

For Information

DATE: October 20, 2009

 REPORT TITLE: **LAY HEALTH EDUCATOR BREAST SCREENING PROGRAM  
 EVALUATION UPDATE**

 FROM: Janette Smith, Commissioner of Health Services  
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## OBJECTIVE

This report will update Regional Council on the pilot project entitled "Lay Health Educator Breast Screening Program for South Asian women."

### REPORT HIGHLIGHTS

- Through a grant from the Canadian Breast Cancer Foundation, one part-time Coordinator and eight Lay Health Educators from South Asian communities were hired and trained to deliver breast health and screening workshops.
- 50 workshops were conducted for 712 women in Peel.
- The Lay Health Educator Breast Screening Program was successful in increasing screening and knowledge about the need for breast cancer screening among women who attended the workshops.
- The Educators reported that as a result of their participation in the Program, their knowledge of breast cancer increased and they gained confidence as well as public-speaking skills.

## DISCUSSION

### 1. Background

Breast cancer is the most commonly diagnosed cancer among Ontario women. Early detection through mammography screening is very effective and can save lives. Between 1989 and 2004, breast cancer mortality rates in Ontario women aged 50 to 69 decreased by 33 per cent. This change is due to increased participation in breast screening programs and improved cancer treatments. The Ontario Breast Screening Program provides free-of-charge breast screening services for women 50 years of age and older.

The scientific literature suggests that overall, South Asian women with minimal knowledge of breast cancer do not engage in breast cancer detection practices and South Asian women in Canada are under-utilizing early detection strategies. Language barriers and cultural beliefs contribute to low engagement in breast cancer detection practices. Research shows that many South Asian women consider cancer an incurable illness, leading them to believe that there is no point in doing anything to prevent, detect or treat it. Published studies indicate that an effective way to promote breast cancer screening among South Asian immigrant women involves tailored educational materials, specific to their cultural

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background and language. Utilizing a lay health educator model in which community members are trained to deliver breast screening education is also an effective strategy.

When planning breast cancer prevention programs in Peel it is important to consider that almost half of Peel's population was not born in Canada and over half of residents who immigrated to Peel since 2001 identified their ethnic origin as South Asian. Furthermore, according to the Canadian Community Health Survey, Peel breast screening data for 2001, 2003, and 2005 indicates that women of South or East Asian ethnicity were less likely to have reported ever having a mammogram (breast cancer screening test) than other groups.

To address the need for breast cancer prevention and breast screening among South Asian women, Peel Public Health received a \$189,734 grant from the Canadian Breast Cancer Foundation – Ontario Chapter for the period of December 1, 2006 to April 1, 2009, to implement a Lay Health Educator Breast Screening Program. The funds were used to train women from South Asian communities to be Lay Health Educators and provide information on breast health and screening to South Asian women in the Region of Peel. The grant was extended until May 31, 2009, in order to complete scheduled evaluation and knowledge sharing activities.

## **2. The Lay Health Educator Breast Screening Program**

### **a) Activities**

The Program aimed to increase knowledge and awareness among South Asian women about breast health and screening, and to facilitate access to the Ontario Breast Screening Program. One part-time Coordinator and eight Lay Health Educators from South Asian communities were hired and trained to deliver breast health and screening workshops. The workshop content was specifically designed for South Asian women 50 years and older. Key messages promoted breast health awareness, clinical breast examination, and mammography. Workshop participants had three opportunities to request assistance in booking a mammogram, at the end of the workshops, and during three and six week follow-up calls. After assessing the participant's eligibility, the Program Coordinator booked breast screening appointments at Peel Ontario Breast Screening Program sites. See Appendix I for a list of participating Peel OBSP sites.

Workshop participants were primarily recruited through community agencies, educational institutes, apartment buildings, places of worship, and hospitals serving South Asian communities in Peel. A Community Advisory Committee, consisting of representatives from diverse community agencies and cultural backgrounds, provided support throughout the project (e.g. program planning and promotion of workshops).

### **b) Evaluation**

A very comprehensive evaluation strategy for the Program was planned and implemented, using a combination of methods and tools (e.g. pre and post-questionnaires, interviews, Ontario Breast Screening Program data regarding the number of mammograms booked, etc.). The purpose of the evaluation was 1) to measure any change in awareness and knowledge of breast health and screening among South Asian women who attended the workshops and 2) to assess whether screening rates increased among South Asian women after the workshops were implemented. The evaluation also examined knowledge change and skill building among the lay health educators.

