast cancer and third in breast cancer mortality. It has the third highest rate of uninsured females and the largest Hispanic population. It also has a high percentage of women who have not had a mammogram within the last twelve months. The county has a strong faith-based community, with approximately 69 churches located in the county ([www.churchangel.com](http://www.churchangel.com)). These churches can play a key role in advocating for access to care and providing breast cancer education.

Of the three target areas, McLennan County has the greatest number of health care providers and services. It has 560 hospital beds, four mammography centers, and three cancer centers. It also has a large Family Practice Clinic that treats a large indigent population. The BCCS provides services through the Planned Parenthood of Central Texas. All these services are concentrated in the Waco, Texas area of McLennan County. However, this county has the second highest incidence of breast cancer and the highest mortality rate when adjusted for age. It has the largest African American population, and the second largest uninsured population. The scope of indigent care needs surpass the county's ability to meet those needs.

The CTA has a real opportunity to strengthen their relationships with churches in the target areas. Church organizations are an ideal venue to provide education, support programs, and often times much needed services such as transportation. Faith based organizations have a strong presence in all the CTA communities

and are ideally situated to reach out to a large portion of the population.

In addition, there is a unique opportunity to partner with health care providers in Bell and McLennan Counties to provide screenings and interventions locally in Milam and Falls Counties. Access is one of the greatest obstacles to good breast health care and lack of convenience is frequently cited as an access issue. Locally provided services would improve access and hopefully increase the number of women receiving screening and follow-up.

The CTA is in the Region Seven service area of the BCCS. Services are provided through Planned Parenthood of Central Texas clinics. There are several clinics in the CTA areas, all in McLennan County. These clinics have received grants from the CTA for several years. However, that is the extent of the working relationship with the BCCS. The CTA will need to form a stronger, closer working relationship with the BCCS at both the Region Seven and State levels.

### **Patient Navigation Projects**

Patient navigation projects are prominent throughout the country. The first patient navigation program was established in 1990 at Harlem Hospital Center. The success of the program was demonstrated by a significant increase in the five year breast cancer survival rate following implementation of the program. Research on patient navigation is currently being done by the NCI's Center to Reduce Cancer Health Disparities.

Patient navigation is a process by which patients with suspicious findings are guided through and around barriers in the complex cancer care system to help ensure timely diagnosis and treatment. Barriers include language, culture, communication, bias, and fear. A good navigation system ensures access to breast health services information and treatment.

### **Legislative Issues**

Texas currently ranks second among all states for the medically uninsured, with a rate of 30 percent. Disparities based on race and ethnicity also exist. People of racial and ethnic minorities are less likely to have health insurance than whites. In Texas, 60.4 percent of Hispanics, 43 percent of Blacks, and 35.85 percent of "other" ethnic minorities are uninsured.

Lack of insurance is one of the most critical factors for an individual diagnosed with breast cancer. Navigation through the system and access to good care become very difficult. It is imperative that the CTA continue to participate in advocacy programs related to the uninsured and access to care.

On the local level CTA has no active role or relationship with local government. In order to address the disparities and service gaps within the communities, CTA will need to develop these relationships. Education and marketing will be crucial.

The county governments are made up of a five member Board of Commissioners, with four elected commissioners, one from each precinct, and an elected county judge. Efforts in Falls and Milam Counties should focus on county governments, as both counties are substantially rural. In McLennan County, a strong working relationship should be developed between Waco City government as well as McLennan County government.

### **Key Informant Findings**

Ten Key Informant interviews were conducted within the target areas. The characteristics of women not receiving breast screenings/treatment include low income, uninsured, and uneducated. Lack of transportation plays a key role in limiting access to health care. Falls and Marlin counties have limited resources and women are forced to drive to Bell or McLennan counties, a 30-45 mile distance, in order to receive cancer care. Many African American women must rely on family members for transportation, while many Hispanic women must coordinate health care visits with their spouse's work schedule. The cost of gasoline is a factor within the low-income communities.

