



COMMUNITY PROFILE REPORT

Susan G. Komen for the Cure®
Southern Nevada Affiliate



2009

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Acknowledgements

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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.

The Southern Nevada Affiliate of Susan G. Komen for the Cure was chartered in the fall of 1996 to bring the Komen for the Cure promise to Las Vegas and surrounding areas. The Affiliate supports the Organization's promise to save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cures. Over the past 14 years, the Affiliate has experienced growth and now boasts the largest foot race in Nevada, the Susan G. Komen Southern Nevada Race for the Cure[®]. Funds raised from this event, and throughout the year, are granted annually to local community organizations that provide breast cancer education, screening, treatment, and support services to the uninsured and underserved within the service area. In 2008, the Southern Nevada Affiliate funded \$725,000 in local community programs while contributing \$395,000 to the Komen breast cancer research grants programs.

The Community Profile provides information to the Affiliate that helps guide community efforts and establishes goals for mission and non-mission work. This report ensures that the work done by the Affiliate is well directed and non-duplicative. It includes an overview of breast cancer statistics that pinpoint where efforts are likely to have the most impact.

Overview Demographic and Breast Cancer Statistics Key Findings

The Komen Southern Nevada service area includes Clark, Nye, Lincoln, and Esmeralda Counties. With this Community Profile, the Affiliate proposes expansion of the service area to include White Pine and Mineral Counties. Demographic and breast cancer statistics were reviewed for each of these counties.

County level 2007 demographic estimates were obtained from Thomson Reuters. In order to reach a targeted understanding of the service area it was necessary to analyze Clark County data by zip code level. Zip code demographic data, based on the 2000 U.S. Census, were obtained from www.city-data.com. Although this data source has limitations, it helped to develop distinctions between zip codes within Clark County and provide an overview of the areas of greatest need.

Thomson Reuters (2007) calculated breast cancer estimates using National Cancer Institute's Surveillance, Epidemiology and End Results (SEER) data. By applying actual population rates to populations with similar demographics, estimates were calculated at

the county and zip code levels to fill in gaps in existing breast cancer data sources. However, readers must be cautious when interpreting these estimates, especially in rural areas with small populations.

Clark County is the most populated in the state of Nevada and is comprised of Las Vegas, Henderson, North Las Vegas, Mesquite, Boulder City, and many unincorporated towns. Clark County is ethnically diverse with 52.7% of the population being white. In fact, the 2000 Nevada Census indicated that 26% of Clark County residents speak a language other than English in their homes. This diversity highlights the importance of multilingual, culturally competent, and inclusive services in all areas of the breast cancer continuum of care.

Although Clark County has a higher average household income, \$67,974, than the national average (\$56,664), it has been one of the hardest hit by the recession experiencing significant drops in revenue and tourism since 2007. Additionally, the demography of Clark County has been impacted by the high foreclosure rate. Therefore, it is likely that as the rates of unemployment increase so will the rates of uninsured individuals seeking health care services.

Clark County breast cancer mortality rates are the highest in the 89134, 89046, 89005, 89029, 89109, 89086, 89084, 89124, and 89121 zip codes. These include Searchlight, Boulder City, Laughlin and areas within the Las Vegas Valley.

Clark County breast cancer Stage IV incidence rates are the highest in the North Las Vegas, West Las Vegas, and Downtown Las Vegas areas and include the 89106, 89030, 89086, 89084, 89115, 89032, 89031, and 89108 zip codes which are clustered together. This is significant because Stage IV is the most advanced stage of breast cancer and occurs when cancer has spread beyond the breast to other organs.

Nye, Lincoln, Esmeralda, White Pine, and Mineral Counties are rural areas throughout Southern Nevada. These counties are sparsely populated, have aging populations, have few health care resources, have median household incomes below the national average, and low levels of educational attainment. Health care is mostly provided by community health nurses from the Nevada State Health Division's Frontier and Rural Public Health Services. With few resources for breast cancer screening and treatment in these communities, these areas have high breast cancer incidence and mortality rates.

Overview of Programs and Services Key Findings

The Affiliate staff provided information about previous and current grantees and local affiliations within the Southern Nevada community. Additionally, the Community Programs Manager tracks all phone calls, emails, website inquiries, and walk-ins seeking community resources for screening, treatment, and support services. A spreadsheet of these contacts from 2007 and 2008 was reviewed to look at the services that were requested and the referrals that were made. Finally, the Affiliate has created a breast cancer resource listing that is updated quarterly and emailed to grantees and

other community partners. A listing of the most frequently used resources was developed to give an overview of local programs and services.

