

**Volume 1, Issue 1**  
**April 2018**

**WEST VIRGINIA BREAST AND CERVICAL  
CANCER SCREENING PROGRAM  
AND WISEWOMAN**



# Provider Press



**Taylor County Cervical Cancer/HPV Awareness Spaghetti Dinner Fundraiser.**

## **Cervical Health Awareness is Critical in the Mountain State**

By: Shelly Dusic

Did you know that West Virginia has the highest incidence rate and the second highest mortality rate for cervical cancer in the United States? Many barriers including stigma, misinformation, and a lack of strong provider recommendation for screening and vaccination contribute to the impact of this preventable disease. January was national Cervical Health Awareness Month (CHAM) and the West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) used this opportunity to educate, advocate, and navigate women to screening.

Community-Clinic Interventionists (CCIs) distributed 840 CHAM packets with WVBCCSP information, cervical cancer infographics, fact sheets, and a social media toolkit to all WVBCCSP screening providers.

Many providers participated in CHAM by wearing teal or creating educational displays at their offices.

Volunteers worked with county officials in communities to read proclamations and raise money for the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. This fund helps pay for specific breast, cervical, and pre-cervical cancer treatments and diagnostic tests for uninsured West Virginia women. Together we increased awareness and access to cervical screening for woman across the Mountain State.

Screening for cervical cancer works. With the invention of the Pap smear in 1941, cervical cancer mortality rates began to fall.

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# WVBCCSP Provider Press



## Director's Dialogue

By: Nikki Lyttle

As many of you know, International Women's Day was on March 8, 2018. An entire day dedicated to women across the world. On the surface, this sounds like an awesome idea. Who doesn't want to celebrate women and recognize all that we stand for and all that we have accomplished? Who isn't for equality and breaking glass ceilings?

Thinking about International Women's Day, has made me reflect on lots of different things. Growing up I was always taught that I could do and be whatever I wanted to be and that my gender did not dictate my limits – only I had the power to do that. It's weird that 42 years later we are still having conversations about gender equality. We've made such huge leaps in science and technology during this time, but we still struggle with basic human rights and equality. Why is that?

Every day we have the opportunity to impact the life of a woman, both personally and professionally. Whether it's working with our daughters on self-esteem issues, providing women with the healthcare they need (and deserve), or just giving someone a safe place to tell their story, we have the potential to make a difference. We empower women, even if they don't realize it. We provide them with birth control when needed, empowering them to decide the right time to start their family. We provide them with breast and cervical cancer screenings, empowering them to take charge of their health. We discuss lifestyle interventions with them, empowering them to reduce their risk of heart disease and stroke. We care for pregnant women to ensure that their babies are born healthy and with the best possible start in life, empowering them to teach their children the importance of health. We discuss opioid addiction and treatment options, providing a glimmer of hope that there is something better out there. We may be the only compassionate ear that many women know. The only non-judgmental space that helps keep someone breathing for another day.

Every day women are doing miraculous things. Which brings me back to my main point, why just celebrate women one day of the year? In my eyes, that is the "flaw" with International Women's Day, it's one day. Gone and forgotten as quickly as it came. We should be celebrating each other every day for all that we have accomplished. Women's rights have come a long way in the past 100 years, but we can do better. We need to do better. Let's make International Women's Day, every day.



**The mission of the West Virginia Breast and Cervical Cancer Screening program is to prevent unnecessary disease, disability, and premature death due to cancer of the breast and/or cervix.**

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**The mission of West Virginia WISEWOMAN is to provide low-income under or uninsured women aged 30 to 64 years with the knowledge, skills, and opportunities to improve diet, physical activity, and other lifestyle behaviors to prevent, delay and control cardiovascular and other chronic diseases.**

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**For more information about these programs call:  
1-800-642-8522**

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The test allowed women to be diagnosed at an earlier stage and has decreased U.S. cervical cancer mortality by almost 50%. The next big breakthrough in cervical cancer research was in 1976 when Dr. Harald zur Hausen discovered HPV DNA, for which he later won a Nobel Prize. Today, we know HPV causes virtually all cervical cancers and is a major factor in at least five other cancers including some colorectal cancers and head and neck cancers. In 2006, the FDA approved the first HPV vaccine. Today the HPV vaccine protects against 9 of the most common strains of HPV, and is recommended for boys and girls ages 11

and 12, but can be given from as early as age 9 up to age 26.

