



## 2011 Modified Community Profile Executive Summary

### **Introduction**

The first annual Quad Cities Race for the Cure® was held in 1990 and included 1,714 participants. The money raised from that event helped launch a local grants program. To date, almost \$5 million has been raised since 1990. The Quad Cities Affiliate of Susan G. Komen for the Cure® was established in 1999. The Affiliate is strategically located at the center of its service area, spanning the Mississippi River in Iowa and Illinois. The service area consists of eight counties including Cedar, Clinton, Muscatine and Scott in Iowa, and Henry, Mercer, Rock Island and Whiteside in Illinois. As is with all other Komen Affiliates, 75 percent of the money raised stays in the service area while the remaining 25 percent goes to fund scientific research at the national level.

### **Purpose**

The purpose of this report is to (1) evaluate the current programs and services in the Quad Cities Affiliate service area, (2) identify the needs and barriers to care within those programs and services, and (3) implement a cohesive and realistic plan of action to address the needs in the community and remove as many of the barriers to care as possible. In doing so, we are fulfilling the Komen Promise: to end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find a cure.

### **Methodology**

Several data sources were used to collect data for our service area, a few of which include the Illinois Cancer Registry, the US Census Bureau, and both the Illinois and the Iowa Behavioral Risk Factor Surveillance Systems. The breast cancer data from these resources, which included a combination of factors such as breast cancer mortality rates, screening information, stage of diagnosis, and socioeconomic factors that can affect a woman's knowledge of and access to quality breast cancer screening and treatment, was used to identify target areas within the Affiliate's service area. Using these criteria, three target counties were identified as areas with the highest need in the service area: Muscatine and Scott Counties in Iowa and Rock Island County in Illinois.

### **Overview of Target Communities**

Muscatine County was chosen as a target community because it has the highest percentage of women diagnosed in later stages among the Iowa Counties of the service area. It also has the highest percentage of Hispanic/Latino persons in the service area, as well as the second highest

percentage of those living in poverty in the area. There is also a lack of presence of outreach and education within Muscatine County.

Rock Island County is the most racially/ethnically diverse county in the area, with higher percentages of African Americans and Hispanics. African American and Hispanic women are more likely to be diagnosed with larger tumors and have a lower survival rate than white women<sup>1</sup>. Rock Island County also has the second highest percentage of uninsured women in the service area.

Scott County has the second largest percentage of African Americans. While it only has the fourth highest percentage of Hispanics, in terms of pure numbers it is second behind Rock Island. African American and Hispanic women are more likely to be diagnosed with larger tumors and have a lower survival rate than white women<sup>1</sup>. It also has the highest percentage of people living in poverty in the Quad Cities service area.

### **Health Systems Analysis**

A health systems analysis was completed for the three target communities in the Affiliate service area based on the previously mentioned statistical analysis. An inventory of all the breast cancer programs and services within Muscatine, Scott and Rock Island Counties was diligently prepared, including any individual, institutional or organizational assets associated with the Quad Cities Affiliate. The physical locations of these assets were plotted and identified on a map to gain another perspective of the continuum of care. The aim of the health systems analysis was four-fold: to (1) spot the gaps, needs and barriers evident throughout the continuum of care, (2) provide a review of community assets as potential partners, (3) discuss the Quad Cities Affiliate's current and future role in policy, and (4) discuss the Quad Cities Affiliate's current and future partnership with NBCCEDP and state cancer planning.

Findings from the health systems analysis revealed several important factors that contribute to the aforementioned statistics within the target communities. In Muscatine County, there are physical limitations to access to all levels of the continuum of care as well as an absence of outreach and education opportunities within the community. In Rock Island and Scott Counties, while there is more readily available access to the levels of the continuum of care, the levels of poverty and uninsured women in these communities are the highest in the entire service area.

### **Affiliate Priorities & Action Plan**

An overview of the health systems analysis revealed specific priorities that need to be focused on within each of the target communities:

- 1) Decrease the percentage of late stage diagnosis in Muscatine County by increasing outreach and education opportunities, particularly among the Hispanic population.
- 2) Increase outreach efforts to Hispanic and African American communities in Rock Island County and ensuring access to quality breast health across the continuum of care.
- 3) Increase outreach efforts to Hispanic and African American communities in Scott County and ensuring access to quality breast health across the continuum of care.

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<sup>1</sup> Susan G. Komen for the Cure, *Facts for Life: Racial & Ethnic Differences*

Using these priorities as a guideline, several objectives were developed by the Board of Directors to serve as an action plan to organize and specifically outline the efforts of the Quad Cities Affiliate for the next two years. The objectives are listed as followed:

- 1) By December 2013 we will have partnered with the Parish Nurse programs at both Genesis Health System and Trinity Regional Health System and collaborated with the staff and volunteers to provide at least two outreach and education events to our service area.
- 2) By December 2013 we will have introduced "Pink Sunday" to at least one church in Muscatine, Scott or Rock Island Counties and expand each year.
- 3) By December 2013 we will have hosted three round-table discussions (one in each target area) comprised of providers from every aspect of the continuum of care. The focus of the discussion will be how to work on an effective collaboration between each level of the continuum of care to achieve the best positive impact within their respective community.
- 4) By June 2014 we will have held at least two meetings between the nurse navigators from both area cancer centers at Genesis Health System and Trinity Regional Health System and promoted collaboration and outreach.
- 5) By December 2014 we will have investigated a potential partnership with the Witness Project and sponsored three events, one in each target area, to provide outreach to the Hispanic and/or African American communities in Rock Island, Muscatine and Scott Counties.

Additional action items may be added pursuant upon unknown factors discovered during the implementation of the existing action plan. The Quad Cities Affiliate is fully committed to the promise of Susan G. Komen for the Cure®: to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.