Breast health, breast cancer prevention and breast cancer screening information was also provided at larger Cancer Center events, including: Survivor’s Day, Prevention Day.

Breast Health Management Program
Annual Breast Health Event
Lunch & Learn: Breast Cancer
Lunch & Learn: Genetics
Susan G. Komen Connecticut Race for the Cure
Outreach Activity
Grant
Program
Breast Health Road Show
A month-long program, with twelve separate events, to promote breast cancer awareness, prevention, and screening.

The incidence rate of breast cancer in CT continues to be the second highest in the nation, and events hosted at the Cancer Center reach a limited population. By increasing the number of events, we are most likely to reach the most people by meeting them where they are, as opposed to waiting for them to come to us for education.

Reaching out to venues around Middlesex County, visited four “large” venues (shopping outlets, orchards during fall events), four libraries, one YMCA and three churches. Content was tailored to the location - PowerPoint presentation and physician at churches, tabling at YMCA and large venue, as well as the salons. All events staffed by Breast Health Coordinators, lead mammographers, nurses, and others with knowledge of breast cancer/breast health.

Recurring Breast Care Management Program
OB/GYN and primary care provider (physician, PA, Nurse, etc.) education
Comprehensive Breast Center resources and review of latest guidelines and standards for breast care. Funded through a grant from the Susan G. Komen Connecticut Affiliate.

Literature shows that up to 90% of providers are not making full use of best practice standards for breast symptom management. Development of algorithms compiled into white coat pocket-sized brochure (recommendations for referrals based on breast symptoms and mammography results)

PowerPoint presentation and physician at churches, tabling at YMCA and large venue, as well as the salons. All events staffed by Breast Health Coordinators, lead mammographers, nurses, and others with knowledge of breast cancer/breast health.

Breast Cancer Alliance Grant
Grant program to support the Comprehensive Breast and Cancer/Cancer Early Detection Program by providing funding for screening mammograms, patient navigation/education.

Women with poor or no insurance frequently face this barrier and many others to getting breast health. Women with poor or no insurance frequently need year-round.

Women enrolled in the Early Detection Program to ensure mechanism for follow-up if necessary.

Breast health, breast cancer prevention and breast cancer screening information was also provided at larger Cancer Center events, including: Survivor’s Day, Prevention Day.

<table>
<thead>
<tr>
<th>Date</th>
<th>Outreach Activity</th>
<th>Description</th>
<th>Location</th>
<th>Event Coordinator(s)</th>
<th>Coordinator Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.28.2014</td>
<td>Project Pink</td>
<td>A makeovers and fashion show event for breast cancer survivors.</td>
<td>Riverhouse at Goodspeed Station, Haddam, CT</td>
<td>Meghan Burgess</td>
<td>CBC Clinical Manager</td>
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<tr>
<td>6.4.2014</td>
<td>Susan G. Komen Connecticut Race for the Cure</td>
<td>Staff team represented the Middlesex Hospital Cancer Center at annual event.</td>
<td>Bushnell Park, Hartford, CT</td>
<td>Alessandra Galuizo</td>
<td>Grants/Special Projects</td>
</tr>
<tr>
<td>10.9.2012</td>
<td>Lunch &amp; Learn: Genetica</td>
<td>Presentation on genetic testing and counseling for BRCA genes</td>
<td>Middlesex Hospital Cancer Center, Middletown, CT</td>
<td>Meghan Burgess</td>
<td>CBC Clinical Manager</td>
</tr>
<tr>
<td>10.9.2012</td>
<td>Lunch &amp; Learn: Breast Cancer</td>
<td>Presentation on breast cancer screening, diagnosis and treatment.</td>
<td>Middlesex Hospital Cancer Center, Middletown, CT</td>
<td>Meghan Burgess</td>
<td>CBC Clinical Manager</td>
</tr>
<tr>
<td>10.20.2012</td>
<td>Annual Breast Event</td>
<td>Evening of networking, relaxation, and education for the community; guests could access informational videos, free massages and massages, healthy living sessions, and attend a question/answer session with breast cancer experts.</td>
<td>Middlesex Hospital Cancer Center, Middletown, CT</td>
<td>Meghan Burgess</td>
<td>CBC Clinical Manager</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Breast Health Management Program</td>
<td>Educational seminar designed for primary care and OB/GYN clinicians. Delivered by Dr. Andrea Malon to update knowledge on most recent guidelines and recommendations for breast care, as well as resources available through the Comprehensive Breast Center. All participating providers receive white-coat pocket-sized pamphlets with algorithms based on NCCN guidelines.</td>
<td>Primary Care &amp; OB/GYN offices in Middlesex County, CT</td>
<td>Katherine Conroy</td>
<td>Health Education &amp; Grants Coordinator</td>
</tr>
</tbody>
</table>