**“If we can increase cervical cancer screening and HPV vaccination rates to 80% worldwide, we could see the elimination of cervical cancer as a global epidemic by the year 2030,”**

World Health Organization

Currently in West Virginia, only 40% of eligible girls had received the HPV vaccine.

According to the 2017 West Virginia Cancer Burden Report, eight million women



Monroe County CHAM Proclamation.

in the U.S. have not been screened for cervical cancer in the past five years. Seven out of ten who were not screened had a regular doctor and health insurance.

Increasing vaccination and screening for cervical cancer is a goal worth prioritizing. Cervical Health Awareness Month was a great way to start the conversation, but screening and prevention is a year-round job.

If you would like more information about how your clinic can promote cervical cancer screening or HPV vaccination please contact your WVBC CSP Community-Clinic Interventionist. Let's start erasing cervical cancer right here at home.



Cervical Health Awareness Board at Bluestone Health Center in Mercer County.





## West Virginia WISEWOMAN Staff Participate in Go Red Event

By: Barbara Miller

The Centers for Disease Control and Prevention (CDC) funds 21 WISEWOMAN programs across the nation. Many programs have similar challenges providing program services. The CDC requested that the West Virginia, Vermont, and Rhode Island programs meet to exchange ideas, information, and to form a support network. Vermont agreed to host the meeting. As part of the meeting the West Virginia WISEWOMAN staff was invited to participate in a Go Red for Women Luncheon in Burlington, Vermont on

February 1, 2018. Prior to the luncheon, there was a silent auction fundraising event with approximately 30 heart health or women themed baskets to bid on. There were more than 700 people in attendance at the event.

*"Present your best self each day."*

*Carla Harris*

The keynote speaker was Carla Harris, Vice Chairman of Wealth Management and Senior Client Advisor at Morgan Stanley.

She was Chair of the Morgan Stanley Foundation from 2005 to 2014 and sits on the board of several community organizations. In August 2013, Carla was appointed by President Barack Obama to chair the National Women's Business Council. She is a gospel recording artist and a popular public speaker who gives impactful career guidance to corporate audiences based on her book, "Expect to Win." Carla joined Morgan Stanley in 1987 after completing an AB in economics from Harvard University and an MBA from Harvard Business School.

The centerpiece of Ms. Harris' presentation surrounded her book, "Expect to Win". She touched on the topics of authenticity, the importance of bringing balance to your life, presenting your best self each day, and how to leverage your voice to deliver your message. After the event, she graciously posed for a photo with the WISEWOMAN programs from Vermont, Rhode Island, and West Virginia.



WISEWOMAN Staff with Carla Harris at the Go Red For Women Luncheon.

## The Importance of the West Virginia WISEWOMAN Program

By: Barbara Miller

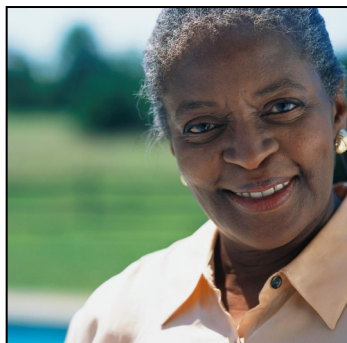
By now you have probably heard about the WISEWOMAN program. There have been articles in the *Provider Press* and presentations at the Women's Health Information Programs (WHIPs) trainings for several years. If you are not familiar with the program, here is a brief description.

WISEWOMAN is an extension of the WVBCCSP intent on helping high-risk, low income women, 30-64 years of age, decrease their risk for heart disease and stroke. Each program participant is screened for lipid and glucose levels, as well as biometric markers. A risk assessment is completed and an individualized risk reduction counseling session occurs. At that time, a health coaching session occurs that guides the client towards lifestyle changes that can reduce the risk for cardiovascular disease (CVD) and stroke. The program offers evidence-based options that support the participant's efforts to change. These can include ongoing health coaching, a hypertension self-management module, a

membership to TOPS (Take Off Pounds Sensibly), Eating Smart and Being Active classes, or the National Diabetes Prevention Program (NDPP). All of this is delivered by clinical providers who are reimbursed via fee for service and is free to participants. Additionally, this program intersects perfectly with quality measures for Medicare reimbursement.