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Workshop participants' knowledge and awareness of breast health and screening were measured at the workshops and eight weeks after the workshop. Workshop participants were asked to complete a written questionnaire before and after the workshop. The survey questions assessed the women's knowledge, awareness, and beliefs about breast cancer, as well as overall satisfaction with the program. Participants were contacted eight weeks after the workshops to complete a telephone survey which measured participants' knowledge retention and satisfaction with the program, and inquired about actions taken towards having a mammogram and potential barriers to being screened. The Ontario Breast Screening Program collected data on the number of South Asian women receiving mammograms prior to the program implementation and during program implementation.

**ii) Measuring Lay Health Educators' Outcomes**

The Educators were individually interviewed at the end of the program to learn about their experiences as lay health educators and to assess their overall knowledge, skills, and satisfaction with being involved in the Program.

**3. Evaluation Findings****a) Workshops**

Between June 2007 and February 2009, 50 workshops were held in the Peel South Asian community, reaching approximately 712 women. Workshops were offered in English, Punjabi, Hindi, Urdu, and Tamil and were held in 35 different locations in Peel. See Appendix II for a list of workshop locations.

Four out of ten women who attended the workshops (42.7 per cent) were 50 years of age or older, 48.6 per cent were 49 years of age or younger, and 8.7 per cent did not disclose their age. The workshops were designed to provide assistance to women who wanted to book a mammogram. A total of 58 participants requested assistance to book a mammogram either at the workshops or during the three and six week follow-up calls. These are women who have never had a mammogram and who would not otherwise have booked an appointment.

**b) Pre and Post Questionnaires**

Feedback was obtained from women who attended the first 46 workshops, for a total of 532 completed pre and post questionnaires. The response rate was very high at 80.5 per cent. Questionnaire findings indicate that the program was successful in terms of increasing the participants' knowledge awareness about breast health and the life saving potential of breast screening by mammograms.

**c) Eight Week Follow-Up**

Of the 207 women who participated in the eight week follow-up survey, 9 out of 10 (92 per cent) reported increased awareness of breast health issues as a result of attending the workshop. At eight weeks, 4 out of 10 respondents (39 per cent) were able to correctly identify all three breast cancer detection methods. The majority of workshop participants said 1) the information received at the breast health workshop was valuable,

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2) they would recommend the program to others, and 3) they were satisfied with the program.

There are many cultural taboos and knowledge gaps related to breast cancer screening for South Asian women. It is significant that 36 per cent of the women who were over 50 years of age and older either had a mammogram or had booked a mammogram when interviewed eight weeks after the program. It is unlikely that these women would have availed themselves of mammography services without having breast health information conveyed by a peer in their language. Research indicates that once women have a first mammogram, they will continue to go for regular mammograms, and therefore decrease their risk of breast cancer. Thus it is key to changing breast cancer rates by focussing efforts on women who have never gone for a mammogram, even though this is a challenging group to influence. Reasons cited for not having a mammogram included ineligibility (e.g. under 50 or had a mammogram in the past two years) or going to a physician for annual check-ups.

**d) Lay Health Educators**

During one-on-one interviews, the Lay Health Educators reported a very positive experience with the Program overall. They indicated that it significantly increased their knowledge of breast cancer prevention. All of the educators reported that their presentation and/or public speaking skills, as well as confidence in general, had improved as a result of working on the Program. They also reported that they felt the program was appropriate for South Asian cultures and that the health messages were understandable. The educators stated that being South Asian women themselves was an asset to the delivery of the workshops, enabling them to make participants more comfortable in discussing this gender and culturally sensitive health issue.

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**CONCLUSION**

The evaluation findings indicate that the Region of Peel's Lay Health Educator Breast Screening Program was successful in increasing screening and knowledge of breast health among women participating in the workshops. Furthermore, a significant number of workshop participants were able to overcome the barriers of language, transportation, etc., so that they could go for a mammogram. Since most women continue to receive breast screening once they have a first mammogram, this shift in practice is significant. Further investigation with the South Asian community needs to be done to refine this breast cancer prevention program to meet the culturally specific needs of South Asian women. The lay health educators have been redeployed to the Ministry of Health Promotion diabetes grant project until March, 2010. Once the educators have completed the diabetes project and the consultations with the South Asian community are completed in 2010, a review of this program will be brought forward to Council.



