

PINK SHAWL PROJECT: COMMUNITY BREAST CANCER AWARENESS

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FLANDREAU

- × Population 6595 in 2000
- × 27.2% American Indian
- × Flandreau Santee Sioux Tribe 650 and others
- × Clinic serves 1350
- × Visits last year 9930
- × Major employers casino and Flandreau Indian School

CLINICAL IMPORTANCE

- ✘ American Indian women breast cancer (BC) rate lower than general population
- ✘ Later stage at diagnosis
- ✘ Late stage diagnosis 50% higher for AI women
- ✘ 1999-2003 mortality rate 150% Caucasian women
- ✘ 38% SD AI women receive mammograms
- ✘ Increased disease burden and health care costs

PINK SHAWL PROJECT

- ✘ Community-based, multi-activity project to increase BC awareness and screening mammograms
- ✘ Highlight of project Pink Shawl Dance at the 46th annual wacipi
- ✘ Funded by grant from SD Susan G. Komen Foundation

PINK SHAWL PROJECT GOALS

- ✘ Increase awareness of screening for breast cancer (BC)
- ✘ Increase mammogram rates
- ✘ Promote community involvement to build capacity for health and wellness projects
- ✘ Present information in a culturally relevant manner to increase participation

PROJECT ACTIVITIES

- ✘ IHS mammography van May and Oct.
- ✘ Community volunteers for shawl making
- ✘ Presentations Senior Center
- ✘ Pink Shawl dance at annual wacipi
- ✘ Information booth at wacipi
- ✘ Women's Health Fair and gatherings
- ✘ Surveys distributed at clinic June and Dec
- ✘ Develop brochure for AI women

The problem is our Indian people don't like to think about these things (health issues) until it hits them.

Flandreau Santee Sioux Elder

BARRIERS TO SCREENING

- ✘ Discomfort with private sector facilities
 - ✘ Distrust of medical system
 - ✘ Poor communication between provider and patient
 - ✘ Fear, lack of education of disease
 - ✘ Lack of regular provider and cultural competence
 - ✘ Financial – lack of insurance, limited resources
- All Women Count >50 yo

INCREASE BC AWARENESS

- ✘ # mammograms uncertain, 32% chart review
- ✘ 4 diagnosed breast cancer
- ✘ 400+ women age 40 and over Flandreau Santee Sioux Tribal Clinic

IHS MAMMOGRAPHY VAN



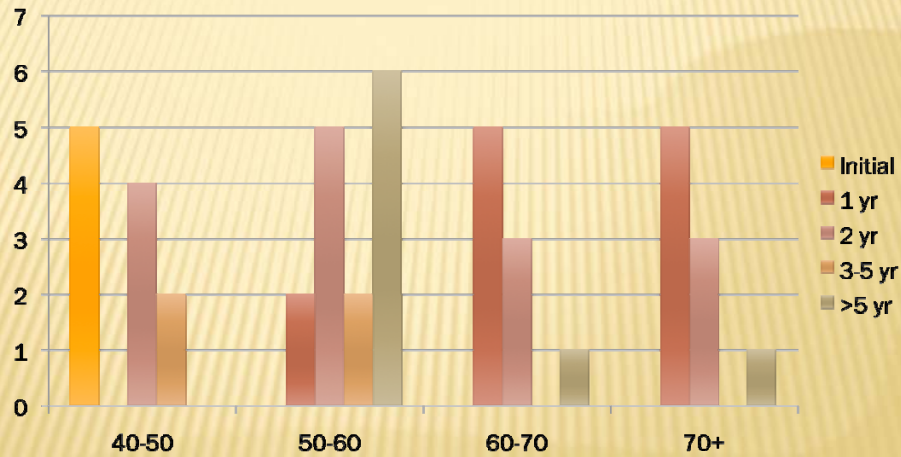
IHS MAMMOGRAPHY VAN

- × Initial visit 2 ½ days
- × 48 mammograms
- × 11-BIRADS 0, 2-BIRADS 3 follow up
- × 41 Achilles density screenings
- × 8 DEXA referrals

I really like being able to get my mammogram at my home clinic. This is great.

