

Hawai'i Breast & Cervical Cancer Control Program Successful Outreach Strategies

Report prepared by the Healthy Hawai'i Evaluation Team (HHET)
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Breast and Cervical Cancer Control Program (BCCCP)

The Breast and Cervical Cancer Control Program (BCCCP) offers low-income, uninsured women access to free or low-cost cancer screenings, including mammograms and Pap tests, to detect cancer early and improve outcomes.

Evaluation Overview

HHET collaborated with the HDOH Cancer Program to evaluate BCCCP outreach strategies utilizing a descriptive case study approach. This process evaluation aimed to better understand how DOH grantees successfully engage women in BCCCP services.



The Evaluation Team worked with the Kōkua Kalihi Valley (KKV) Comprehensive Family Services BCCCP team to conduct the evaluation study.

Methods

- Developed a **data collection protocol and semi-structured interview guide** to gather detailed information on outreach strategies from BCCCP staff
- Collected and reviewed relevant documents and data to support staff insights
- Conducted a **group interview with four key BCCCP staff** at KKV



Outputs



HHET analyzed the data and wrote a **Success Story** to be submitted to the Centers for Disease Control and Prevention in support of grant requirements. The success story highlighted the significant impact of community outreach workers in **building trust and increasing access** to essential cancer screenings for underserved women. Staff emphasized the **importance of ongoing community outreach, addressing barriers through culturally centered care, expanding outreach efforts, and strengthening trust** within the community. This was submitted to the CDC.

A brief **Summary Report** of other key findings was also shared with the Cancer Program and KKV to provide an overview of the **challenges, successes, and ongoing efforts** related to BCCCP outreach.



For more information about this project, please contact Whitney Watts at wnwatts@hawaii.edu