Janette Smith  
Commissioner of Health Services



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**Approved for Submission:**



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D. Szwarc, Chief Administrative Officer

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c. Legislative Services

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**Participating Ontario Breast Screening Program Sites in Peel**

<b>Central West LHIN #5</b>	CML HealthCare – Brampton, 164 Queen Street East, Suite B103
	William Osler Health Centre – Brampton Civic Hospital, Diagnostic Imaging Department, 2100 Bovaird Drive East
<b>Mississauga Halton LHIN #6</b>	CML HealthCare/King X-ray and Ultrasound, 71 King Street West, Suite 102, Mississauga
	Credit Valley Diagnostic Centre, 2000 Credit Valley Road, Suite 103
	*Credit Valley Imaging Associates, 2300 Eglinton Ave. West, Suite G02
	*The Credit Valley Hospital, Department of Diagnostic Imaging, 2200 Eglinton Avenue West, Mississauga
	Dixie X-ray Breast Imaging Centre, 3461 Dixie Road, Suite 201
	Trillium Health Centre West Toronto - The Betty Wallace Women's Health Ctr, 150 Sherway Drive, Queensway Site, Toronto

\* The majority of mammograms booked through the Program were at these OBSP sites.

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Lay Health Educator Breast Screening Program Workshop Locations

AGENCY	MISSISSAUGA ADDRESS
Al-Huda Institute	5761 McAdam Road, Mississauga
Apartment Building	1035 Windsor Hill Boulevard, Mississauga
Canadian Association of Multicultural People	730 Courtneypark Drive West, Mississauga (Courtney Park Library)
Courtney Park Library	730 Courtneypark Drive West, Mississauga (Courtney Park Library)
Credit Valley Hospital	2300 Eglinton Avenue, Mississauga
DMS Property Management	2584 Rugby Rd, Mississauga
Farooq-e-Azam Mosque	935 Eglinton Avenue, Mississauga
Federation of Muslim Women	301 Burnhamthorpe Road West, Mississauga (Mississauga Central Library)
Goan Cultural Group	100 City Centre Drive, Mississauga (Square one Mall)
India Rainbow Community Services of Peel	3038 Hurontario Street, Mississauga
Inter-Cultural Neighbourhood Services	3050 Confederation Parkway, Mississauga
Jame Masjid Mississauga	5761 Coopers Avenue, Mississauga
Khalsa Darbar Gurdwara	7080 Dixie Road, Mississauga
Lancaster Readiness Centre	7425 Netherwood Road, Mississauga (Lancaster Public School, Malton)
Malton GuruGhar	7280 Airport Road, Mississauga
Malton Neighbourhood Services	3540 Morning Star Drive, Mississauga
Muslim Community Services	3190 Ridgeway Drive, Unit #35, Mississauga
Muslim Community Services	3075 Ridgeway Drive, Mississauga
Peel Adult Learning Centre	165 Dundas Street, Mississauga
Peel Multicultural Council	6630 Turner Valley Road, Mississauga
Punjabi Community Health Services	1510 Drew Road, Mississauga
Punjabi Community Health Services - Sahara Senior's Group	100 Acorn Place, Mississauga
Richwood Readiness Centre	7207 Cambrett Drive, Mississauga (Richwood Public School)
Seniors Tamil Society of Peel	3085 Hurontario Street, Mississauga
South Common Community Centre	2233 South Millway Drive, Mississauga (South Common Community Centre)
Square One Older Adult Centre	100 City Centre Drive, Mississauga (Square one Mall)
Summerville Family Health Team	101 Queensway West, 5th Floor, Mississauga
<b>BRAMPTON ADDRESS</b>	
Brampton Civic Hospital	2100 Bovaird Drive East, Brampton (William Osler Health Centre)
Brampton Islamic Centre	6 Lowry Drive, Brampton
Brampton Jamat Khana	525 North Park Drive, Brampton
Brampton Multicultural Centre	150 Central Park Drive, Brampton (Brampton Multicultural Centre)
Brampton Neighbourhood Resource Centre	50 Kennedy Road, Brampton
Catholic Crosscultural Services	1050 Sandalwood Parkway, Brampton (Cassie Campbell Community Centre)
Catholic Crosscultural Services	500 Ray Lawson Boulevard, Brampton (South Fletcher's Sportsplex)
Catholic Crosscultural Services	10 Gillingham Drive, Brampton
India Rainbow Community Services of Peel	500 Ray Lawson Boulevard, Brampton (South Fletcher's Sportsplex)
Punjabi Community Health Services	11730 Airport Road, Brampton
St John Fisher School	330 Balmoral Drive, Brampton