The Affiliate has a long history of working with various non-profit organizations and businesses that provide breast cancer education, screening, treatment and support services for uninsured and underserved in Southern Nevada. Many of these organizations are past or current grantees that are able to address the needs of the community. Current resources available through Komen funding include: breast cancer screening and diagnostic services (including mammography, breast ultrasound, breast MRI, and biopsies), early stage breast cancer surgery and treatment, bras and prosthetics for breast cancer survivors, support groups and counseling for breast cancer survivors and their loved ones, financial assistance during treatment, and assistance with COBRA payments for newly-diagnosed breast cancer patients.

Overview of Exploratory Data Key Findings

Exploratory data for this report were collected using key informant interviews to gather qualitative data from individuals that have knowledge of the community, breast cancer issues, and local resources. Ten interviews were collected with a focus on reaching providers in each of the counties in the Southern Nevada service area to examine behavioral and cultural influences in the rural communities and to investigate the effects of the recent oncology program closure.

Among the key informants in the rural communities, there was agreement that it is difficult to obtain breast cancer education, screening, and/or treatment. County residents must travel to get these services and this presents a notable barrier to care, particularly for the uninsured and low income populations. Mobile mammography services visit these rural counties; however, these services are unable to meet the needs of the communities with their limited time visiting the area.

Additional key informant interviews were conducted with questions about the recent closure of outpatient oncology services at the public hospital in Las Vegas. Although the informants felt it had been difficult to link women diagnosed with breast cancer to appropriate treatment resources during recent months, they felt that with the treatment availability through a Komen grant to Great Basin Health Net, patients would be better served in the future.

Narrative of Affiliate Priorities

Five Affiliate priorities were selected based on the Komen promise to save lives by empowering people and ensuring quality care for all. The priorities evolved from areas that were highlighted within the demographics, breast cancer statistics, local programs and resources, state and local policy analysis, and key informant interviews. It is not surprising that the areas include standard breast cancer goals of ensuring access to education, screening, treatment, and support services. The Affiliate will work to tailor grant-making, education, and public policy strategies to address the needs of the

Southern Nevada community while enhancing fundraising efforts. The Affiliate priorities include:

1. Increase knowledge of the importance of early detection for breast cancer.
 - Target North Las Vegas, West Las Vegas, and Downtown Las Vegas areas (specifically zip codes 89106, 89030, 89086, 89084, 89115, 89032, 89031, and 89108) using evidence-based and culturally-competent educational strategies.
 - Educate rural communities including Nye, Lincoln, Esmeralda, Mineral and White Pine counties. Also, include Searchlight, Boulder City, and Laughlin, NV in these education and awareness campaigns.
 - Expand education efforts to include young women (under age 40), older women (over age 65), and breast health providers.
2. Increase access to and availability of breast cancer screening services.
 - Fund screening for those that do not qualify for the Women's Health Connection Program. Specifically women under age 50 and women who earn between 250% and 350% FPL.
 - Ensure screening services are available to women living in rural communities. In some cases, women may need to travel to California or Utah for these services.
 - Analyze current public policy surrounding Nevada's Breast and Cervical Cancer Early Detection Program (Women's Health Connection) and advocate towards expansion of this valuable program.
3. Ensure that all that are diagnosed with breast cancer have access to timely and appropriate treatment.
 - Support treatment services for those that do not qualify for the Nevada Medicaid Breast and Cervical Cancer Treatment Option, Nevada Medicaid (general), Clark County Social Services, or charity care through local providers.
 - Analyze current public policy surrounding Nevada Medicaid Breast and Cervical Cancer Treatment Option and advocate towards expansion of this valuable program.
4. Make available a variety of support services for breast cancer patients, survivors, and their loved ones.
 - Assist with financial needs of breast cancer patients and survivors during surgery and treatment.
 - Fund services that meet the emotional and psychosocial needs of breast cancer patients, survivors, and their loved ones.
 - Support services that meet the physical needs of breast cancer patients and survivors.
 - Include breast cancer survivors in fundraising, educating, grant-making, and other Affiliate functions.

- Encourage evidence-based breast health navigator programs to assist uninsured, underinsured, and underserved breast cancer patients with access to local and national resources.
5. Expand and diversify fundraising efforts.
- Develop new sponsorship relationships and nurture existing partnerships.
 - Implement ongoing fundraising strategies to encourage year-round giving.
 - Target high socioeconomic areas for donor development.

Affiliate Action Plan

To meet the priorities and goals listed above, the Southern Nevada Affiliate must use creative strategies in various areas including community partnerships, grant solutions, public policy efforts, and education and outreach. With the completion of this report it is evident that breast cancer remains a serious women's health concern and disparities exist within the Southern Nevada Affiliate's service area. However, the Affiliate is positioned to make a considerable impact on reducing the barriers to breast cancer screening and treatment and improving the lives of those affected by breast cancer in the Southern Nevada community.