Mammogram participant

SURVEY RESULTS



SHAWL MAKING

- ✘ 47 pink shawls
- ✘ Sewing and fringe (“shawling”) completed by community members
- ✘ Series of gatherings Tuesdays and Thursdays or some shawling at home to complete work



Shawl Sewing

Sewing of the Breast Cancer Shawls

For Pink Shawl Project

Where? *Eastman Hall*

When? *June 7—Saturday*

Time? *10 AM-? Open time*

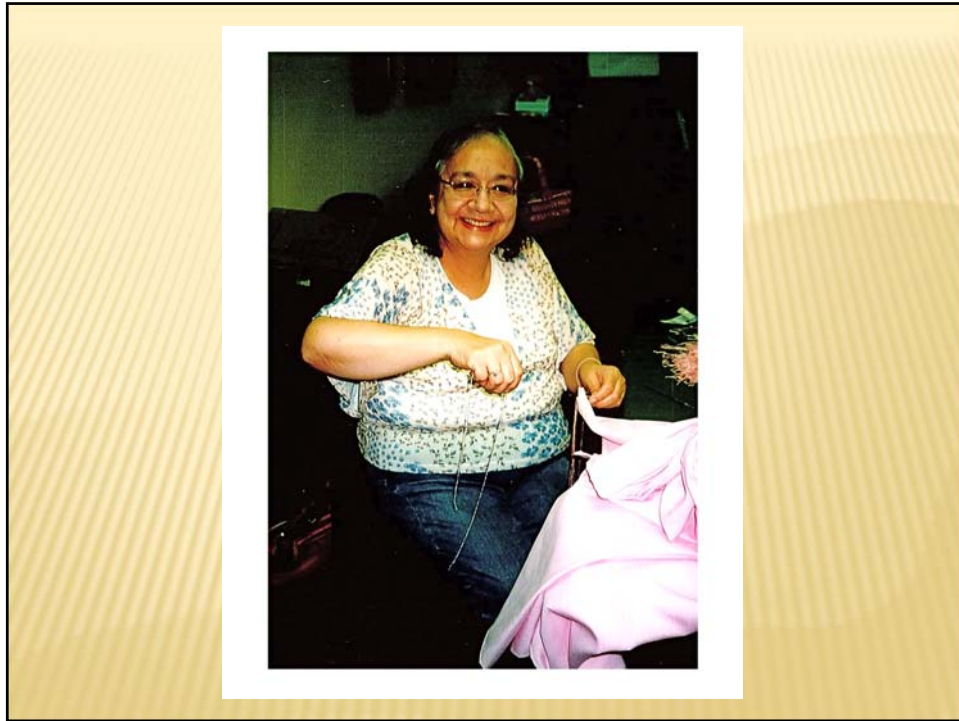
Lunch provided—RSVP 997-2642

All materials provided

If have a sewing machine, please bring it

SHAWLING





I've never made a shawl before but I'm going to learn and teach my granddaughter.

Shawl crafter

SENIOR CENTER

- ✘ Presentation BC screening and Pink Shawl Project



This is a really important project. It gives people hope.

Shawl crafter

WACIPI JULY 19, 2008



INFORMATION BOOTH



GIVE AWAY





It's important for people to see that they are not alone – that there are others dealing with the same illness.

survivor Son of

NEXT PHASES

- ✘ Continue to collect surveys
- ✘ Determine other needs
- ✘ Share survey results with community groups and Women's Health group
- ✘ October Health Fair concurrent with next mammo van visit. Partner with community groups to participate ie: Wholeness Center, counseling, WIC office, others
- ✘ Collect stories for brochures

SPREAD THE AWARENESS

- ✘ Additional awareness through media exposure
- ✘ Dakota Journal
- ✘ Moody County Enterprise
- ✘ FSST Newsletter
- ✘ Argus Leader
- ✘ Contacted tv stations without response
- ✘ Participated in Light the Falls Pink ACS event

You know what would be a really good project for next year? A community garden with organic foods. We could teach the young ones to grow the vegetables and can, even traditional drying methods.

Shawl crafter and elder

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