



COMMUNITY PROFILE REPORT

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Executive Summary



2011₁

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The information in this Community Profile Report is founded on the work of the San Antonio Affiliate of Susan G. Komen for the Cure® in conjunction with key community partners. The findings of the report are based on a needs assessment public health model, but are not necessarily scientific and are provided "as is" for general information only and without warranties of any kind. Susan G. Komen for the Cure and its Affiliates do not recommend, endorse or make any warranties or representations of any kind with regard to the accuracy, completeness, timeliness, quality, efficacy or non-infringement of any of the programs, projects, materials, products or other information included or the companies or organizations referred to in the report.

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Executive Summary

Introduction

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Komen has more than 120 Affiliates in cities and communities around the globe and is the largest source of nonprofit funds dedicated to the fight against breast cancer with more than **\$1.9 billion** invested to date.



The San Antonio Affiliate of Susan G. Komen for the Cure® was founded in 1997 by a group of dedicated breast cancer survivors with a shared vision of helping women receive life-saving services in Bexar County. Since inception, the Affiliate has invested more than **\$12.75 million**. Seventy-five percent has funded local nonprofit programs providing vital breast cancer screening, treatment and education in the community. The remaining 25 percent goes to the Susan G. Komen for the Cure Grants Program which supports ground-breaking breast cancer research and scientific programs around the world.

The principal fundraiser for the Affiliate is the Susan G. Komen San Antonio Race for the Cure®. Race day commemorates lives lost to breast cancer, celebrates those who are surviving the battle, and honors families and friends for their support. The 13th annual Komen San Antonio Race for the Cure was held May 1, 2010, attracting 28,529

participants, including 1,500 survivors, and raised nearly **\$1.4 million** for the continued fight to end breast cancer.

In order to determine how best to be good stewards of the community's support, Affiliates conduct Community Profiles to assess the local needs and gaps in service. To meet our promise, the Komen San Antonio Affiliate relies on the Community Profile to guide our work in Bexar County. This document includes an overview of demographic and breast cancer statistics that highlight target areas, groups and issues in San Antonio and surrounding areas. The results of the 2011 Bexar County Community Profile help determine future funding priorities for identified breast health and highest need breast cancer service gaps. The Community Profile strengthens sponsorship efforts, drives public policy work and establishes directions for marketing and outreach. This document also highlights opportunities for meaningful collaborations and partnerships throughout Bexar County.

Statistics and Demographic Review



Methodology

Statistics used in the 2011 Bexar County Community Profile were obtained from a variety of sources. The U.S. Census Bureau's website assisted in obtaining statistics regarding state level populations, housing, economics and geography. The U.S. Census Bureau has been the leading source of quality data about the nation's people and economy since 1790.

The National Cancer Institute's State Cancer Profile's website was used to identify mortality and incidence rates across Texas. The NCI is the nation's principal agency for cancer research and coordinates the National Cancer Program.

Statistics related to women's preventative health, such as mammography rates, were

derived from the Kaiser Family Foundation's State Health Facts website. This non-profit, private operating foundation focuses on the major healthcare issues facing the U.S. Their data is based on an analysis of the Census Bureau's Current Population Surveys and represents two-year averages.

In addition to the online resources, data provided by Thomson Reuters, were supplied to the Affiliate with the respective information at a county level.

Key Findings

- Bexar County has approximately 832,203 women and nearly 42 percent are aged 40 and older. Therefore, roughly 350,356 women are at an increased risk of developing breast cancer and should be targeted for regular mammography screening.
- Bexar County is 58 percent Hispanic/Latina, 32 percent Caucasian, and 7 percent African American. The remaining 3 percent is comprised of minority populations totaling less than 2 percent.
- Approximately 63 percent of women in San Antonio received a mammogram in the past two years. The breast cancer incidence rate was 114 / 100,000 and the mortality rate was 21.2 / 100,000.
- As a whole, Bexar County has a family poverty rate of 13.4 percent with high concentrations among the following zip codes: 39.5 percent in 78202, 33.7 percent in 78208, and 31.8 percent in 78203. The state of Texas has a family poverty rate of 17.3 percent.
- Zip codes in Bexar County with the highest incidence rates are 78205, 78209 and 78257.
- High late stage diagnosis is most frequently seen in zip codes 78202, 78203 and 78220.
- Zip codes with the highest mortality rates are 78205, 78209 and 78220.

Health Systems Analysis

Key Findings

After reviewing available breast health services, the Affiliate determined that existing resources were present in the highest priority areas. Throughout the county, four breast health education programs were identified. These organizations provide education in the form of health fairs, *promotora* programs and speaker's bureaus. Their priority areas include the west, southwest, south, southeast and east regions of Bexar County. Eight community clinics, which also serve as screening facilities, are located in key zip codes throughout similar areas. These clinics are a resource for the low-income, uninsured

and underinsured of San Antonio. In addition, it was determined that nine organizations provide treatment services in the form of after-care, biopsies, chemotherapy, exercise, nutrition and transportation.

