

PROJECT BRIEF

Susan G. Komen for the Cure® Breast Cancer Community Profile

Background

Breast cancer is the most widespread cancer diagnosed in women and one of the top 10 causes of death in American women. While a great deal of research is aimed at treatments for breast cancer, it is also important to focus on how current resources are distributed to best meet the needs of women with breast cancer. Determining how to increase access to care, improve equity in caring for underserved populations and address the needs of individual communities can help to promote improved outcomes for breast cancer patients.

Purpose

This project was a collaboration between Aurora Health Care and the Milwaukee Affiliate of Susan G. Komen for the Cure® to complete a community profile describing the state of breast cancer across eight southeastern Wisconsin counties. This community profile will be used to help Komen Milwaukee Affiliate leadership set funding priorities for future community health grants and strategic initiatives for the Affiliate.

Objectives

- Identify and report on data describing breast cancer incidence and mortality in the eight county affiliate area
- Create and conduct surveys with physicians or clinic staff in the eight county region to determine current breast health educational initiatives
- Conduct community focus groups and key informant interviews to further explore disparities in breast cancer incidence or treatment

Population

This project was implemented in eight counties in southeastern Wisconsin – Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. Over 100 providers were surveyed and 25 community members participated in interviews. These surveys and interviews helped the Komen Milwaukee Affiliate understand why women were not getting screened for breast cancer and/or following through with prescribed treatment regimens after there has been a diagnosis.

Timeline

August 2008 – March 2009

Summary of Findings

The Community Profile has been completed and presented to the Komen Milwaukee Affiliate Board of Directors. With their limited resources, they identified where the biggest impact in reducing mortality could be made with the financial and human resources currently available. Milwaukee, Racine

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and Waukesha counties were identified as key target areas based on the number of women affected. The following priorities were determined from the report findings:

- Priority One: Increase Breast Health Screenings
- Priority Two: Early Diagnosis
- Priority Three: Continuum of Care Through Treatment

Dissemination

The Milwaukee Affiliate released the Community Profile in July 2009 and has disseminated the information in several ways, including:

- Posting the Community Profile on the Milwaukee Affiliate website:
<http://www.komenmilwaukee.org/grants/funding-priorities/>
- News story on WISN-12 Milwaukee (July 23)
- Interview on Lake Effect on WUWM-Milwaukee Public Radio (August 3)
- Interview on Entercom radio's policy show (pending)
- Article in M Magazine (pending)

Funding Source

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Project Partners

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