The interviews revealed cultural barriers as well. Falls County has the largest African American population of all six counties, while the three target counties have the largest Hispanic population. Language is a barrier, with many needing an interpreter or a bilingual provider. Hispanic women are very modest and self-conscious about their bodies. Many prefer to go to a Mexican healer. They also tend to be very proud and unwilling to ask for help. Many African Americans are uncomfortable with a white physician. They tend to keep health issues secretive and believe in prayer for healing versus health care providers.

## **Conclusions**

Falls County has a small community hospital of 40 beds and two Family Practice physicians. To receive cancer services, residents usually go to McLennan County, a distance of 30-35 miles. Milam County has no cancer services located within the county. The closest facilities/services are in Bell County, a distance of 30-40 miles. McLennan County is fortunate to have a large number of services located within the county, the majority of them within the Waco, Texas area.

All three target counties have large Hispanic populations. The ethnicity in Texas with the highest risk for cancer at 48.4 percent (United States Census Bureau 2006) is the Hispanic population. Breast cancer is the number one cause of cancer death among Hispanic women (Center for Disease and Control 2006).

There are many barriers in regards to access of health care. Falls County is the poorest county in the CTA, with the highest rate of unemployment, highest rate of uninsured, and the lowest income.

McLennan County has the second highest uninsured rate and the second lowest income. Milam County has a high poverty rate, as well as a high uninsured rate. Lack of transportation, health care insurance and low incomes keep women in these communities from seeking preventative healthcare and treatment.

Cultural barriers exist as well. Hispanic women are very modest and prefer a female physician or Mexican Healer. African Americans are intimidated by white physicians and are very secretive about their health care concerns. Language is a critical factor with the Hispanic population.

## **Breast Cancer Perspectives in the Target Communities**

### **Methodology**

The weakness in this profile is related to the lack of exploratory data. No surveys were used and only ten key informant interviews were done. Numerous calls were made to health care providers in Falls and Milam Counties, to include Falls County Hospital, primary care physician offices, and the Family Health Center. All refused to participate. Several contacts agreed to help the CTA set up Focus Groups in the target areas, but then declined to help at the last minute.

Of the ten Key Informant interviews conducted, three were in McLennan County, four in Falls County, and three in Milam County. Those interviewed in McLennan County included an LVN from Planned Parenthood, a Program Coordinator for Brazos Area Health Education Center, and a bilingual Women's Health Advocate social worker.

In Falls County, an LVN with Planned Parenthood, a county agent for Falls County Agriculture Extension Office, the Coordinator for Falls County Indigent Health and an RN with Falls County WIC office were interviewed.

Interviews in Milam County included a counselor with Hill Country Community Action Association, the Coordinator for Milam County Indigent Health Care Program and an Antract specialist from the Milam County Health Department.

The scripted interview included four open ended questions including: (1) Describe the women in your area who are least likely to complete breast health screenings. (2) Do these women understand the importance of early detection? (3) Are you aware of the CTA's grant program? (4) What other funding is available in the area to provide resources for early detection programs? The 2010 grant applications were mined for additional data. Information of interest included service areas, number of women served and types of services provided. This information was found on the Komen web site, in the Affiliate Corner.

## **Review of Qualitative Findings**

### **Grantees**

Of the seven 2010 grantees, two are physically located in Bell County, with one providing services in all six CTA counties and one providing services in Bell and Coryell Counties only. The grants focused on screening mammography, treatment, and education. The Scott and White Health System is located approximately 30-45 miles from the target counties making access for those living in the target counties difficult.

The remaining five grantees were physically located in McLennan County. The Community Cancer Association, Hillcrest Hospital, Planned Parenthood and Providence Health Center report serving residents in all six CTA counties. The American Cancer Society limited grant funds to residents in McLennan County. As a target area, McLennan County realizes a disproportionate amount of support and services from grantees. Residents from Falls and Milam Counties must travel 30-45 miles to access services from these grantees.