So, why have so few providers been willing to provide WISEWOMAN for their clients? West Virginia WISEWOMAN staff were invited to Vermont to interact with the Vermont and Rhode Island programs. All three states have some commonalities-rural, Medicaid expansion, pervasive poverty, and high incidences of heart disease, obesity, diabetes, and stroke.

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### Just the Facts

- 1 in 3 women over the age of 20 have some form of CVD
- More women have strokes than men
- 2/3 of women who have heart attacks never fully recover
- Worldwide, CVD is the single most common cause of death in women, regardless of race and ethnicity
- CVD kills nearly twice as many women in the US than all types of cancer, including breast cancer

# WV WISEWOMAN

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During the meeting, one of the topics discussed was the lack of buy-in from the clinical communities. It was determined that we were selling the wrong message.

Our message has been about assisting the participants and highlighting the positive outcomes. Our message needs to be that West Virginia women are more likely to die from a largely preventable disease rather than an Infectious disease or drug overdose. Lack of physical activity, poor nutrition, and tobacco use cause most of the deaths in our state through heart disease, stroke, diabetes, cancer, and lung disease. More than half of West Virginians are obese, making them more susceptible to chronic diseases.

By providing personalized risk assessment and risk reduction counseling, you may shed light on just how critical lifestyle may be for a client. Health coaching may allow a participant to uncover the motivation to make healthy lifestyle changes.

For More Information  
visit the [WISEWOMAN](http://www.wvdhhr.org/wvwisewoman/)  
webpage at:  
<http://www.wvdhhr.org/wvwisewoman/>

Additionally, your clinic could be getting paid more money just to use the tools and skills that WISEWOMAN provides. What is preventing your clinic from becoming a provider? Let's talk!



Taylor County volunteers prepare a spaghetti dinner.

## Taylor County Volunteers Host First Cervical Cancer and HPV Awareness Event

By: Ruthie Watts

The Walk for Women Committee in Taylor County hosted its first ever Cervical Cancer and HPV Awareness event on January 27, 2018 at the Church of the Good Shepherd in Grafton, WV. Seventy people attended the event which raised \$500.00 to benefit the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. Attendees enjoyed a spaghetti dinner provided by local businesses and community partners. West Virginia Breast and Cervical Cancer Screening Program Community-Clinic Interventionist, Ruthie Watts, spoke on the importance of HPV immunization and cervical cancer screening and she shared a variety of cervical cancer and HPV educational materials. We congratulate members of the Committee for hosting a successful event and are thankful for their continued support.



## 2018 Public Health Nurse Physical Assessment Training

By: Shelly Dusic

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) hosted the biennial Public Health Nurse Physical Assessment Training (PHNPAT/PHNPAT refresher) on March 21-23, 2018 in Morgantown, WV. The three-day training certified Registered Nurses to perform clinical breast exams and administer Pap tests for WVBCCSP patients, thereby increasing capacity across the state.

The intensive training offered both classroom and clinical education. This year's topics included anatomy and physiology, understanding the roles of radiology and pathology, and clinical practice. Students also learned about risk factors for breast cancer, cervical cancer, and cardiovascular disease. Complementary classes, such as "How Menopause May Effect Cancer Risk" and "Understanding Barriers to Screening in the

*"One of the best trainings I've ever had. It had all the important things you need to know and it was easy to understand. I'd recommend it for everybody." Cynthia Lewis, FNP*

LGBTQI Population", helped nurses consider the special needs of these screening populations. A refresher course on WISEWOMAN and WVBCCSP protocols included an overview of eligible services, patient eligibility, and guidance on enrollment and follow-up of program eligible patients. The session "Cardiovascular Disease and West

Virginia Women" gave a serious look at the danger of heart disease in the state. Finally, hearing the personal story of a breast cancer survivor inspired this year's class to take newfound knowledge back to the clinic and into their communities.