Several breast cancer support groups were identified throughout the Affiliate's service area. The support groups serve as a resource for the newly diagnosed and long-time survivors. They provide services which include coping mechanisms, diet and nutrition, breast prostheses, bras and wigs. They are located in the north and northwest areas of Bexar County.

Qualitative Data Overview

Methodology

The Affiliate's data collection efforts included two types of online surveys. A key informant survey was completed by 231 Affiliate stakeholders, of which 95 percent were female. Twenty-nine percent identified themselves as breast cancer survivors and almost 93 percent have insurance. A health provider survey was completed by 15 health professionals, including program managers, registered nurses and medical doctors, of which some are grantees. In addition to the surveys, four focus groups were conducted with women who were not knowledgeable about Komen and did not have a vested interest in the Affiliate. The focus groups were categorized into: African American, Caucasian, Hispanic/Latina and Survivor. Their ages ranged from early 20s to early 70s and represented a variety of key zip codes.

Key Findings

After reviewing the commonalities among focus groups, three important categories were apparent: education, screening and treatment. The participants believed the first step in early detection for breast cancer is through breast self-examination/self-awareness. The women agreed that more attention should be directed toward a healthy lifestyle, and this includes decreasing the amount of stress in each of their lives. The majority of the focus group participants believed that families in their communities are unaware of available resources for the underserved. Not only are residents lacking knowledge of resources in their communities, but also they are lacking breast health education. The women agreed that Komen can reach a greater population by providing breast self-awareness information at area pharmacies and through a mobile mammography unit which travels throughout the county. It was unanimously agreed upon that when there is reason for concern, the woman should seek a second opinion. Through discussions about clinical breast exams and mammograms, it was obvious that more distinctions should be made; the women realized they should get screened, but are not always aware of the differences between clinical exams (manual exam by healthcare professional) and mammograms (X-ray of the breast). The participants were in agreement that more support groups are needed for both survivors and co-survivors. Regarding the newly

diagnosed, they agreed that most are unaware of organizations that provide bra prostheses, wigs and accessories.

There were several similarities among the key informant survey results. For example, the overwhelming majority of the respondents said how important breast self-exams are, but stated that most females do not perform them regularly. They also agreed that medical providers in their communities tend to be the most trusted resource for breast health information. Regarding the Affiliate's priorities, they believed that more focus should be placed on the underinsured, the working poor and the low-income in Bexar County.

While analyzing the health provider survey results, the Affiliate determined that the majority of providers believed obesity is a serious and growing health problem in Bexar County. The respondents agreed that the most serious issue regarding breast cancer screening is lack of insurance. In addition, they thought the distance between underserved residents and clinic locations deters priority population women from getting routine breast health services.

Conclusions - Affiliate Priorities and Action Plan

- 1) Promote breast health awareness and breast self-exams through a variety of educational outreach programs in the Affiliate service area.
 - a. Affiliate will initiate an annual breast health program, inviting community members from the top three late stage diagnosis zip codes (78220, 78202, 78203), and will focus on early detection and the importance of screenings. Communication will be targeted to community members via flyers and local organizations within those zip codes.
 - b. Because of the high incidence and mortality rates in the African American community, the Affiliate will focus additional efforts on collaborations with community organizations to educate these women about breast health in their place of worship and introduce the Affiliate to five new congregations by March 31, 2013.
 - c. Enhance pilot program for distribution of breast self-awareness shower cards to area pharmacies twice a year to promote both a healthy lifestyle and breast health awareness. These efforts will target zip codes with high late stage diagnosis (78220, 78202, 78203) and mortality (78205, 78220, 78209).
 - d. Affiliate plans to secure relationships with local district offices and partner with legislative members regarding Komen San Antonio's mission. The 2011 Community Profile and the Texas Cancer Plan will also be utilized to create the base for the Affiliate's advocacy efforts and campaigns.

- 2) Increase the number of breast cancer screenings among residents and community members in San Antonio.
 - a. Increase breast cancer screenings of low-income, uninsured residents by 10 percent through grantees with a deadline of March 31, 2013. Between April 1, 2010 and March 31, 2011, Komen San Antonio grantees screened 1,548 women and men. In the next fiscal year, funds will increase, allowing Komen to allocate additional monies toward our screening goals.
 - b. Partner with local hospitals that operate mobile mammography unit(s) and encourage attendance at the planned Affiliate health program (see 1a) to provide breast cancer screenings.

- 3) Establish relationships with area medical professors, physicians, nurses and pharmacists, who are the primary sources for breast health education in Bexar County.
 - a. By March 31, 2013, we will establish relationships with area professors to educate 50 of their future physician and nursing students on incidence rates among young women, how to perform proper clinical breast exams, and how to be more sensitive with newly diagnosed patients.
 - b. Meet with the Bexar County Medical Association and Hispanic Medical Association annually to reach area physicians, nurses and pharmacists to provide them with breast self-awareness literature and tips on how to be more sensitive with newly diagnosed patients.