### **Key Informant Interviews**

The responses to the question of "How would you describe the women who are least likely to complete breast health screenings?" were very similar. All reported that these women were from low-income households, uninsured, and primarily Hispanic and African American. The respondents felt that women in their areas did not understand the importance of early detection. They cited lack of education and resources as the primary reasons. Those interviewed from Falls and Milam counties report no services in the county that provide education concerning Breast Cancer. Resources cited in McLennan County include Planned Parenthood, Brazos Area Health Education Center, and AmeriCorp.

Four of the seven Key Informants from Falls and McLennan Counties indicated they were aware of the CTA's grant program, specifically for mammography. Individuals interviewed from Milam County reported no previous knowledge of the grant program. All respondents cited lack of transportation as a key reason women in their areas failed to take advantage of free mammograms. Cultural barriers to getting a mammogram included language, Hispanic women's modesty and body self-consciousness,

and the fact that many African Americans are uncomfortable with white physicians.

Key Informants in Falls and Milam county reported little to no financial assistance within their communities. Suggestions for partnerships to address breast health gaps within the communities included Community Health Clinic in Falls County, Indigent Health Care, WIC, Falls County Agriculture Extension and Hill Country Community Action Association in Marlin County. The three respondents from McLennan County indicate that there are financial resources, but believe that they are not very effective. Suggested organizations to partner with include Power Prevention Coalition (POP), Brazos AHEC, and the Women's Health Center.

### **Conclusions**

Findings indicate a need to educate women on breast health in all target areas, particularly in Falls and Milam Counties. This education needs to occur within the county to improve access. Additionally, there is a need to focus on education for minorities, particularly the Hispanic population. Milam and McLennan Counties have the largest Hispanic populations and have a need for non-English breast health educational materials.

The primary barrier to good breast health care is poverty and the high rates of uninsured individuals in the target counties. Women who are uninsured and/or low-income do not seek out or participate in preventative and screening services. The quantity of indigent care surpasses the ability of the counties to meet all needs.

The poor participation of providers and key informants in this community profile process is a telling story. There is insufficient knowledge and understanding of Komen's and the CTA's role and purpose, particularly in Milam and Falls Counties. Although most are aware of the "Race", in many cases, that is the sum total of their awareness. There is a tremendous need and opportunity for the CTA to market their purpose and services in Falls and Milam Counties.

## Conclusions

### Review of Findings: What We Learned, What We Will Do

A combination of breast cancer statistics, demographics, and economic factors determined the target areas for CTA's 2011 Community Profile. Disparity in the distribution of resources and services was also factor. The follow-up data collection was used to clarify and strengthen the choices made. The three target areas chosen include Falls, Milam and McLennan counties.

Falls County is the poorest county, with a median income of \$32,844.00 and 24.2 percent of families at or below the poverty level. It has the largest African American population, the highest rate of uninsured females 18-64 years of age at 54.6 percent and the second highest mortality rate from breast cancer of the six counties. Additionally, over 41 percent of women, ages 40 and older, report no mammogram during the previous 12 months.

Healthcare services are scarce in the county. There is a small 40-bed community hospital in the county seat of Marlin, but no structured mammography services, oncologists, or cancer treatment centers. Residents are referred to McLennan or Bell Counties for screenings and cancer care, a distance of 30-45 miles. This is especially troublesome when the primary reason women in the community do not participate in breast health screenings is lack of transportation and/or inability to pay for transportation services.

The CTA was able to conduct four Key Informant interviews in Falls County. However, the medical community including the hospital and physicians refused to participate. In addition, no relationship exists between county leadership and the CTA. There appears to be insufficient knowledge and awareness of Komen's role and purpose in the fight against breast cancer.

Milam County has the highest unemployment rate in the CTA area with 12.9 percent of families at or below the poverty level. It has the largest Hispanic population, an uninsured rate of approximately 38 percent and the third highest breast cancer mortality rate. Over 39 percent of females ages forty and over, have not had a mammogram in the last twelve months.