Brenda Smith a nurse from Gilmer County Health Department said, "Our WVBCCSP is picking back up and being PHNPAT trained allows me to help these women, especially when we are working with Bonnie's Bus." Bringing this type of high quality training to the state is essential if we are to increase breast and cervical cancer screening rates. The value of learning from professionals that work with various aspects of the screening process cannot be overstated. Julie Armistead, a Nurse Practitioner at Monongalia County Health Department, has been volunteering as a PHNPAT instructor for years. Her dedication to PHNPAT really shows. One student writes "Julie is an amazing teacher, helping to put things in perspective." It is through the generous dedication of our instructors that we are able to offer such a valuable training.

It is with great appreciation that we thank the seven participants who made PHNPAT 2018 such a success. We wish you luck as you complete the clinical practice portion of your certifications. If you are a registered nurse interested in becoming PHNPAT certified, the next opportunity for PHNPAT/PHNPAT refresher training will be in the spring of 2020.



2018 PHNPAT Class from left to right: Jill Foppiano, Heather Amos, Cynthia Lewis, April Yancy, Vanessa Wolfe, Brenda Smith, Cherrie Cowan, Shelly Dusic.

## WVBCCSP Provider Press



### WVBCCSP Registered Nurse Joni Craddock Certified as MammaCare® Specialist

Gainesville, Florida-  
Joni Lee Bella-Craddock, RN, of West Virginia Department Of Health and Human Resources/Bureau for Public Health/Office of Maternal, Child and Family Health/Breast and Cervical Cancer Screening Program, successfully completed the Requirements to become a Certified MammaCare Specialist. MammaCare is the recognized standard for teaching and performing clinical breast examination. As a Certified MammaCare Specialist, Ms. Bella-Craddock is authorized to teach MammaCare to healthcare professionals and to women.



"It is a pleasure to welcome Ms. Bella-Craddock to the MammaCare family," said Dr. H.S. Pennypacker, director of the scientific team that developed MammaCare. "She will make an even greater contribution to women's health," he added.



## The MammaCare Foundation

Training every hand that examines a woman, including her own.



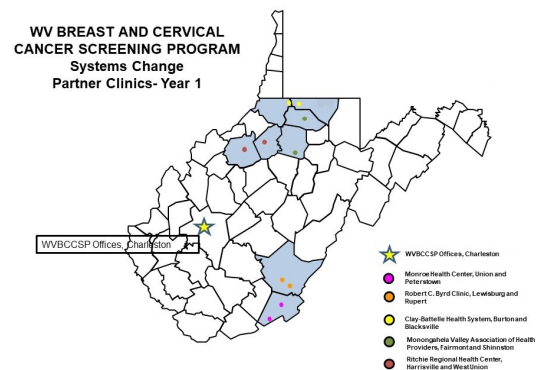
# The West Virginia Breast and Cervical Cancer Screening Program Expands Focus

By: Susan Eason

For over twenty-five years, the West Virginia Breast and Cervical Cancer Screening Program has worked with healthcare providers across the state to offer breast and cervical cancer screening and diagnostic services to eligible women. This includes low-income (less than 250% of the federal poverty level), uninsured/underinsured women ages 25-64. The WVBCCSP continues to work with providers to reach women who meet these criteria. Recently, the WVBCCSP expanded its work to incorporate population-based approaches focusing on health systems interventions, community approaches that link women to clinical services, and environmental approaches that increase access to screening, especially at worksites.

The WVBCCSP is pleased to announce that five health systems, for a total of 10 clinics, are partnering to implement a systems change approach for increasing breast and cervical cancer screening among all age-appropriate women. The health systems participating during this first year are:

- Clay-Battelle Health Systems (Burton and Blacksville clinics)
- Monroe Health Center (Union and Peterstown clinics)
- Monongahela Valley association of Health Providers (Fairmont and Shinnston clinics)
- Ritchie Regional Health Center (Harrisville and West Union clinics)
- Robert C. Byrd Clinic (Lewisburg and Rupert clinics)



This partnership involves a comprehensive assessment of the health care delivery system, including collecting baseline screening rates, assessing functionality of electronic health records, evaluating workflows, and reviewing health systems policies to identify areas for enhancement and additional support. The Program provides extensive technical assistance and training to provider sites. Among various approaches to increase screening rates is the use of evidence-based interventions recommended in *The Guide to Community Preventive Services*. These include:

## **Project Evidence-Based Interventions:**

Client/Patient Reminders  
Reducing Structural Barriers  
Provider Assessment & Feedback  
Provider Reminder & Recall Systems

## **Promising Strategies that Support Increased Cancer Screening:**

Patient Navigation  
Strategies to Encourage Patient Medical Home

The Program will work with first year participants over a two-year, two phase project during the course of this five-year funding cycle, other interested health systems will implement this approach for increasing breast and cervical cancer screening.

# WVBCCSP Provider Press



## Welcome New Staff



### WV WISEWOMAN Program Coordinator

Ashli Cottrell is originally from a small town in Calhoun County, WV. She holds a Master of Business Administration Degree, along with a Bachelor of Arts Degree, and an Associate in Science Degree. Ashli relocated from Parkersburg, WV in 2014 to Charleston, WV and has been employed by the West Virginia DHHR since that time. She joined the WV WISEWOMAN team in 2017 as the Program Coordinator. Ashli enjoys reading, playing video games with her nephew, and spending time with her Pomeranian, Olivia.

### WVBCCSP Tracking and Follow-up Nurse

Vanessa Wolfe earned her Bachelor of Science in Nursing from Marshall University in 2011. Since then she has gained experience in both clinical and office settings. Vanessa worked at St. Mary's Medical Center and Thomas Memorial Hospital as a staff nurse for nearly four years before becoming employed with the WV Department of Health and Human Resources (DHHR). She served as a nurse case manager for the Children with Special Health Care Needs Program for almost three years before joining the West Virginia Breast and Cervical Cancer Screening Program staff this winter. Vanessa enjoys reading, spending time with her husband and cat, and is looking forward to welcoming her first child in August.



### WVBCCSP PROVIDER TRAINING DATES FOR 2018

- |                                      |                      |
|--------------------------------------|----------------------|
| • May - NO TRAINING SCHEDULED IN MAY | • September 20, 2018 |
| • June 21, 2018                      | • October 18, 2018   |
| • July 19, 2018                      | • November 15, 2018  |
| • August 16, 2018                    | • December 20, 2018  |

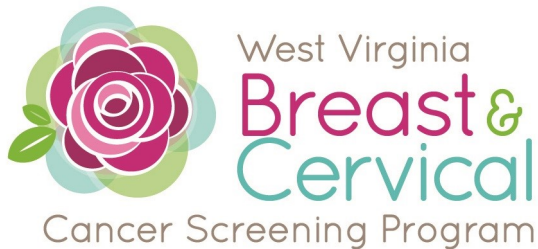
Anyone interested in attending the trainings must pre-register by contacting:  
Joni Bella-Craddock, RN WVBCCSP Nurse Case Manager Phone: 304-356-4414  
Email: [Joni.L.Craddock@wv.gov](mailto:Joni.L.Craddock@wv.gov)

## 2018 Women's Health Information Programs Scheduled

The West Virginia Breast and Cervical Cancer Screening Program's Women's Health Information Programs (WHIPs) will be held on Thursday, May 10, 2018 at the Bridgeport Conference Center in Bridgeport, WV and on Tuesday, May 15, 2018 at St. John XXIII Pastoral Center in Charleston, WV. All WVBCCSPP provider sites are required to send at least two participants to the training. You only need to attend one of the trainings. Choose the date and location that best accommodates your schedule.

There is no fee for participation, however you must register online at:

<https://www.surveymonkey.com/r/whips2018> or call 1-877-287-2272 to register by phone.



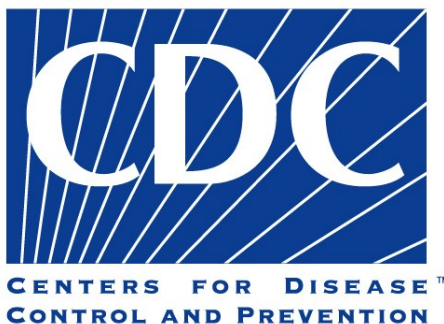
**This newsletter is for providers participating in the WVBCCSPP and WISEWOMAN programs. If you would like to contribute information or article ideas for the next edition of the *Provider Press*, please**

**contact:**

**Shelly Dusic**

**[sdusic@hsc.wvu.edu](mailto:sdusic@hsc.wvu.edu)**

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