Similar to Falls County, health care services are scarce in Milam County. There is a small 10 bed hospital with no mammography or cancer treatment programs. The majority of the

residents seek services in either Bell or McLennan counties, a distance of 30-45 miles. Milam County informants cited lack of transportation as a key factor in women not participating in screening activities.

The CTA was able to conduct three Key Informant interviews in Milam County. Those interviewed were unaware of Komen's services and particularly the grant program. The CTA has no relationship with county leadership.

McLennan County has the second lowest family income, with 12.7 percent of families at or below the poverty level. It has the second largest Hispanic population and the second highest rate of uninsured at 45.9 percent. Of the females, ages 40 and older, 37.9 percent have not had a mammogram in the last 12 months. McLennan County also has the highest mortality rate of the six counties in the Affiliate area when adjusted for age.

The county has a plethora of health care and cancer services, the majority located in the county seat of Waco, Texas. There are approximately 460 hospital beds, three cancer centers, and four mammography centers. These facilities and clinics provide a significant amount of indigent care. However, the needs exceed the resources.

There were three Key Informant interviews conducted in McLennan County. All medical and health care providers that primarily serve the indigent refused to participate. In addition, no relationship exists between county or city leadership and the CTA.

## **Conclusions**

The primary barrier to good breast health is poverty and the high rates of uninsured individuals in the target areas. Women who are uninsured and/or low-income do not seek out or participate in preventative and screening services, thus compromising early detection and a good outcome. The amount of indigent care surpasses the ability of the target counties to meet all needs.

Findings also indicate a need to provide education on breast health in all target areas. This education needs to occur within the target counties to improve community participation. Additionally there is a need for culturally specific education, especially for the growing Hispanic population.

The profiling process brought to light the need for CTA to increase marketing efforts within Marlin and Falls Counties. There is little knowledge and understanding of Komen's role and purpose in the fight against breast cancer. Developing relationships with county and community leaders is critical.

### **Action Plan**

After careful review of the demographic and breast cancer statistics, available community programs and services, and exploratory data, the Community Profile team identified two priorities. The priorities were used to develop an action plan.

Priority 1: Increase the number of health services and providers available in the target counties by funding health system partnerships to increase access to services.

Objective 1: By December 2013 hold at least one grant writing workshop in each of three target areas (Falls, McLennan, and Milam County) aimed at existing hospitals, primary care providers, health clinics and any other organizations identified through key informant interviews.

Objective 2: In FY 2013, develop a collaborative RFP grant encouraging providers within Bell and McLennan County to partner with providers in Falls, McLennan, and Milam Counties to submit proposals that offer financial support for transportation, childcare, and mammograms for women in those counties.

Objective 3: For FY 2013, provide funding through Affiliate grants for patient navigator programs aimed specifically at assisting African American and Hispanic women in the three target counties, in accessing and navigating through the health care system. We would use this program as an additional resource for the women in the target counties where we had difficulty getting the hospitals and clinics to work with us.

Priority 2 - Partner with community-based outreach/health organizations, churches, and church leaders to effectively promote awareness of breast health, and further educate target populations about breast health services to include breaking down cultural, religious and language barriers for African American and Hispanic populations in Falls, McLennan, and Milam counties.

Objective 1: By July 2012, facilitate at least one focus group in each target county, focusing on African American and Hispanic women that are low income, under/uninsured, or both, to identify barriers to accessing breast health care. Incorporate the information obtained in the focus group to identify priorities for the 2013 RFP.

Objective 2: By December 2012, conduct breast cancer community outreach and education presentations in at least six predominantly Hispanic/African American schools or faith-based organizations distributed across Falls, McLennan, and Milam to increase breast health awareness and market CTA services.

Objective 3: By December 2013, partner with community-based health organizations to arrange small group education classes on breast self-awareness in at least four clinics serving Hispanic and African American women in Falls, McLennan, and Milam counties.

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